REAL Curriculum Program Alignment Proposal

Department or School: Enter dept/school name: Management   Date: 11/17/2020

Degree type: ☐BS ☐BA ☐BBA ☐BSN ☐BM ☐BFA ☐BSW ☒Minor ☐Certificate

Program: Management Minor

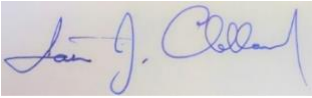 REAL Area Program Designation Sought (check all that apply):   ☐ R ☐ E ☒ A ☒ L

Dept/School Contact: Dr. Iain Clelland, Department Chair (ijclellan@radford.edu)

BS/BA Requirements: Enter courses required for BS or BA requirement. Each degree program needs to be submitted separately.

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	Date: 11/17/2020

Official Program Description:

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: https://catalog.radford.edu/

The minor in **Management** is designed to provide students with the fundamental knowledge and skill sets needed to effectively manage a business to complement their primary discipline (e.g., art gallery, boutique, online music business, health clinic, professional services practice, private security agency, technology start-up, non-profit social services). The requirements for completion of the Management minor are as follows:

Management Minor (for non-business majors) (15 Semester Hours)

NOTE: This is the minor currently in the catalog

Students who are not COBE majors who wish to pursue a Management minor must meet the following requirements:

Required Courses

- MGNT 322 - Organizational Behavior
- Nine credit hours of MGNT electives
- Three additional credit hours in ACTG, BLAW, FINC, MGNT, or MKTG.

Management Minor (for non-business majors) (18 Semester Hours)

NOTE: Approved by the department and college curriculum committees and submitted to the Registrar for inclusion in the 2021-22 undergraduate catalog (I have attached the paperwork that was submitted to the Registrar's office to reflect this change).

Students who are not majors in the Davis College of Business & Economics who wish to pursue a Management minor must meet the following requirements:

Required Courses

- MGNT 322 - Organizational Behavior (a REAL "A" area & GE class)

- Any two of the following REAL "A" Area designated 3 credit hour management classes:
  - MGNT 105 - Management in the Movies
  - MGNT 421 - Leadership and Motivation
  - MGNT 436 - International Management and Cultural Diversity
  - MGNT 460 - Business and Society

- AND any three of the following REAL "L" area designated 3 credit hour management classes:
  - ENTR 240 Social Entrepreneurship OR ENTR 250 - Entrepreneurship and Innovation
  - ENTR 350 - Managing New Venture Creation
  - ENTR 425 - Entrepreneurial Leadership
  - ENTR 450 - Owning and Managing a Business
  - MGNT 101 - Introduction to Business and Entrepreneurship
  - MGNT 323 - Human Resource Management
  - MGNT 330 - Managing Technology and Information Resources
  - MGNT 361 - Managing Professional Communication and Negotiation

- MGNT 440 - Project & Event Management
- MGNT 452 - Business Consulting
- MGNT 457 - Technology and Innovation Management

CULTURAL OR BEHAVIORAL ANALYSIS

A Area: Course Prefix: MGNT Course Number: 322 Course Title: Organizational Behavior Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 200	Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
A Area: Course Prefix: MGNT Course Number: 105 Course Title: Management in the Movies Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 70	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year ☐ Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
A Area: Course Prefix: MGNT Course Number: 421 Course Title: Leadership and Motivation Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 150	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
A Area: Course Prefix: MGNT Course Number: 436 Course Title: International Management and Cultural Diversity Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☐ Yes ☒ No Projected enrollment need per academic year: 70	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

A Area: Course Prefix: MGNT Course Number: 460 Course Title: Business and Society Credit Hours: 3 New course: ☒ Yes ☐ No Revised course: ☐ Yes ☒ No	Is this course required or an elective for your degree program? ☒ Required ☐ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: **X** Every academic year **X** Every semester ☐ Every other year ☐ At least once every three years ☐ Other
Projected enrollment need per academic year: 70	Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

Real Area (A) Coverage: Each student in the program is required to take MGNT 322 (A) and required to take 6 credit hours from the following selection of A designated courses: MGNT 105, MGNT 421, MGNT 436, MGNT 460   A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: MGNT 105

A Area: Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s). Describe assessment plan: The Program plans to utilize the university-wide assessment measures for the area. The assessment results of Management minors will be reviewed by the Department Assessment Committee and the Department Curriculum Committee. Based on the reviews, the Curriculum Committee will make necessary changes in these three courses as all of the courses are offered in the Management Department.	
Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.	Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.
Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.	Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.

APPLIED LEARNING

L Area: Course Prefix: ENTR Course Number: 250 Course Title: Entrepreneurship and Innovation Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☒ Yes ☐ No Projected enrollment need per academic year: 90	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
L Area: Course Prefix: ENTR Course Number: 240 Course Title: Social Entrepreneurship Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☒ Yes ☐ No Projected enrollment need per academic year: 70	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
L Area: Course Prefix: ENTR Course Number: 350 Course Title: Managing New Venture Creation Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☒ Yes ☐ No Projected enrollment need per academic year: 70	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: X Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
L Area: Course Prefix: ENTR Course Number: 425 Course Title: Entrepreneurial Leadership Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☒ Yes ☐ No Projected enrollment need per academic year: 70	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below) Intended Frequency: ☐ Every academic year X Every semester ☐ Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:
L Area: Course Prefix: ENTR Course Number: 450 Course Title: Marketing Study Abroad Credit Hours: 3 New course: ☐ Yes ☒ No Revised course: ☒ Yes ☐ No Projected enrollment need per academic year: 20	Is this course required or an elective for your degree program? ☐ Required ☒ Elective Is this course offered within your dept/school? ☒ Yes ☐ No If no, collaborating dept/school must also complete the remaining elements, and must sign below. Course Rotation: ☐ Fall ☐ Spring ☒ Intersession ☐ Other (Explain below) Intended Frequency: ☐ Every academic year ☐ Every semester X Every other year ☐ At least once every three years ☐ Other Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

L Area:

Course Prefix: MGNT
Course Number: 101
Course Title: Introduction to Business and Entrepreneurship
Credit Hours: 3
New course: ☐ Yes ☒ No
Revised course: ☐ Yes ☒ No

Projected enrollment need per academic year: 40

Is this course required or an elective for your degree program? ☐ Required ☒ Elective
Is this course offered within your dept/school? ☒ Yes ☐ No
If no, collaborating dept/school must also complete the remaining elements, and must sign below.

Course Rotation: ☒ Fall ☐ Spring ☐ Intersession ☐ Other (Explain below)

Intended Frequency: ☐ Every academic year X Every semester ☐ Every other year
☐ At least once every three years ☐ Other

Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

L Area:

Course Prefix: MGNT
Course Number: 323
Course Title: Human Resource Management
Credit Hours: 3
New course: ☐ Yes ☒ No
Revised course: ☐ Yes ☒ No

Projected enrollment need per academic year: 120

Is this course required or an elective for your degree program? ☐ Required ☒ Elective
Is this course offered within your dept/school? ☒ Yes ☐ No
If no, collaborating dept/school must also complete the remaining elements, and must sign below.

Course Rotation: ☒ Fall ☒ Spring ☒ Intersession ☐ Other (Explain below)

Intended Frequency: X Every academic year X Every semester ☐ Every other year
☐ At least once every three years ☐ Other

Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

L Area:

Course Prefix: MGNT
Course Number: 330
Course Title: Managing Technology and Information Resources
Credit Hours: 3
New course: ☐ Yes ☒ No
Revised course: ☐ Yes ☒ No

Projected enrollment need per academic year: 70

Is this course required or an elective for your degree program? ☐ Required ☒ Elective
Is this course offered within your dept/school? ☒ Yes ☐ No
If no, collaborating dept/school must also complete the remaining elements, and must sign below.

Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below)

Intended Frequency: X Every academic year X Every semester ☐ Every other year
☐ At least once every three years ☐ Other

Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

L Area:

Course Prefix: MGNT
Course Number: 361
Course Title: Managing Professional Communication and Negotiation
Credit Hours: 3
New course: ☐ Yes ☒ No
Revised course: ☐ Yes ☒ No

Projected enrollment need per academic year: 90

Is this course required or an elective for your degree program? ☐ Required ☒ Elective
Is this course offered within your dept/school? ☒ Yes ☐ No
If no, collaborating dept/school must also complete the remaining elements, and must sign below.

Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below)

Intended Frequency: ☐ Every academic year X Every semester ☐ Every other year
☐ At least once every three years ☐ Other

Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

L Area:

Course Prefix: MGNT
Course Number: 440
Course Title: Project and Event Management
Credit Hours: 3
New course: ☐ Yes ☒ No
Revised course: ☐ Yes ☒ No

Projected enrollment need per academic year: 40

Is this course required or an elective for your degree program? ☐ Required ☒ Elective
Is this course offered within your dept/school? ☒ Yes ☐ No
If no, collaborating dept/school must also complete the remaining elements, and must sign below.

Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below)

Intended Frequency: X Every academic year ☐ Every semester ☐ Every other year
☐ At least once every three years ☐ Other

Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

L Area:

Course Prefix: MGNT
Course Number: 452
Course Title: Business Consulting
Credit Hours: 3
New course: ☐ Yes ☒ No
Revised course: ☐ Yes ☒ No

Projected enrollment need per academic year: 20

Is this course required or an elective for your degree program? ☐ Required ☒ Elective
Is this course offered within your dept/school? ☒ Yes ☐ No
If no, collaborating dept/school must also complete the remaining elements, and must sign below.

Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below)

Intended Frequency: ☐ Every academic year ☐ Every semester X Every other year
☐ At least once every three years ☐ Other

Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

L Area:

Course Prefix: MGNT
Course Number: 457
Course Title: Technology and Innovation Management
Credit Hours: 3
New course: ☐ Yes ☒ No
Revised course: ☐ Yes ☒ No

Projected enrollment need per academic year: 20

Is this course required or an elective for your degree program? ☐ Required ☒ Elective
Is this course offered within your dept/school? ☒ Yes ☐ No
If no, collaborating dept/school must also complete the remaining elements, and must sign below.

Course Rotation: ☒ Fall ☒ Spring ☐ Intersession ☐ Other (Explain below)

Intended Frequency: ☐ Every academic year ☐ Every semester X Every other year
☐ At least once every three years ☐ Other

Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:

Real Area (L) Coverage: Each student in the program is required to take 9 credit hours from the following selection of courses:

- ENTR 240 - Social Entrepreneurship (3) OR ENTR 250 - Innovation & Entrepreneurship (3)
- ENTR 350 - Managing New Venture Creation (3)
- ENTR 425.- Entrepreneurial Leadership (3)
- ENTR 450.- Owning & Managing Your Own Business (3)
- MGNT 101 - Introduction to Business and Entrepreneurship (3)
- MGNT 323 - Human Resource Management (3)
- MGNT 330 - Managing Technology and Information Resources (3)
- MGNT 361 - Managing Professional Communication and Negotiation (3)
- MGNT 440 - Project & Event Management (3)
- MGNT 452 - Business Consulting (3)
- MGNT 457 - Technology and Innovation Management (3)

L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: ENTR 240, ENTR 250, MGNT 101

L Area:
Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.
Describe assessment plan:

The Program plans to utilize the university-wide assessment measures for the area. The assessment results of Entrepreneurship minors will be reviewed by the Department Assessment Committee and the Department Curriculum Committee. Based on the reviews, the Curriculum Committee will make necessary changes in these three courses as all of the courses are offered in the Management Department.

Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.	Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.
Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.	Description of learning outcome assessment plan: Assessment will take place through new university approved universal assessment measure.

Are existing material resources adequate to support this program alignment proposal?
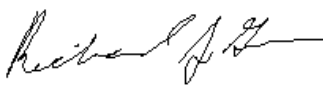☒ Yes ☐ No If not, what additional material resources would be needed?

Are existing space resources adequate to support this program alignment proposal?
☒ Yes ☐ No If not, what additional space resources would be needed?

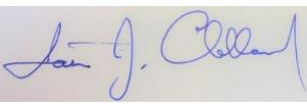Are existing human resources adequate to support this program alignment proposal?
☒ Yes ☐ No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature: *[signature]*	Date: 11/17/2020
Chair/Dean on Behalf of Dept/School:	Signature: *[signature]*	Date: 11/17/2020
College Curriculum Committee Approval:	Signature: *[signature]*	Date: 11/17/2020
Dean/AVP Approval:	Signature: *[signature]*	Date:11/17/2020
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date: