



DISCIPLINE DESCRIPTION

INTEGRATED BUSINESS

ACTIVE TEACHING DISCIPLINES

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CIP Code	Title	Definition
52.0101	Business/Commerce, General.	A program that focuses on the general study of business, including the processes of interchanging goods and services (buying, selling and producing), business organization, and accounting as used in profit-making and nonprofit public and private institutions and agencies. The programs may prepare individuals to apply business principles and techniques in various occupational settings.

Note: More information on the National Center for Education Statistics (NCES) Classification of Instructional Programs (CIP) taxonomy is available at <https://nces.ed.gov/ipeds/cipcode/>.

The qualifications described below represent commonly accepted good practices for teaching in the discipline(s) represented in the unit.¹

Section 1. General description of the unit, including academic programs and course offerings²

The Department of Integrated Business offers a baccalaureate degree program in integrated business. The program is intended to develop strong business “generalists” who have the ability and capacity to enter the workforce with a broad understanding of business and strong analytical, communication, and critical thinking skills. The program focuses on issues faced by small and midsize privately held firms. The required courses for the major are drawn from a variety of business disciplines:

- ENT 4412: Managing Small Business Finances
- GEB 3031: Integrated Business Foundations
- GEB 4513: Applied Business Technologies
- GEB 4522: Data-Driven Decision-Making
- GEB 4451: Business Climate Analysis
- MAN 3302: Essentials of Human Resource Management for Integrated Business
- MAN 4583: Project Management
- MAR 3407: Integrated Marketing and Sales

In addition, integrated business majors take one restricted elective course chosen from among the following:

- ENT 3613: Creativity and Entrepreneurship (offered by the Department of Management)
- GEB 4104: Small Business Development
- GEB 4941: Internship
- MAN 4143: Leadership Development (offered by the Department of Management)
- MAN 4441: Conflict Resolution and Negotiation (offered by the Department of Management)

Section 2. Qualifying degree(s) for each discipline taught in the unit³

A terminal degree in the teaching discipline qualifies a faculty member to teach throughout the broad scope of the teaching discipline at the undergraduate and graduate levels.⁴

Because the program's courses cross disciplinary lines, faculty preparation may be varied. Faculty members generally have advanced degrees in business or the social and behavioral sciences, as appropriate to their teaching assignment.

Section 3. Broadly related discipline(s) for each discipline taught in the unit

Specialization qualifies a faculty member to teach throughout the broad scope of the teaching discipline (typically five or more courses on distinct topics).

Faculty members with an advanced degree (e.g., Doctor of Business Administration, Doctor of Philosophy, Master of Science) in a business- or commerce-related discipline may be qualified to teach the following courses:

- GEB 3031: Integrated Business Foundations
- GEB 4104: Small Business Development
- GEB 4513: Applied Business Technologies
- GEB 4522: Data-Driven Decision-Making

Section 4. Selectively related discipline(s) for each discipline taught in the unit

Specialization qualifies a faculty member to teach a restricted set of courses in the teaching discipline (typically four or fewer courses on distinct topics).

The following list of required program courses and electives describes appropriate academic qualifications for teaching each course:

- ENT 4412: Advanced degree in entrepreneurship/entrepreneurial studies; finance; small business administration/management
- GEB 3031: Advanced degree in business/commerce; business/corporate communications; professional, technical, business, and scientific writing; technical and scientific communication
- GEB 4104: Advanced degree in business/commerce; entrepreneurship/entrepreneurial studies; small business administration/management
- GEB 4513: Advanced degree in business/commerce; information science/studies; information technology; management information systems
- GEB 4522: Advanced degree in business/commerce; data analytics; economics; statistics
- GEB 4451: Advanced degree in a business/commerce
- MAN 3302: Advanced degree in business administration and management; human resources management/personnel administration; industrial and organizational psychology; public administration; social psychology
- MAN 4583: Advanced degree in engineering/industrial management; operations management and supervision; project management
- MAR 3407: Advanced degree in marketing/marketing management

Section 5. Justification for use of faculty members with “other” teaching qualifications and additional information⁵

The department considers other teaching qualifications in conjunction with or in lieu of academic credentials on a case-by-case basis. This is acceptable in special cases in which evidence of a faculty member’s exceptional industry experience, research, or other qualifications can be documented, and in which those qualifications are directly applicable to the course or courses being taught.

Given the generalist nature of the program, a faculty member who has earned an M.B.A. or other master’s degree with a general focus on business, commerce, or economics and who also holds an appropriate, substantive professional designation or who has substantive professional experience in a field closely related to the course being taught may be qualified to teach that course. For example:

- MAN 3302: Society for Human Resource Management (SHRM) certification
- MAN 4583: Project Management Professional (PMP) certification
- MAR 3407: Sales and Marketing Executives International (SMEI) certification

1. The unit chair or director, in consultation with unit faculty members, is responsible for identifying and articulating commonly accepted good practices in each of the unit’s teaching disciplines and for providing appropriate justification as needed. In the case of an emerging discipline for which common collegiate practice has not yet been established, a compelling case must be made, as necessary, to substantiate the claims presented.

2. Please provide a general description of the unit’s course and program offerings at the undergraduate and graduate levels (e.g., degree and certificate programs, minors, unit contributions to interdisciplinary core courses). This section may also be used to provide other pertinent information about the unit and the discipline(s) it represents (e.g., discipline accreditation, faculty research emphases).

3. For each discipline taught in the unit, please list those degrees that are regarded by the respective disciplinary community as terminal degrees in the discipline and thus qualify a faculty member to teach throughout the broad scope of that discipline at the undergraduate and graduate levels. In most fields, a terminal degree is the commonly accepted highest degree in the given field of study. In such instances, the terminal degree is usually considered to be the academic (or research) doctorate (e.g., Doctor of Philosophy). However, some academic fields have, through custom, recognized terminal degrees that are not doctorates (e.g., Master of Fine Arts). Note that terminal degrees in other disciplines may also be appropriate for teaching in the discipline, but such credentials should be listed as broadly or selectively related degrees, as appropriate.

4. A nonterminal master’s degree in the teaching discipline qualifies a faculty member to teach throughout the broad scope of the teaching discipline at the undergraduate level but not at the graduate level.

5. Please use this section to provide justification that helps to make the case for special circumstances that apply to the unit, including the use of faculty members qualified to teach by “other” means. Typically, the statements provided in this section should be of a general nature and should not address specific individuals. (Justification for specific individuals is typically handled separately during the teaching certification process.) Please cite appropriate authorities as needed to justify the unit’s practices (e.g., discipline accreditation guidelines, governmental regulations).

When a faculty member cannot be qualified to teach on the basis of academic credentials (i.e., degrees, coursework) alone, qualifications other than academic credentials (or combined with academic credentials) that are appropriate for teaching particular courses may be taken into consideration. Such consideration of other teaching qualifications in conjunction with or in lieu of academic credentials must be made on a case-by-case basis. These cases should be exceptional, and the evidence provided of other demonstrated competencies and achievements must be compelling. They should also show significant evidence of professional progress as related to the faculty member’s teaching assignment.