



Integrated Business

| ACTIVE TEACHING DISCIPLINES | | |
|--|---|--|
| For Administrative Use Only – Please do <u>not</u> edit federal NCES information below | | |
| CIP Code | Description | NCES Definition For more information on the NCES CIP taxonomy, see http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55 |
| 52.0201 | Business Administration and Management, General | A program that generally prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making. |

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

General description of unit, including programs and course offerings [2]

The Integrated Business (IB) program offers the BSBA Integrated Business major. This major's eight required courses come from a variety of business disciplines. These courses are:

- Applied Business Technologies (ABT), GEB 4513
- Contemporary Selling (CS), MAR 3407
- Data Driven Decision Making (DDDM), GEB 4522
- Essentials of Human Resources Management (EHRM), MAN 3302
- Integrated Business Foundations (IBF), GEB 3031
- Managerial Economics (ME), ECP 4703
- Managing Small Business Finances (MSBF), ENT 4412
- Project Management (PM), MAN 4583

In addition, IB majors take one restricted elective, choosing one of three courses: an internship, Creativity and Entrepreneurship, which is staffed by the Management Department, or Small Business Development (SBD), GEB 4104.

The IB program does not staff any of the core classes in the BSBA or MBA degrees.

Qualifying degree majors/specializations for each discipline taught in the unit [3]

Typically, doctoral degree(s) are expected for graduate-level teaching and master's degrees are expected for undergraduate-level teaching. A terminal degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate and graduate levels. [4]

Because the IB major's courses cross disciplinary lines, it is not possible to identify degrees appropriate to the *program* as a whole.

Broadly related discipline(s) for each discipline taught in the department

Specialization qualifies a person to teach throughout the broad scope of teaching discipline (approximately five or more courses on distinct topics)

A Ph.D. in a business/commerce discipline, DBA, or MBA would qualify a person to teach ABT (GEB 4513), DDDM (GEB 4522), IBF (GEB 3031), or SBD (GEB 4104).

Selectively related discipline(s) for each discipline taught in the department

Specialization does not qualify a person to teach distinct topics throughout the broad scope of the teaching discipline but does qualify to teach a more restrictive set of courses in the discipline (approximately four or fewer courses on distinct topics)

The following list of required courses and electives in the IB Program describes degrees that would qualify a person to teach that particular course.

- ABT (GEB 4513): a Ph.D., DBA, or master's degree in a business/commerce discipline or in a technology field such as information systems, including an MBA.
- CS (MAR 3407): a Ph.D., DBA, or master's degree in or with a concentration in marketing.
- DDDM (GEB 4522): a Ph.D., DBA, or master's degree in business/commerce, economics, statistics, or other field related to data analysis, including an MBA.
- EHRM (MAN 3302): a Ph.D., DBA, or master's degree in or with a concentration in management, human resources, social psychology, public administration, or I/O psychology.
- IBF (GEB 3031): a Ph.D., DBA, or master's degree in a business/commerce discipline, including an MBA.
- ME (ECP 4703): a Ph.D. or master's degree in or with a concentration in economics.
- MSBF (ENT 4412): a Ph.D., DBA, or master's degree in or with a concentration in finance, small business management, or entrepreneurship.
- PM (MAN 4583): a Ph.D., DBA, or master's degree in or with a concentration in operations management, project management, or engineering.

- SBD (GEB 4104): a Ph.D., DBA, or master's degree in or with a concentration in small business management, general business, or entrepreneurship, including an MBA.

Justification for use of faculty with 'other' teaching qualifications and additional faculty teaching qualifications information [5] [6]

Consideration of other teaching qualifications in lieu of academic credentials is made on a case-by-case basis and accepted in special cases where evidence of exceptional industry experience, research or other qualifications can be documented and are directly applicable to the courses being taught.

Given the generalist nature of the IB program, a person who has earned an MBA or other master's degree with a general focus on business/commerce or economics and who also holds an appropriate, substantive professional designation and/or has substantive professional experience in a field closely related to the course being taught will be deemed qualified to teach the course. Examples of professional designations, by course, include:

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

[1] The unit chair/director, in consultation with unit faculty, has responsibility for identifying and articulating commonly accepted good practices in each teaching discipline taught in the unit 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 provided as necessary to substantiate the claims made.

[2] Please provide a general description of the unit course and program offerings at the undergraduate and graduate levels (e.g., degree and certificate programs, minors, departmental contribution 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] List those degrees for each discipline taught in the unit 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 both 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, Master of Social Work). Note that terminal degrees from other disciplines may be appropriate for teaching in the discipline as well, but such credentials should be listed as broadly or selectively related degrees, as appropriate.

[4] A non-terminal master's degree in the teaching discipline qualifies a person to teach throughout the broad scope of the teaching discipline at the undergraduate level, 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 your unit including the use of faculty qualified to teach by 'other' qualifications and other special situations.

Typically the statements provided in this section should be of a general nature, and not address specific individuals. (Justification for specific individuals is typically handled separately during the teaching certification process.) As appropriate, please cite to appropriate authorities to justify departmental practices (e.g., discipline accreditation guidelines, state regulations).

[6] When a faculty member cannot be qualified to teach on the basis of academic credentials (degree(s) and course work) alone, qualifications other than academic credentials (or combined with credentials) may be appropriate for teaching particular courses. Consideration of other teaching qualifications either in conjunction with or in lieu of academic credentials must be made on a case-by-case basis. Such cases should be exceptional and the evidence of other demonstrated competencies and achievements provided must be compelling. It should also show substantial and significant evidence of professional progress as related to the faculty member's teaching assignment.