

SIGNATURE PAGE
Curriculum Proposal Form #1

NEW DEGREE, MAJOR, MINOR, OR SUBMAJOR/EMPHASIS

DEGREE/PROGRAM TITLE Master of Business Administration - Technology + Training

Robert M. Schramm / [Signature] 2/19/96
 Proposal Sponsor Date of Submission

Christa C. M. [Signature] / Management / BEOS 4/15/96
 Chair of Sponsoring Department Department Approval Date

[Signature] 5-8-96
 Chair, College Curriculum Committee Approval Date

[Signature] B+B 5-9-96
 Dean of College College Approval Date

FOR UNDERGRADUATE ACTIONS:
 _____ Approved Not Approved _____
 Chair, University Curriculum Committee Date

 _____ Approved Not Approved _____
 Chair, Faculty Senate Date

FOR GRADUATE ACTIONS:
[Signature] Approved Not Approved 9/19/96
 Chair, Graduate Council Date

 Provost & Vice Chancellor Date Received

ACADEMIC UNIT	SIGNATURE	DATE	*ACTION

(* Indicate Approve, No Contest, or Disapprove, for graduate programs only)

CURRICULUM PROPOSAL FORM #1
University of Wisconsin-Whitewater

NEW DEGREE, MAJOR, MINOR, OR SUBMAJOR/EMPHASIS

DEGREE/PROGRAM TITLE: MASTER OF BUSINESS ADMINISTRATION - TECHNOLOGY & TRAINING
SPONSOR(S): Robert Schramm and Richard Wagner
DEPARTMENT(S): BE/OS and Management
COLLEGE(S): BUSINESS & ECONOMICS
EFFECTIVE TERM: Fall 1996

CHECK IF:

New Degree: Prepare in ACIS-1, Format B

New Major: Prepare in ACIS-1, Format B

New Minor: Prepare in ACIS-1, Format C

New Submajor: Prepare in ACIS-1, Format C*

Larry Davis was contacted on 1/16/96 as to which format should be followed.
Format C is no longer required for this action.

ATTACH THE FOLLOWING:

- I. The proposal (In Format B or C).
- II. A proposed APR system, if a new graduate program.
- III. A 5-year plan of course offerings, if a new graduate program.

NOTE: YOU MUST FIRST RECEIVE APPROVAL FROM SYSTEM FOR A PRELIMINARY ENTITLEMENT TO PLAN A NEW DEGREE/MAJOR. SEE ACIS-1.

CURRICULUM PROPOSAL FORM #1 ATTACHMENT

NEW SUBMAJOR/EMPHASIS: MBA--Technology and Training

I. Description Technology and Training

The objective of the MBA-Technology and Training emphasis is to provide students with the opportunity to develop knowledge, skills, and abilities to provide training in information technology. The infusion of technology by knowledge workers in companies has resulted in a need for technology specialists who can instruct colleagues and clients. The emphasis is designed to provide students with the foundation in business technologies and training theories.

II. Relationship to the mission of the institution

The select mission of the University of Wisconsin-Whitewater includes "offering graduate education built clearly upon its undergraduate emphases and strengths with particular emphasis in the fields of business and education."

Undergraduate majors in Management, Management of Computer Systems, Office Systems, and Business Education are complemented by this graduate program emphasis.

III. List of courses

- I. Common Body of Knowledge -- 0- 33 credits (see attached)
- II. Breadth Requirement - 18-27 credits (see attached)
- III. Emphasis - 9 credits (only the proposed emphasis is described)

H. Technology and Training

1. 220772 Business Technologies (new title)
250753 Training & Development (new course)
2. Select one of the following courses:
220773 Human Factors for Business Technology (new title)
220775 Business Telecommunication
220778 Network Administration for the End User
250742 Decision Support Systems

IV. Cost Implications None.

V. Rationale

Companies are seeking microcomputer specialists who can train users on new hardware, software, and systems. This emphasis will allow the student to focus on up-to-date technology and training methodology.

Recent employment data indicate that 65 percent of the jobs will require specialized training. This shift has resulted from the impact of technology on the organization. Employees in this information age need to know how to select pertinent information. The changes taking place in hardware and software drive this need for technology trainers.