

University of Wisconsin-Whitewater  
Curriculum Proposal Form #2  
**Change in Degree, Major, or Submajor**

**Effective Term:** 2073 (Summer 2007)

**Type of Action:** Change in Degree

**Degree:** MBA

**Program Title:** Business Administration (M.B.A.)

**GPA Requirement for the Major/Submajor:**

**Sponsor(s):** Sameer Prasad/ James Bronson

**Department(s):** Management

**College(s):** Business and Economics

**Consultation took place:**  NA  Yes (list departments and attach consultation sheet)

Departments:

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**Proposal Information:**

(Procedures can be found at <http://acadaff.uww.edu/Handbook/Procedures-Form2.htm>)

**Total number of credit units in program:**

Before change

After change

**1. Exact description of request:**

Summary

We are requesting to add **MANGEMNT 762 Integrated Resources and Project Management** (note there will be a title change too: **MANGEMNT 762 Project Management and Enterprise Resources Planning**) as one of the possible options within the Managing Technology Module as it applies subsection 2).

**From** (as listed in catalog and on AR)

MUST COMPLETE NINE (9) UNITS MANAGING TECHNOLOGY MODULES (SEE PARTS 3)

PART 3 MANAGING TECHNOLOGY 3-6 UNITS

1. ITBE 734 INTRODUCTION TO COMPUTER BASED INFORMATION SYSTM or  
ITBE 772 BUSINESS TECHNOLOGIES or  
ITBE 775 TELECOMUNICATION or  
ITBE 778 NETWORK ADMINISTRATION FOR THE END USER
2. MANGEMNT 738 MANAGEMENT OF TECHNOLOGY or  
MANGEMNT 753 TRAINING AND DEVELOPMENT or  
MANGEMNT 769 QUALITY ISSUES IN OPERATIONS
3. MARKETNG 745 TOTAL QUALITY MANAGEMENT or  
MARKETNG 770 PRODUCT INNOVATION AND PRICING or  
MARKETNG 772 INTERNET MARKETING or  
MARKETNG 775 DATABASE MARKETING
4. MCS 785 INFORMATION SYSTEMS PROJECT MANAGEMENT

**To** (to be listed in catalog and on AR)

PART 3 MANAGING TECHNOLOGY 3-6 UNITS

1. ITBE 734 INTRODUCTION TO COMPUTER BASED INFORMATION SYSTM or  
ITBE 772 BUSINESS TECHNOLOGIES or  
ITBE 775 TELECOMUNICATION or  
ITBE 778 NETWORK ADMINISTRATION FOR THE END USER
2. MANGEMNT 738 MANAGEMENT OF TECHNOLOGY or  
MANGEMNT 753 TRAINING AND DEVELOPMENT or  
MANGEMNT 769 QUALITY ISSUES IN OPERATIONS or **MANGEMNT 762  
Integrated Resources and Project Management**
3. MARKETNG 745 TOTAL QUALITY MANAGEMENT or  
MARKETNG 770 PRODUCT INNOVATION AND PRICING or  
MARKETNG 772 INTERNET MARKETING or  
MARKETNG 775 DATABASE MARKETING
4. MCS 785 INFORMATION SYSTEMS PROJECT MANAGEMENT

**2. Relationship to mission and strategic plan of institution, and/or college and department goals and objectives:**

As part of the College of Business and Economics mission statement “Development and support of faculty, significant student-teacher interaction, a varied and relevant curriculum, experiential learning, and high academic standards.” We believe by providing MANGEMNT 762 Integrated Resources and Project Management as one of the possible options within the Managing Technology Module as it applies subsection 2) and to a more varied and relevant M.B.A. curriculum.

- 3. Rationale:** Within MANGEMNT 762 (Integrated Resources and Project Management) provides a robust coverage and applications in regards to technological improvements in operations. Thus, this course fits in well within the technology modules. In addition, by adding this course within this module provides students with more opportunities/flexibility to finish their program.
- 4. Cost Implications:** Since no new courses/sections will be added – there will be no additional expense involved.