

474: BBA MAJOR IN HUMAN RESOURCE MANAGEMENT

In Workflow

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5. BN Curriculum Committee Chair (jbeaver@una.edu; jrtittle@una.edu)
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8. UCC Agenda (smcmillan@una.edu)
9. UCC (none)
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11. Board of Trustees (rpvandiver@una.edu)
12. ACHE Approval Status (ljohnson15@una.edu; mpowell7@una.edu)
13. SACS Approval Status (ljohnson15@una.edu; mpowell7@una.edu)
14. Registrar Hold for 2024 (mpowell7@una.edu; mmoody4@una.edu)
15. Registrar Pre Load (mpowell7@una.edu)
16. SACS Final Approval (ljohnson15@una.edu; mpowell7@una.edu)
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Approval Path

1. Fri, 17 Mar 2023 21:34:22 GMT
Mitch Powell (mpowell7): Approved for Registrar
2. Sat, 18 Mar 2023 03:03:54 GMT
Lorie Johnson (ljohnson15): Approved for ACHE SACS Substantive Notice
3. Mon, 20 Mar 2023 00:00:50 GMT
Jeremy Stafford (jostafford): Approved for MGMK Chair
4. Mon, 20 Mar 2023 00:02:08 GMT
Jana Beaver (jbeaver): Approved for BN Executive Assistant
5. Mon, 20 Mar 2023 00:02:25 GMT
Jana Beaver (jbeaver): Approved for BN Curriculum Committee Chair
6. Mon, 20 Mar 2023 00:02:39 GMT
Jana Beaver (jbeaver): Approved for BN Dean
7. Mon, 20 Mar 2023 18:49:31 GMT
Renee Vandiver (rpvandiver): Approved for COAD
8. Tue, 21 Mar 2023 18:35:33 GMT
Sheryl McMillan (smcmillan): Approved for UCC Agenda
9. Wed, 22 Mar 2023 21:13:46 GMT
Lisa Clayton (lhclayton): Rollback to UCC Agenda for UCC

New Program Proposal

Date Submitted: Fri, 17 Mar 2023 19:20:23 GMT

Viewing: 474 : BBA Major in Human Resource Management

Last edit: Mon, 20 Mar 2023 18:49:27 GMT

Changes proposed by: jbeaver

Program Title

BBA Major in Human Resource Management

Department Name

Management and Marketing

College Name

Sanders College of Business and Technology

Academic Level

Undergraduate

Program Type

Major

Degree Type

BBA

CIP Code

521001 - Human Resources Management/Personnel Administration, General.

The proposed change(s) will be effective for the following catalog edition:

2024-2025

Is this program only available online?

No

Is this program offered on campus and online?

Yes

Brief Description and Rationale for Proposal:

The BBA in Professional Management with a Concentration in Human Resource Management offered by the College of Business and Technology has steadily grown in recent years due in large part to the increase in professional HR opportunities both domestically and abroad. One area of HR in particular that is forecasted to see continued growth is the Human Resource Business Partner (HRBP) which relies on HR professionals to have mastery of HR administrative fundamentals but also a solid foundation of management, operations, and strategic principles.

As such, with record enrollments and steady growth in the Professional Management BBA program including the current HR concentration, the COBT is well positioned to support a stand-alone BBA degree focused on HR management. Such a program is in high demand among our peer institutions and will prepare our graduates for dynamic careers in HR management. Being a separate BBA program provides the opportunity to add courses to the program curriculum currently not feasible, and those course offerings will be instrumental in helping students to be successful in obtaining any of the professional certifications offered by the Society for Human Resource Management (SHRM) and the Human Resource Certification Institute (HRCI).

One of the more prominent core competencies of current and future HR professionals, especially those in an HRBP role, is the ability to employ data analytics for more effective and efficient personnel management and to better inform key leaders and stakeholders. Currently, most HR degree programs follow the SHRM 'body of knowledge' for course content mapping. However, a brief survey of current programs from peer universities shows that there is little formal instruction in data analytics and reporting included in those programs. This BBA in HR management from UNA will include a new course in HR specific data analytics and reporting and should significantly differentiate our program from others.

Include relevant information concerning UNA's mission and goals (strategic plan)

The proposal of this new BBA degree in Human Resource Management supports UNA's Strategic Plan (2019-2024) for Themes 1 – 4.

- Theme One (Transformational Student Experiences): Students will engage in more comprehensive and in-depth coverage of dynamic issues and challenges that are central for workforce development, strategic planning, leadership, and personnel management. Students will also have increased opportunities for engagement and interactions with HR professionals in academic and industry settings.
- Theme Two (Academic Excellence and Innovation): As a separate degree program, the proposed BBA in HR management will enable faculty to develop courses not typically offered in the Professional Management BBA or the current HR concentration. Examples include advanced strategic HR planning, HR technology such as HRIS and applicant tracking systems, reward and incentive plan administration, and HR analytics and reporting.
- Theme Three (Diversity and Inclusion): DEI is a foundation of HR management as a field of study and professional practice. In addition, demographic data on current HR professionals show that females and minorities have outpaced others in the profession and are obtaining HR certifications at a higher rate. Thus, in addition to the core DEI values espoused in the curriculum we anticipate a significant number of students from minority and underrepresented populations to enroll in this degree program.
- Theme Four (Financial Stability): The current HR concentration of the professional management BBA degree program continues to experience steady growth in enrollment. With the additional growth in enrollment generated by a stand-alone HR BBA program we anticipate significant increases in credit hour production which directly supports the financial stability of the university.

Include relevant information concerning UNA's student learning opportunities

Students will interact with a variety of HR professionals in the classroom and in professional settings such as local and regional SHRM chapter meetings, HR workshops, and even study away and study abroad trips. These activities will add directly to their experiential learning and also serve as critical networking and career development opportunities.

The COBT has also recently established an area for management research and experiential learning in Keller Hall where HR students will have the opportunity to role play many foundational situations related to HR such as simulated hiring and termination interviews, EEOC investigations, strategic planning meetings, discipline hearings etc. Students will also have the opportunity to work with faculty and use this resource for applied research in one of the many HR areas of specialization.

Include relevant information concerning UNA's impact on existing programs

The current Professional Management major with a Concentration in Human Resource Management will be inactivated after the new major starts and most lower level students will migrate to the new degree. Upper level students will be able to finish their concentration with no interruption as no courses are being removed, or they can choose to migrate to the new degree. In addition, the majority of professional management students typically end up in the 'general management' concentration and we anticipate that many of those students will migrate to the HR BBA because it will be more focused on a facet of industry that is dynamic and increasingly in-demand, and with more opportunities for professional certifications.

Include relevant information concerning UNA's financial implications at the department and college level. Will this involve new equipment, facilities, new faculty, etc?

Most of these courses are already being taught by existing faculty. An adjunct with expertise in a specific area may need to be hired for one new course as part of this degree and as enrollment increases as anticipated. Further, the COBT leadership has already provided the space and resources to support the instructional, research, and experiential learning needs for students. As such, there will be minimal financial commitment required by the COBT or UNA to support this new BBA degree program.

List the departments or programs on campus consulted on the issues of duplication and overlap.

N/A

Degree Requirements**Requirements for the Bachelor of Business Administration Degree in Human Resource Management**

Code	Title	Hours
General Education Component (https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/)		
Area I Written Composition		6
EN 111	First-Year Composition I	
EN 112	First Year Composition II	
Area II Humanities and Fine Arts		12
COM 201 or COM 211	Fundamentals of Speech Business and Professional Speaking	
PHL 250	Business Ethics	
Select 3 hours from the following:		
EN 211	Survey of British Literature	
EN 212	Survey of British Literature	
EN 221	American Literature through Whitman	
EN 222	American Literature from Whitman to the Present	
EN 231	Literature of the World I	
EN 232	Literature of the World II	
Select 3 hours from the following:		
AR 170	Art Appreciation	
AR 281	Art History Survey I	
AR 282	Art History Survey II	
CAT 133	Cinema Appreciation	
CAT 210	Theatre Appreciation	
EN 255	Creative Writing Appreciation	
MU 222	Music Appreciation	
MU 244	Survey of Music Literature	
Area III Natural Sciences and Mathematics		11
Select 3 hours from the following:		
MA 110	Finite Mathematics	
MA 112	College Algebra	
MA 113	College Trigonometry	
MA 115	Pre-Calculus Algebra and Trigonometry	
MA 125	Calculus I	
MA 126	Calculus II	
MA 227	Calculus III	
MA 237	Linear Algebra	
MA 238	Applied Differential Equations I	
Select 8 hours from the following:		
BI 101	Introductory Biology	

BI 102	Human Biology	
BI 111	Principles of Biology	
BI 112	Principles of Biology	
CH 101 & 101L	Introductory Chemistry and Introductory Chemistry Laboratory	
CH 102 & 102L	Introduction to Organic and Biochemistry and Introduction to Organic and Biochemistry Laboratory	
CH 111 & 111L	General Chemistry and General Chemistry Laboratory	
CH 112 & 112L	General Chemistry and General Chemistry Laboratory	
ES 131	Earth Science/Physical Geology	
ES 132	Historical Geology	
ES 133	Earth Science/Earth Systems	
ES 146	Sustainable Earth	
ES 251	Environmental Systems	
GE 111	Physical Geography: Weather and Climate	
GE 112	Physical Geography-Landforms	
PH 101	Interactive Physics	
PH 121	Introductory Physics	
PH 125	Descriptive Astronomy	
PH 241	General Physics I	
PH 242	General Physics II	
PH 251	Technical Physics I	
PH 252	Technical Physics II	
Area IV History, Social and Behavioral Sciences		12
EC 251 & 251	Principles of Macroeconomics and Principles of Macroeconomics	
Select one sequence from the following:		
HI 101 & HI 102	Survey of World Civilization to 1500 and Survey of World Civilization since 1500	
HI 201 & HI 202	United States History to 1877 and United States History since 1877	
Area V Pre-BBA Foundation		21
AC 291 & AC 292	Accounting Concepts I and Accounting Concepts II	
BL 240	The Legal Environment of Business	
CS 101	Introduction to Computer Programming	
CIS 236	Information Systems in Organizations	
DA 291 & DA 292	Statistical Process Control and Statistical Analysis for Business	
BBA Core		21
MG 491	International Business	
FI 393	Financial Management	
MG 331	Leadership and Organizational Behavior	
MG 382W	Managerial Communications	
MG 395	Supply Chain and Operations Management	
MG 498	Strategic Management	
MK 360	Principles of Marketing	
Major Core		24
MG 330	Principles of Management	
MG 340	Negotiation and Conflict Resolution	
MG 362	Human Resources Management	
MG 371	Employment Law	
MG 422	Course MG 422 Not Found (HR Analytics and Reporting)	
MG 440	Applied Managerial Decision Making and Analysis	
MG 462	Performance Appraisals and Compensation	
MG 475	Strategic Human Resources Management	

Minor

A minor is not required for any business major ¹

General Electives**13**

General Elective hours, if required, to bring total to 120

Total Hours**120**

¹ If a minor is declared, all requirements of the specific minor must be met.

Reviewer Comments

Lorie Johnson (ljohnson15) (Sat, 18 Mar 2023 03:03:50 GMT): Please schedule a meeting with the SACSCOC Liaison to discuss ACHE approval/SACSCOC notification.

Renee Vandiver (rpvandiver) (Mon, 20 Mar 2023 18:49:27 GMT): approved by COAD on 3-20-23

Lisa Clayton (lhclayton) (Wed, 22 Mar 2023 21:13:46 GMT): Rollback: This proposal was not ready to be discussed at today's UCC meeting as it was not outside the 15 day window since being approved by COAD. It will be discussed at the next UCC meeting. Mitch, 3/22/2023

Key: 474