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| For Academic Affairs and Research Use Only |
| Proposal Number: | BU03 |
| CIP Code:  |  |
| Degree Code: |  |

**EXISTING CERTIFICATE, DEGREE, MAJOR**

**OR ORGANIZATIONAL UNIT: Name Change Only FORM**

**(No change in program curriculum, option/emphasis/concentration or organizational structure)**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

 **[X] Undergraduate Curriculum Council**

 **[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| H. Steve Leslie | 2/1/2022 |

**Department Curriculum Committee Chair** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**COPE Chair (if applicable)** |
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| Bill Hu | 2/1/2022 |

**Department Chair** |

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| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Head of Unit (if applicable)**   |
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| --- | --- |
| John Robertson | 2/3/2022 |

**College Curriculum Committee Chair** |

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| --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Undergraduate Curriculum Council Chair** |
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| --- | --- |
| Jim Washam | 2/4/2022 |

**College Dean** |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**Graduate Curriculum Committee Chair** |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |

**General Education Committee Chair (if applicable)**   |

|  |  |
| --- | --- |
| Alan Utter | 3/14/2022 |

**Vice Chancellor for Academic Affairs** |

1. **Contact Person** (Name, Email Address, Phone Number)

 Dr. John E. Mello; jmello@astate.edu; 870-972-3515.

1. **Proposed effective date:**

June 2022

1. **Justification:**

Supply chain management is growing evermore important in business and people’s lives. The Global Supply Chain Management major is therefore an area of study that is critical to anyone going into an organizational career, whether that is in business, a non-profit, or government position. Adding “Supply Chain” to the Management and MarketingDepartment name reflectsthat importance, and helps draw attention to the availability of study at A-State for this important area of the department’s and college’s curriculum.

|  |  |  |
| --- | --- | --- |
|  | **Current Name** | **Proposed Name (if changed)** |
| **Degree/certificate program** |  |  |
| **Major or option/emphasis/concentration** |  |  |
| **Organizational unit** | **Management and Marketing** | **Management, Marketing, and Supply Chain.** |

1. **Provide the curriculum/credit hours for the certificate/degree/major listed above.**

Enter text...

**Bulletin Changes**

|  |
| --- |
| **Instructions**  |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.** **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  |

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Colleges and Departments
The faculty and curricula of Arkansas State University are organized into colleges, Graduate Programs,
and independent departments. All undergraduate programs are included by college, department, and
major in this bulletin. Graduate programs are described in the Graduate Bulletin.
THE HONORS COLLEGE
UNIVERSITY COLLEGE
COLLEGE OF AGRICULTURE
Agriculture Program
NEIL GRIFFIN COLLEGE OF BUSINESS
Department of Accounting
Department of Information Systems and Business Analytics
Department of Economics and Finance
Department of Management and Marketing (Department of Management, Marketing, and Supply Chain)
COLLEGE OF EDUCATION AND BEHAVIORAL SCIENCE
ASU Childhood Services
Center for Excellence in Education
Department of Health, Physical Education, and Sport Sciences
Department of Psychology and Counseling
Department of Teacher Education and Leadership
Professional Education Programs
COLLEGE OF ENGINEERING AND COMPUTER SCIENCE
Department of Computer Science
Program for Civil Engineering
Program for Data Science and Data Analytics
Program for Electrical Engineering
Program for Engineering Management Systems
Program for Mechanical Engineering
Program for Engineering Technology

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**87**

Neil Griffin College of Business
Professor Melody Lo, Dean
Professor Patricia Quinn Robertson Johnston, Interim Associate Dean
MISSION STATEMENT
The mission of the Neil Griffin College of Business is to provide high-quality management education
to traditional and non-traditional students in the MidSouth and to provide support for businesses and
communities through research, economic development activities, and consultative services.
The college strives to build challenging programs of excellence with emphasis on leadership/values,
international business, technology, entrepreneurship, and economic development through an educational
process that fosters analytical thinking, problem solving, communication skills, and experiential learning.
Emphasis is placed on undergraduate education, while meeting the needs of the business community
through select graduate degrees and professional workforce development programs.
The college is committed to enhancing professional development of faculty and staff through
support of applied research, instructional development, and professional growth activities in a collegial
environment. Professional development is also provided to students through student organizations,
honor societies, and action-based learning.
The Mission is strengthened through ongoing review and continuous improvement of all programs
and activities.
Because knowledge of technology is essential to success in business, the college provides three
modern computer labs for student use. To broaden their educational experiences, students may become
involved in auxiliary and outreach activities through the Supply Chain Management Program, Small
Business & Technology Development Center, Economic Education Program, and seminars.
The Neil Griffin College of Business is comprised of four academic departments: Accounting, In-
formation Systems and Business Analytics, Economics and Finance, and Management and Marketing. (Management, Marketing, and Supply Chain).
Through these departments, the college offers ten baccalaureate degrees and two associate degree
program. The Delta Center for Economic Development is the outreach branch of the college. This
center provides students with the opportunity to participate in various college initiatives to partner with
the business community to enhance the economic growth and development of the region and state.
Two graduate degrees are available in the Neil Griffin College of Business: the Master of Business
Administration (MBA) and the Master of Accountancy (MACC). Students should refer to the Graduate
Bulletin for complete details about these programs.
DEGREE REQUIREMENTS
BACCALAUREATE DEGREES
Except for economics majors, Neil Griffin College of Business students who meet the prescribed
degree requirements will be awarded the Bachelor of Science degree. Students majoring in economics
will be awarded the Bachelor of Arts degree upon completion of their degree requirements. Students
following a program leading to a degree in the Neil Griffin College of Business are required to complete
a minimum of 35 semester hours of General Education requirements, as well as the specific major
requirements for the Bachelor of Science degree. Considerable latitude is permitted in the selection of
the additional elective courses necessary to attain the degree. For the Bachelor of Science in Educa-
tion, refer to the Teacher Education Program under the College of Education and Behavioral Science.
In addition to meeting the University Requirements for all Baccalaureate Degrees (refer to index
for page reference) as presented by the university, any candidate for a degree in the Neil Griffin College
of Business must also meet the following specific requirements:
1. Maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the Neil Griffin
College of Business core courses, based on the last grade earned in each course.
2. Maintain a minimum GPA of 2.25 or a grade of at least a “C” for each required course in the
major, based on last grade earned in each course.
3. Maintain an overall GPA of 2.25.
4. Complete at least 30 of the last 36 semester hours in courses offered by A-State. At least 50
percent of the business credit hours required for a baccalaureate degree and 50 percent of

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Department of Management and Marketing (Department of Management, Marketing, and Supply Chain)
Associate Professor Sharon James, Chair
Professors: Frey, Hester, Hudson, Hunt, Mello, Nonis, Roe
Associate Professors: Chang, Hill, James, McDaniel, Philhours
Assistant Professors: Leslie, Schloemer, Zare
Instructors: Vogus
The Department of Management and Marketing (Department of Management, Marketing, and Supply Chain) offers a curriculum designed to provide professional
training as well as to develop the competence of students seeking careers within business enterprises.
Business executives have taken on increasing responsibilities during recent years due to a growing
realization that the employees of their firms and the markets they serve have become more complex
and demanding. The seven majors within the department offer positive programs of learning designed
to contribute to the students’ advancement in the business world.
MANAGEMENT PROGRAM:
Management is getting work done through other people. Managers perform a wide range of workplace
activities, from establishing organization goals and ensuring progress towards those goals to organiz-
ing when and how activities and resources should be grouped together. Managers are asked to solve
challenging workplace problems, often with limited human and financial resources. The Management
major prepares students to design rewards for improved performance, set goals that motivate workers,
and build an environment to create and sustain a competitive advantage. Elective concentration may be
chosen in Human Resource Management, or Hospitality Management. A Certificate in Entrepreneurship
is available for students in any major program as well as non-degree seeking students.
MARKETING PROGRAM:
The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled
by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose
requires the creation, communication and delivery of a product, service or idea so that exchange can
take place. The major in marketing prepares students to plan and implement successful marketing
strategies across a variety of industries. Elective concentration may be chosen in Sales Leadership. A
Certificate in Marketing Analytics or Sales Leadership is available for students in any major program as
well as non-degree seeking students.

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Department of Management and Marketing (Management, Marketing, and Supply Chain) Minors

Minor in Entrepreneurship Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. Sem. Hrs. ACCT 2033, Introduction to Financial Accounting 3 ECON 2313, Principles of Macroeconomics OR ECON 2323, Principles of Microeconomics 3 FIN 3713, Business Finance 3 MKTG 3013, Marketing 3 MGMT 3183, Entrepreneurship 3 MGMT 4163, Small Business Management 3 MGMT 4183, Family Business Management 3 Total Required Hours: 21 Department of Management and Marketing Minors Minor in International Business Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. Sem. Hrs. ISBA 4453, E-Commerce Business Strategies 3 ECON/IB 4143, Export Policies and Procedures 3 GSCM 4133, International Logistics and Outsourcing 3 MGMT 3193 Social Impact Management 3 MGMT 4123, International Management 3 MKTG 4113, International Marketing 3 Total Required Hours: 18 Minor in Logistics Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. Sem. Hrs. ECON 2313, Principles of Macroeconomics OR ECON 2323, Principles of Microeconomics 3 GSCM 3063, Transportation 3 GSCM 3163, Supply Chain Management 3 GSCM 4103, Concepts of Logistics 3 GSCM 4133, International Logistics and Outsourcing 3 MKTG 3013, Marketing 3 Total Required Hours: 1

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Department of Management and Marketing (Management, Marketing, and Supply Chain) Minors (cont.)

Minor in Management Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. The ECON and ACCT courses listed below are prerequisites for MGMT 3153. Sem. Hrs. ACCT 2023, Fundamental Accounting Concepts OR ACCT 2033, Introduction to Financial Accounting 3 ECON 2323, Principles of Microeconomics OR ECON 2333, Economic Issues and Concepts 3 MGMT 3123, Principles of Management 3 MGMT 3153, Organizational Behavior 3 Upper-level MGMT electives 6 Total Required Hours: 18 Department of Management and Marketing Minors (cont.) Minor in Marketing Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. Sem. Hrs. MKTG 3013, Marketing 3 MKTG 3033, Strategic Marketing Communications 3 MKTG 4043, Consumer Behavior 3 Select three upper-level Marketing courses: Students may substitute STCM 4213 and/or STCM 4333 for one or two of the required three upper level MKTG courses 9 Total Required Hours: 18 Minor in Sales Leadership Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the minor. Sem. Hrs. MKTG 3013, Marketing 3 MKTG 3093, Professional Selling 3 MKTG 3193, Sales Planning and Management 3 MKTG 4323, Advanced Sales 3 Select two of the following: CIT 3423, Data Visualization GSCM 4123, Organizational Purchasing MKTG 3173, Category Management MKTG 4213 Marketing Analytics MKTG 426V, Sales Internship 6 Total Required Hours: 18

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Department of Management and Marketing (Management, Marketing, and Supply Chain) Certificates

Certificate in Marketing Analytics Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the certificate. Sem. Hrs. MKTG, 3013, Marketing 3 MKTG, 4213, Marketing Analytics 3 Select two of the following: ISBA 3423, Data Visualization for Business MKTG 3173, Category Management MKTG 4313, Prescriptive Analytics 6 Total Required Hours: 12 Certificate in Sales Leadership Required Courses: Sem. Hrs. MKTG 3013, Marketing 3 MKTG 3093, Professional Selling 3 MKTG 3193, Sales Planning and Management 3 MKTG 4323, Advanced Sales 3 Total Required Hours: 12 Certificate in Entrepreneurship Required Courses: Students must maintain a minimum GPA of 2.25 or a grade of at least a “C” for each course in the certificate. Sem. Hrs. MGMT 2003, Entrepreneurial Discovery and Innovation 3 MGMT 3183, Entrepreneurship 3 MGMT 4163, Small Business Management 3 MGMT 4183, Family Business Management 3 Total Required Hours: 1

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**AMY PEARCE, 2001 Professor of Psychology**

**B.S., Arkansas State University**

**Ph.D., Australian National University**

**DAVID PEARLMAN, 2020 Associate Professor of Hospitality Management**

**B.A., San Diego State University**

**M.A., California State University**

**Ph.D., Michigan State University**

**GALEN PERKINS, 2016 Instructor in Sports Media**

**B.S., Arkansas State University**

**M.S., Arkansas State University**

**SUREN PETROSYAN, 2019 Temporary Instructor Orchestra/String Education**

**M.M., Michigan State University**

**D.M.A., Michigan State University**

**MELODIE PHILHOURS, 1985 Associate Professor of Marketing**

**B.S., Arkansas State University —Chair, Department of Management and Marketing (Department of Management, Marketing, and Supply Chain)**

**M.B.A., Arkansas State University**

**Ed.D., Arkansas State University**

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