

C.1. CURRICULUM CONTENT

C.1.1: *Both undergraduate and MBA curricula should provide an understanding of perspectives that form the context for business. Coverage should include:*

- *ethical and global issues;*
- *the influence of political, social, legal and regulatory, environmental and technological issues; and*
- *the impact of demographic diversity on organizations.*

Adequate coverage of the important perspectives that form the context for business is provided in the COB curricula in both undergraduate and graduate degree programs. The Curriculum Committee, with membership from various business areas, is charged for the ongoing monitoring of the curricula to ensure the coverage of these perspectives. Individual faculty members are contacted by discipline coordinators (accounting, finance, management information systems, management, marketing, and economics) to get input on the curriculum and desired modifications each semester. The department heads and dean get formal and informal feedback from graduating seniors on the adequacy and currency of the curriculum. In addition, the Graduate Committee, on which the director of the graduate programs serves, is responsible for keeping the graduate curriculum updated and in compliance with the AACSB standards.

Information on the coverage of various perspectives in the BBA and the MBA curricula is provided in Table C.1.1-1 and Table C.1.1-2, respectively. Table C.1.1-1 displays the coverage of each perspective in the undergraduate courses offered in the COB and required of every business student. Table C.1.1-2 includes the seven core and 10 required courses required of all students in the MBA program. The extent of coverage is noted in three ways: major coverage of the course (M), extensive coverage defined as at least a full week of classes or multiple assignments (E), and some coverage defined as at least one 50-minute class period or assignment (S).

Both the undergraduate and graduate curriculum perspective matrices are based on input received from faculty surveys. The Curriculum Committee invited business faculty to fill in a survey instrument on the extent of coverage of each perspective in their respective courses. The discipline coordinators took the lead in the matter. Faculty members were requested to ensure that their responses were consistent with their course syllabus. These were reviewed by the faculty as a group and by the SER Taskforce, and then further adjustments were made to accurately reflect the coverage of the perspectives. The matrices reveal that the various perspectives (ethical, global, political, social, legal, environmental, technological, and diversity) are adequately represented in both undergraduate business and MBA degree programs.

**Table C.1.1-1
Coverage of Business Perspectives in the BBA Curriculum**

AACSB Content Area	Perspectives							
	Ethical	Global	Political	Social	Legal & Regulatory	Environmental	Technological	Demographic Diversity
GENERAL EDUCATION SUPPLEMENT IN COB								
PHIL 2023 Ethics*	M							
ECON 2113 Principles of Microeconomics		E	S	S	S	S		
ECON 2123 Principles of Macroeconomics		E	E	E	S			S
MISY 1013 Introduction to Computer Information Systems	S						E	
MGMT 2203 Leadership & Ethics in Business*	M			E				S
MGMT 3013 Business Statistics	S						S	
BUSINESS CORE REQUIREMENTS								
ACCT 2113 Financial Accounting	S		S		M		S	
ACCT 2123 Managerial Accounting	S	S			S		S	
FINA 2203 Legal Environment of Business	S	S	E	E	M	S	S	S
FINA 3103 Principles of Finance	S	S	S		S		S	S
MGMT 1013 Introduction to Business	E	S	S	S	S	S	S	S
MGMT 3103 Principles of Management	E	S	S	S	S	S	S	S
MGMT 4303 Strategic Mgmt. & Business Policy	S	S	S	S	S	S	S	S
MGMT 4333 Production & Operations Mgmt.		E		S	S	S	E	
MISY 3303 Business Communication	S	S	E	E	S	S	S	S
MRKT 3103 Principles of Marketing	S	S	S	S	S	S	S	S

*Students must take either MGMT 2203 or an ethics course in philosophy (PHIL 2023).

Note: S = some coverage of topic (at least equivalent to one 50-minute class period or assignment),
E = extensive coverage of topic (at least equivalent to a full week of classes or multiple assignments),
M = major component of the course.

**Table C.1.1-2
Coverage of Business Perspectives in the MBA Curriculum**

AACSB Content Area	Perspectives							
	Ethical	Global	Political	Social	Legal & Regulatory	Environmental	Technological	Demographic Diversity
CORE (PREREQUISITE) REQUIREMENTS								
ACCT 5003 Concepts of Accounting	S	S	S	S	E		S	S
ECON 5003 Concepts of Economic Analysis		S	E	E	E	S		
FINA 5003 Concepts of Finance	S	E			S		E	
FINA 5013 Legal Environment of Business	S	S	E	E	M		S	S
MGMT 5003 Concepts of Management*	E	S	S	S	S	S	S	S
MGMT 5113 Business Statistics								
MRKT 5003 Concepts of Marketing	E	E	S	E	E	S	S	E
MBA REQUIRED COURSES								
ACCT 5103 Managerial Accounting	S	S		S	S		S	
ECON 5103 Managerial Economics	S	E	S		E	E	S	
FINA 5103 Theory of Financial Management	S	E	S		E		E	
MGMT 5103 Organizational Behavior	E	S	S	S	S			S
MGMT 5123 Quantitative Analysis							E	
MGMT 5323 Strategy and Policy	S	S	S	S	S	S	S	S
MGMT 5433 Prod. & Operations Management		S				S	E	
MISY 5203 Managerial Communication	S	S	S	E	S	S	S	S
MISY 5513 Management Information Systems	S	S			S		E	
MRKT 5303 Marketing Management	S	E	S	E	S	S	E	S

*The course has been recently added based on the comments from the mock visit team.

Note: S = some coverage of topic (at least equivalent to one 50-minute class period or assignment),
E = extensive coverage of topic (at least equivalent to a full week of classes or multiple assignments),
M = major component of the course

C.1.2: Undergraduate Business Program

C.1.2.a: Each undergraduate curriculum should have a general education component that normally comprises at least 50 percent of the student's four-year program.

At Prairie View A&M University, general education consists of 42 SCH, including introductions to history, political science, and other sciences, in addition to mathematics and composition. As part of general education, business students must take PSYC 1113 (General Psychology) and MISY 1013

(Introduction to Management Information Systems) among other courses to satisfy the behavior/social science and computing requirements. General education is supplemented by an additional 21 SCH of general education supplement that includes courses in economics and statistics offered by the COB. Every business student seeking a BBA degree must take 30 SCH of COB courses regardless of their chosen major or area of specialization. Students take additional courses to satisfy their selected major or area of specialization within the BBA degree.

Table C.1.2.a-1 presents the BBA degree requirements classified into four areas—general education (42 SCH), general education supplement (21 SCH), business core (30 SCH), and major (30 SCH). Courses (63 SCH) in both General Education and General Education Supplement constitute the general education component. Thus, the above standard is satisfied since the general education component (63 SCH) comprises at least 50 percent of the 123 SCH required for the BBA program at Prairie View A&M University.

TABLE C.1.2.a-1
Bachelor of Business Administration Curriculum

Courses	General Education	General Education Supplement	Business Core	Major
ENGL 1123 & 1133	6			
SPCH 1003	3			
MATH 1113, 1153 & 2153	3	6		
SCIENCE	6			
HUM. & VIS. PERF. ARTS	6			
HIST 1313 & 1323	6			
POSC 1113 & 1123	6			
PSYC 1113	3			
PHIL 2023/MGMT2203		3		
ECON 2113 & 2123, ECON Elec.		9		
MISY 1013	3			
MGMT 3013 Statistics		3		
ACCT 2113 & 2123			6	
MISY 3303 Bus. Comm.			3	
FINA 2203 & 3103			6	
MGMT 1013, 3103, 4303, & 4333			12	
MRKT 3103			3	
MAJOR REQUIREMENTS				21-30
UNRESTRICTED ELECTIVES				0-9
TOTALS	42	21	30	30
TOTAL REQ. FOR BBA				123

C.1.2.b: The curriculum should include foundation knowledge for business in the following areas:

- *accounting,*
- *behavioral science,*
- *economics,*
- *mathematics, and statistics.*

As shown in Table C.1.2.b-1, more than half of the 123 SCH required in the BBA program address foundational knowledge in accounting, behavioral and social sciences, economics, and mathematics and statistics to some extent.

**Table C.1.2.b-1
Coverage of Skills and Foundations in the BBA Curriculum**

AACSB Content Area	Skills				Foundations			
	Written Communication	Oral Communication	Quantitative Analysis	Computer Usage	Accounting	Behavioral Science	Economics	Mathematics & Statistics
GENERAL EDUCATION & GENERAL EDUCATION SUPPLEMENT REQUIREMENTS								
ENGL 1123 Freshman Composition I	M							
ENGL 1133 Freshman Composition II	M							
SPCH 1003 Fundamentals of Speech Communication		M						
MATH 1113 College Algebra								M
MATH 1153 Finite Math								M
MATH 2153 Calculus for Bus/Soc/Life Sciences								M
ECON 2113 Principles of Microeconomics	S	S	S			E	M	
ECON 2123 Principles of Macroeconomics	S	S	S			E	M	
ECON (Elective)						E	M	
HIST 1313 The U.S. to 1876						M		
HIST 1323 The U.S.—1876 to Present						M		
POSC 1113 American Government I						M		
POSC 1123 American Government II						M		
PSYC 1113 General Psychology						M		
MISY 1013 Intro. to Computer Information Systems	S			M				
MGMT 2203 Leadership & Ethics in Business*	M	E						
MGMT 3013 Business Statistics	E	S	M	E				M

Table C.1.2.b-1 (cont'd.)

BUSINESS CORE REQUIREMENTS								
ACCT 2113 Financial Accounting	S		M	S	M			
ACCT 2123 Managerial Accounting	S	S	E	S	M			
FINA 2203 Legal Environment	S	S						
FINA 3103 Principles of Finance	S		E	S	E		S	
MGMT 1013 Introduction to Business	S	S				E		
MGMT 3103 Principles of Management	E	E		S		E		
MGMT 4303 Strategic Mgmt. & Business Policy	E	E				E		
MGMT 4333 Production & Operations Mgmt.	S	S	E	S				M
MISY 3303 Business Communication	M	M		E				
MRKT 3103 Principles of Marketing	S	S	S	S		M		

*Students must take either MGMT 2203 or an ethics course in philosophy (PHIL 2023).

Note: S = some coverage of topic (at least equivalent to one 50-minute class period or assignment),

E = extensive coverage of topic (at least equivalent to a full week of classes or multiple assignments),

M = major component of the course

The level of coverage of each foundational knowledge area is noted in Table C.1.2.b-1, using the three categories described before. Accounting is the primary theme of two courses (ACCT 2123 and 2123); behavioral science is the primary theme of six courses (HIST 1313 and 1323, POSC 1113 and 1123, PSYC 111, MRKT 3103); economics is the primary theme of three courses (ECON 2113 and 2123, one economic elective); mathematics and statistics are the primary themes of five courses (MATH 1113, 1153, and 2153; MGMT 3013 and 4333). Overall, business students at Prairie View A&M University are required to take 16 courses (48 SCH) that focus on at least one of the four foundational knowledge areas toward their BBA degree.

C.1.2.c: The business curriculum should include written and oral communication as an important characteristic.

Written and verbal communications are an important part of the COB curriculum. These are considered important skills, and with the support of the external constituents, the COB is constantly attempting to improve student skills in communication. General education and business core courses, as well as several courses in the various majors, provide opportunities for students to gain proficiency in oral and written communication skills. Table C.1.2.c-1 summarizes learning activities to improve written and oral communication in the undergraduate business degree program.

As part of the general education core, each business student must pass Freshman Composition I and II, and Fundamentals of Speech Communication—a total of nine SCH. These general education requirements provide the foundation for written and oral communication skills. The business core further reinforces these skills. As part of the business core, every student takes a course in MISY 3303 (Business Communication) taught by a business faculty member. This course specifically focuses on teaching students the development of sound business communications, the preparation of reports used in business, and the techniques of collecting, interpreting, and presenting information useful to management.

Additionally, many business faculty members focus on building student skills in writing and presentation in junior- and senior-level courses. Many of the business core and major courses provide ample practice of verbal communication in the form of individual or group presentations. The Center for Business Communication (CBC) was established in fall 2002 to reinforce and enhance the written and verbal

communication skills of business students through support from professional staff and tutors. Faculty can require students to visit tutors in the CBC to critique drafts of written assignments such as business letters, resumes, cover letters, essays, reports, outlines, book reviews, and research papers. The CBC assisted several hundred students to improve their writing during the past two academic years.

Table C.1.2.c-1
Emphasis on Written and Oral Communication in the BBA Curriculum

Courses	Written Comm.	Oral Comm.
<i>General Education & General Education Supplement</i>		
ECON 2113 Principles of Micro. Econ	EQ, PW, HW, QZ	CD
ECON 2123 Principles of Macro. Econ	EQ, PW, HW, QZ	CD
MISY 1013 Introduction to CIS	EQ, HW, QZ	
MGMT 2203 Lead. & Ethics in Bus.	EQ, CA	CD
MGMT 3013 Business Statistics	EQ, HW	CD
Business Core		
ACCT 2113 Financial Acct.	EQ, HW, QZ	
ACCT 2123 Managerial Acct.	EQ, HW, PW, QZ	CD
FINA 2203 Legal Environment	EQ, CA, QZ	CD
FINA 3103 Principles of Finance	EQ, HW, QZ	
MGMT 1013 Introduction to Business	EQ, PW, HW	CP, CD
MGMT 3103 Principles of Mgmt	EQ, PW, QZ	CP, CD
MGMT 4303 St. Mgmt & B. Policy	EQ, QZ, PW	CP, CD
MGMT 4333 Production & Op. Mgmt	EQ, HW, QZ	CD
MISY 3303 Business Communication	EQ, HW, PW, QZ	CP, CD, QZ, CA
MRKT 3103 Principles of Marketing	EQ, HW, CA, QZ	CD

Note: CP = class presentation (group presentation), CA = case analysis, PW = project and written report (research paper), EQ = examination questions, CD = class discussion (observation), QZ = quizzes, HW = homework

C.1.2.d: The school should state additional requirements for completion of the undergraduate business degree consistent with its mission. Majors or specializations should be consistent with the institutional mission and the availability of resources.

Beyond the coursework of 93 SCH in general education, general education supplement, and business core, business undergraduate students must complete between 21-30 SCH of coursework in their declared major, with a grade of C or better. Courses in the areas of specialization are designed to provide students with opportunities to learn current issues and topics in business and to prepare themselves for potential employment opportunities in the business world. Some of these courses are required, and a few are electives. The number of electives associated with a degree allows some tailoring of the program of study by the individual student. Service learning through internships is encouraged for all business students. Incentives exist for business undergraduate students to choose a double major or minor in another business area of study.