

## Program Proposal for a Minor

1. Name of the proposed minor.

Business and Technology Consulting

2. Name of the department(s) involved.

Marketing, Management, Management Information System and Business Analytics, Supply Chain Management, Finance, Accounting

3. Name of contact person(s).

Sekar Raju

4. General description of the minor.

Students can add the Business and Technology Consulting minor to any existing Ivy College of Business major by completing required coursework. The coursework consists of three required courses and two elective courses (please see the appendix for details). Students will learn and practice consultative problem solving by taking the required courses and build domain expertise via elective courses.

5. Need for the proposed minor.

The skills enhanced by the proposed Business and Technology Consulting are in high demand by recruiters from a wide range of employers, including management consulting firms, investment banks and companies such as Amazon and Google. Feedback from top consulting firms makes clear that Ivy COB students would not be ready for such jobs without formal and rigorous training. Current students who interviewed with consulting firms confirmed that the recruiting process was challenging for them, and that they would benefit from additional training. The Business and Technology Consulting minor will provide the necessary training without significantly increasing time to graduation. Students may seek out this minor to differentiate themselves in the job market. Moreover, students may enjoy the consulting domain and wish to explore it in greater depth, without the demands that an additional major may entail.

6. Objectives of the proposed minor including the student learning outcomes and how the learning outcomes will be assessed.

Learning outcomes for the proposed Business and Technology Consulting minor involve students being able to:

- Use consultative problem solving techniques to structure and solve complex business problems.
- Communicate effectively in written, oral, visual, and electronic (WOVE) formats.
- Use quantitative and analytical methods to address unstructured business problems.
- Apply critical thinking to business issues.

Achievement of these learning outcomes will be established using in-class assessment techniques, such as quiz and exam questions, homework assignments, group projects, and individual and team presentations. Learning outcome data will be collected in compliance with current methods used for AACSB accreditation processes.

7. Relationship of the minor to other programs at Iowa State University.

This minor compliments all the other majors and minors offered by the Ivy College of Business. Also, it follows the same format as other minors for Ivy College of Business undergraduate students.

8. Relationship of the minor to the strategic plans of the university, of the college, and of department or program.

The Ivy College of Business offers high-quality undergraduate, masters, and doctoral level programs, and has a number of nationally recognized research scholars and a strong research reputation in many fields. The addition of this bachelor's level Business and Technology Consulting minor would make a significant contribution to the College's strategic goal of establishing "new undergraduate majors, minors, and certificates based on industry needs."

9. Comparison of the proposed minor with similar programs at other universities, including the Regent's universities.

Neither the University of Iowa nor the University of Northern Iowa currently offers a minor in Business and Technology Consulting. Drake University does not offer a minor

in consulting, either. Management consulting is offered as a minor or major at several major universities in the U.S., such as University of Notre Dame, Indiana University, University of Southern California and Temple University.

10. Program requirements and procedures, including:

- a. prerequisites for prospective students;
- b. application and selection process;
- c. language requirements;
- d. courses and seminars presently available for credit toward the program;
- e. proposed new courses or modifications of existing courses;
- f. advising of students;
- g. implications for related areas within the university.

The Business and Technology Consulting minor would only be available to students with a major in the Ivy College of Business. Therefore, prospective students must meet the same eligibility requirements as all other Ivy College of Business students. The Ivy College of Business enforces all prerequisites.

Ivy College of Business students will follow the same application and selection process for the Business and Technology Consulting minor as they do for all other Ivy College of Business Minors. They will see an academic advisor to have the major noted on their record.

The Business and Technology Consulting minor does not require any foreign language. All of the courses for the minor are currently offered, and capacity does exist in these courses for additional students. These courses are listed below:

<b>Course Number</b>	<b>Course Name</b>	<b>Credits</b>	<b>Prerequisites</b>
MKT 367X	Consultative Problem Solving	3	Sophomore and Above
FIN 415	Business Financing Decisions	3	FIN 301
MKT 495X or	Case Competitions in Sales and Marketing	3	MKT 340
MIS 495 or	Case Practicum		MIS 301
SCM 495	Case Practicum		SCM 301
Elective 1	From the designated list	3	
Elective 2	From the designated list	3	
<b>Total</b>		<b>15</b>	

No new courses need to be developed for the minor. Student advising is available through the Undergraduate Programs Office. All academic advisors can provide guidance to students considering the minor. Specific questions can also be routed to Associate Dean for Undergraduate Programs. There should be minimal implications of the minor on the rest of the University.

11. General description of the resources currently available and future resource needs, in terms of:
- a. faculty members;
  - b. computers, laboratories, and other facilities;
  - c. library facilities (journals, documents, etc.) in the proposed area;
  - d. supplies, field work, student recruitment, etc.

The Ivy College of Business has many faculty members who can teach various courses in the minor. Some of them have significant professional experience from prestigious consulting firms such as McKinsey and Company. There is no anticipation of needing additional faculty in this area in the near future. The current IT infrastructure in the Gerdin Business Building is adequate for the teaching needs of the proposed minor. There will be no need for additional library facilities, supplies, student recruitment, etc. for the proposed minor.

12. Describe the needs for new resources and/or reallocated resources. Attach to the program proposal memos from the department chair(s), the college dean(s), and other appropriate persons, agreeing to the allocation of new resources and/or the reallocation of resources.

As stated, no new resources are needed for the proposed minor.

13. Attach to the program proposal, letters of support, recommendations, and statements when appropriate, from programs and departments at ISU which are associated with the proposed program or have an interest in the proposed program.

Materials are forthcoming.

14. If the new program is interdisciplinary, a governance document should be created and submitted to the Associate Provost for Academic Programs. Indicate here that it has been completed.

This minor will be housed in and administered by the Department of Marketing.

## Appendix A: List of Elective Courses for the Business and Technology Consulting Minor

Course Number	Course Name	Credit	Prerequisites
SCM 450 (MIS 450)	Enterprise Resource Planning Systems in Supply Chain	3	SCM 301, MIS 301 or IE 148, IE 341
SCM 440 (MIS 440)	Supply Chain Information Systems	3	MIS 301 SCM 301
SCM 424	Process Management, Analysis, and Improvement	3	SCM 301
MKT 445	Customer Relationship Management	3	MKT 340
MKT 368 (MIS 368)	Marketing Analytics	3	MKT 340
MIS 340 (SCM 340)	Project Management	3	MIS 301
MIS 435	Information Systems Infrastructure	3	MIS 301
MIS 436	Introduction to Business Analytics	3	MIS 320
MIS 320	Database Management Systems	3	MIS 301
MGMT 320X	Corporate Entrepreneurship, Innovation and Technology Management	3	MGMT 310
MGMT 473X	Advanced Human Resource Management	3	MGMT 471
FIN 435	Venture Capital, Private Equity, and Mergers and Acquisitions	3	FIN 310, FIN 320, STAT 326
ACCT 315 (MIS 315)	Business Data Streams and Issues	3	COM S 113, MIS 301, ACCT 284
ACCT 371	Entrepreneurship and Accounting Information	3	ACCT 285
ACCT 384	Accounting Information Systems	3	ACCT 285, ACCT 301, MIS 301

## Appendix B: Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1.  New Program     Name Change     Discontinuation     Concurrent Degree for:
2.  Undergraduate Major     Graduate Major     Undergraduate Minor     Graduate Minor  
 Undergraduate Certificate     Graduate Certificate     Other: \_\_\_\_\_
3. Name of Proposed Change: Minor in Business and Technology Consulting
4. Name of Contact Person: Sekar Raju e-mail address: sraju@iastate.edu
5. Primary College: Ivy College of Business Secondary College: \_\_\_\_\_
6. Involved Department(s): Primarily Department of Marketing

**Voting record for this curricular action:**

Voting Body	Votes			Date of Vote
	For	Against	Abstain	
Department of Marketing Faculty	20	0	0	January 24, 2019
Computer Curriculum Coordination Committee	6	0	0	February 11, 2019
Ivy College of Business Curriculum Committee	4	0	0	February 13, 2019
Ivy College of Business Approval Vote	54	7	0	April 26, 2019
Faculty Senate Curriculum Committee	6	0	0	September 12, 2019
Faculty Senate Academic Affairs Council	8	0	0	September 25, 2019
Faculty Senate				