

Docket # _____

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Other: _____



CASE WESTERN RESERVE
UNIVERSITY

WEATHERHEAD SCHOOL OF MANAGEMENT

~ **RATIONALE for MINOR in BUSINESS MANAGEMENT** ~

Potential broad appeal

Currently, most minors in Weatherhead are completed by students who have a MAJOR in Weatherhead (e.g., Accounting major takes a minor in Finance). A broad, general minor will complement our current slate of discipline-specific minors and may appeal to a broader audience of students.

Provides additional skills & knowledge

A minor in business can provide undergraduates in Engineering, Arts & Sciences, and Nursing with additional skills and knowledge. For students seeking to enter the job market at the bachelor's level, a minor in business can be a distinguishing achievement.

Enhanced recruitment of prospective freshman

General business minors have become popular at many institutions and have great potential at CWRU as well. The possibility of obtaining a credential in business (along with additional skills & knowledge) may add to the University's appeal to prospective students and their parents.

Utilizes existing courses

The proposed minor draws from Weatherhead's current array of undergraduate courses in business management and economics, which currently have capacity for non-majors. No additional costs are associated with the introduction of an additional, general minor in business management.

2/22/2011