CWRU Action (instructions on ba	n Form for Majors/Minors/Programs/Sequences/Degrees Docket #
College/School: Department:	WSOM
PROPOSED:	
	n Business Management
EFFECTIVE:	Fall(semester) 2011 (year)
DESCRIPTION	
15 credit hour mexposure. Requi	inor limited to students not majoring in ACCT or MGMT that provides fundamental knowledge and broad irements are as follows:
	ourses): 102 or ECON 103 803 or ACCT 101
ELECTIVES (3 Choose any 3: E	courses): EAFI 355, ENTP 301, MGMT 250, MIDS 301, MKMR 301, OPRE 301, BLAW 331
Is this major/min	nor/program/sequence/degree:xnew modification replacement
If modification or replacement please elaborate:	
Does this change	in major/minor/program/sequence/degree involve other departments? Yes x_No
If yes, which departments?	
Contact person/c	ommittee:Jim Hurley, Assistant Dean or Tiffany Welch, Assistant Dean
Department Cha College/School C College/School D	riculum Chair(s)/Program Directors: Oulia Gant ir: Oralic Organt. urriculum Committee Chair: ean(s): Committee Chair:
File copy sent to:	Registrar Office of Undergraduate Studies/Graduate Studies Other:



~ 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.