September 7, 2011

MEMORANDUM

TO: G. Anand Anandalingam
Dean, Robert H. Smith School of Business

FROM: Elizabeth Beise
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Substantially Modify the Bachelor of Science in General Business Degree (PCC Log no. 10029) and Rename the Program as the Bachelor of Science in Management (PCC Log no. 10028)

On June 14, 2011, Chancellor Kirwan approved your proposal to modify the Bachelor of Science in General Management and rename it as the Bachelor of Science in Management. On August 23, 2011 the Maryland Higher Education Commission gave final approval to the proposal. Copies of the approved proposals are attached.

The change is effective Fall 2011. The School should ensure that all advisors are informed and that the program is fully described in the Undergraduate Catalog and in all relevant descriptive materials, including the Office for Undergraduate Studies’ listing of four-year advising plans (contact Lisa Kiely at lkiely@umd.edu for more information).

MDC/
Enclosure

cc: David Salness, Chair, Senate PCC Committee
Sarah Bauder, Office of Student Financial Aid
Reka Montfort, University Senate
Erin Howard, Office of Information Technology
Barbara Gill, Office of Undergraduate Admissions
Donna Williams, Office of Institutional Research & Planning
Anne Turkos, University Archives
Linda Yokoi, Office of the Registrar
Robert Gaines, Office of Undergraduate Studies
Brian Horick, Robert H. Smith School of Business
Paul Tesluk, Department of Management and Organization
August 23, 2011

Dr. Wallace D. Loh
President
University of Maryland, College Park
1119 Main Administration Building
College Park, MD 20742-5031

Dear Dr. Loh:

The Maryland Higher Education Commission has reviewed a request from University of Maryland, College Park to substantially modify the Bachelor of Science (B.S.) in General Business degree and rename the program as the B.S. in Management. I am pleased to inform you that the request has been approved. This decision was based on an analysis of the program in conjunction with the Maryland Higher Education Commission's Policies and Procedures for Academic Program Proposals, a thirty-day review by the Maryland higher education community, and the Maryland State Plan for Postsecondary Education. The program demonstrates potential for success, an essential factor in making this decision.

For purposes of providing enrollment and degree data to the Commission, please use the following HEGIS and CIP codes:

<table>
<thead>
<tr>
<th>Current Program Title</th>
<th>New Program Title</th>
<th>Degree Level</th>
<th>HEGIS</th>
<th>CIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Business</td>
<td>Management</td>
<td>B.S.</td>
<td>0501-00</td>
<td>52.0201</td>
</tr>
</tbody>
</table>

Should the program require any substantial changes in the future, please keep the Commission apprised. I wish you continued success.

Sincerely,

Danette G. Howard, Ph.D.
Interim Secretary of Higher Education

cc: Ms. Theresa W. Hollander, Associate Vice Chancellor for Academic Affairs, USM
June 14, 2011

Dr. Wallace D. Loh
President
1101 Main Administration Building
University of Maryland, College Park
College Park, MD 20742

Dear Wallace:

Thank you for forwarding the request of the University of Maryland, College Park, The Robert H. Smith School of Business, proposing to rename the currently existing Bachelor of Science degree program in General Business as the Bachelor of Science in Management.

I am delighted to approve this change. Please express my appreciation to departmental faculty for their careful work in planning for this change.

Sincerely,

William E. Kirwan
Chancellor

cc: Irwin Goldstein, Sr. Vice Chancellor for Academic Affairs
    Theresa Hollander, Associate Vice Chancellor for Academic Affairs
    Ann Wylie, Sr. Vice President and Provost
    G. Anand Anandalingham, Dean, Robert H. Smith School of Business
College/School:
College/School Unit Code-First 8 digits:
Unit Codes can be found at: https://hypprod.umd.edu/Html_Reports/units.htm

Department/Program:
Department/Program Unit code-Last 7 digits:

Type of Action (choose one):
- Curriculum change (including informal specializations)
- Renaming of program or formal Area of Concentration
- Addition/deletion of formal Area of Concentration
- Suspend/delete program

New academic degree/award program
New Professional Studies award iteration
New Minor
Other

Italics indicate that the proposed program action must be presented to the full University Senate for consideration.

Summary of Proposed Action:
The general business major was designed as a broad course of study in business. A review of the general business major found that while many students initially enroll in the major, they transfer to another major as the career opportunities for general business are limited. Currently, less than 40 students complete the major per year. In addition, the lack of on-campus recruitment for the major demonstrates a lack of interest in the major by employers. The information collected guided the recommendation to redesign the major and change the title of the major to management. The proposed management major provides sufficient flexibility for students to prepare for several career paths and it increases students' skills in the management of people, an area of need that was consistently identified by the recruiters as important for career and managerial success.

APPROVAL SIGNATURES - Please print name, sign, and date. Use additional lines for multi-unit programs.

1. Department Committee Chair
2. Department Chair
3. College/School PCC Chair
4. Dean
5. Dean of the Graduate School (if required)
6. Chair, Senate PCC
7. University Senate Chair (if required)
8. Vice President for Academic Affairs & Provost