

**Motion for Adding, Modifying, or Dropping a Program**  
**Graduate Academic & Curriculum Committee**  
**Fontbonne University**

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**Title of Motion:** Add a Concentration in Finance to be available to students in the following graduate programs in the ECGBPS: MBA, MM, NPM, and SCM.

**Date Submitted:** Wednesday April 4, 2012

**Submitted By:** Anita Manion, Assistant to the Dean for ECGBPS Curriculum and OPTIONS Faculty & Jonathon Moberly, Curriculum Coordinator

**Department/College:** Eckelkamp College of Global Business & Professional Studies

**Nature of Change:** Add New Program: Modify Program: Drop Program:

It is moved that the Eckelkamp College of Global Business & Professional Studies be approved to add a Graduate Concentration in Finance.

**Rationale/Evidence of Need. Include how this new program aligns with Fontbonne's mission and strategic plan.**

The Eckelkamp College of Global Business & Professional Studies desires to do the following:

- 1) Create more opportunity for graduate students in the ECGBPS to take elective courses that will provide them with the option of obtaining a concentration in a particular component of business.
- 2) Increase enrollment in the program.

Based on research and discussions among Director of International Affairs, focus groups of Nonprofit Management professionals, Adjunct Instructors in the ECBPS Graduate programs, OPTIONS Assessment Coordinator, OPTIONS Student Services Department, ECGBPS Full-Time Faculty, and the OPTIONS Faculty & Curriculum Services Department, the following conclusions were made:

- 1) There is a high interest amongst international MBA students to be able to obtain a concentration in either Finance or Marketing. A concentration in one of these two areas makes them more marketable for employment when they return to their home country.
- 2) Those wishing to enter management positions in nonprofit organizations need to have both the skills obtained in an MBA program, particularly in finance, and the ability to apply those skills in a nonprofit environment.
- 3) Competing MBA, MM, and SCM programs offer students the opportunity to obtain a concentration in Finance
- 4) The ability to offer a concentration in Finance will make the graduate programs in the ECGBPS stronger and more marketable to prospective students.
- 5) These changes will further our graduate students' appreciation for learning and allow the ECGBPS to further offer a program that has a commitment to personal concern for our students.

**Proposed Date of Implementation:** Fall 2012

**Projected Enrollment:**

Based on discussions with the OPTIONS Admissions staff, we expect that the implementation of a Finance Concentration for the ECGBPS graduate programs will make the respective programs more marketable to prospective students, thus increasing total enrollment. Students who obtained an undergraduate finance concentration will not be admitted into the graduate finance concentration.

**Financial Impact (describe/list projected amounts):**

- **Faculty** Cost per student should actually decrease since enrollment is projected to increase and these are shared courses which will not require new faculty
- **New Library Holdings** No impact
- **Equipment** No impact
- **Audio-visual / software** No impact

**Effect on currently enrolled students:**

Enrolled students could elect to take the concentration beginning in fall 2012

**Does the proposed program replace an existing one?**

No

**New Program Objectives/Outcomes:****Program Goals****Learning Goals/Outcomes**

Upon completion of this concentration, students will be able to:

- Apply the concept of the time value of money
- Explain how financial markets work and the roles various financial instruments play in those markets.
- Explain various risk measures and models of the relation between risk and return
- Describe consumer and commercial credit functions and utilize understanding of credit criteria, practices, and policies in decision-making
- Analyze practices in lending, asset/liability management, and investments
- Apply the principles of capital budgeting

Recognize business problems in which financial theory is applicable and apply financial theory to real-world situations

**Course Listings for New Program:**

List all courses required for the new program. Include course number/title and credit hours for each course. If new courses are being proposed, please complete the Motion to Modify, Add, or Drop a Course Form for each course.

<b>Finance Concentration</b>	<b>Credit Hours</b>
BUS 505 Credit Management	3
BUS 506 Investments	3
BUS 516 Commercial Banking	3
BUS 524 Advanced Financial Management	3

Does this new program affect another department/college?  YES  NO  
If yes, has this department/college approved of this new program?

**Additional information:**

The courses for the proposed Graduate Finance Concentration are upper-level courses that are currently offered in the undergraduate Finance Concentration. The graduate course numbers have been created to cross-list the existing undergraduate courses as graduate courses. Students taking these courses at the graduate level will have additional assignments and expectations, and more rigorous grading criteria.

If approved, distribute to the following:

- Catalog
- Registrar
- Fontbonne Policy Manual Volume I
- Advisors' Manual
- Student Handbook
- Part-time Faculty Manual
- Staff Handbook
- Other: