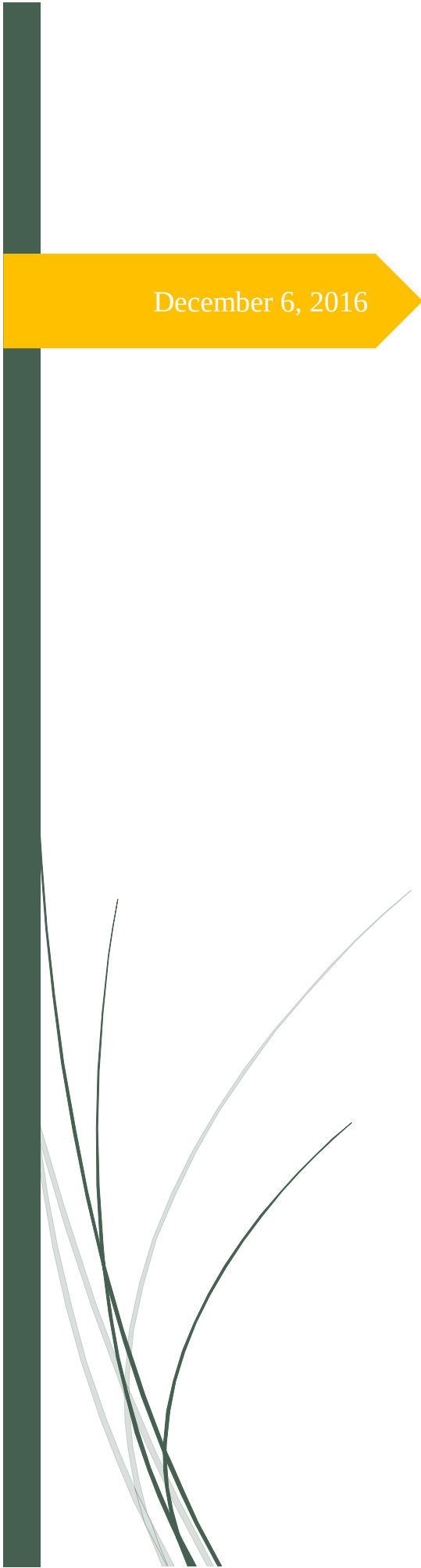


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December 6, 2016

Minor in Management at NDSU

Proposal on adding a supplemental minor to
the NDSU College of Business curriculum

Casondra Rutschke, Tyler Shanley, and Austin Truso

1340 Administration Ave
Fargo, ND 58105

December 6, 2016

Dr. Scott Beaulier
NDSU College of Business
NDSU Dept 2400, Barry Hall 102F
PO Box 6050
Fargo, ND 58108-6050

Dear Dr. Beaulier:

As NDSU College of Business students, we are pleased to present this proposal for your review. We are excited about the opportunities a minor in management could provide for business and non-business students alike. With NDSU's enrollment of over 14,000 students, there is no doubt that management experience is beneficial and essential to landing a full-time job upon graduation, and then being able to grow within that position.

We have conducted a survey of NDSU students, and found that nearly all the students we surveyed believed that management experience would benefit them in their future career. Approximately 70% of surveyed students expressed interest in managing a team, and nearly 40% expressed interest in having a minor in management offered to them. Clearly, this is an issue in the College of Business that we need to address, and we have offered some suggestions about adding a minor in management to the college's current curriculum.

We appreciate your time, and are hopeful about this opportunity for NDSU students. Please feel free to contact any of the members of our team if you require any further information or have any questions concerning this proposal.

Sincerely,

Casondra Rutschke
casondra.rutschke@ndsu.edu
(701) 425-1568

Tyler Shanley
tyler.shanley@ndsu.edu
(612) 770-1426

Austin Truso
austin.truso@ndsu.edu
(952) 261-5779

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Executive Summary

Management experience is a valuable skill for anyone to have. Both inside and outside of the business world, management skills are needed to have things function both effectively and efficiently. Management is a growing field because all businesses require some kind of management. At North Dakota State University, there is a management major, but no management minor. We propose that NDSU adds a management minor. A management minor at NDSU would:

- Provide more options for students
- Allow students more access to the skills necessary in a growing field
- Give students an opportunity to gain management skills
- Allow NDSU to compete with other schools that already have a similar program

We conducted a survey that has shown that students at NDSU have an interest in a management minor. NDSU has an obligation to provide students with opportunities that will help prepare them for the working world, and providing a management minor would go a long way in providing some of those skills.

In addition to the fact that adding a management minor will benefit students, the cost of adding a management minor should be relatively low. NDSU would likely have to add additional course sections because more students will be taking them with the added minor. Along with the added sections, NDSU may have to hire a professor to help keep up with the additional demand. However, these costs should not be astronomically large, and we believe the benefits of adding a management minor far outweighs the costs.

Overall, we believe a management minor would be a huge benefit to students at NDSU. The process of adding the minor would not be difficult because the capital needed for such an addition will be low. NDSU owes it to their students to provide the opportunity to gain managerial experience through a management minor.

Introduction

There are a plethora of benefits that result from adding a minor during your college years. The idea of adding a minor helps tremendously in building a foundation towards a potential second major or even a second degree. With that being said, it also looks very good on a resume and has the potential to open up the doors to opportunities in new job fields. It allows students to discover new passions and build expertise. A minor also adds versatility and further specialization to one's major. It can be used as an opportunity to add relevant skills that can further contribute to a major. A management minor has the possibility to be relevant to all majors at NDSU. There are currently five business minors available at North Dakota State University, none of which contain the subject of business management. A minor in management can be a great asset as it allows for future employers to see a student's strong work ethic and prove their skills, while also allowing the student to pursue interests without doubling in a major.

NDSU currently does not offer this minor to its students, but we have found that other universities such as the South Dakota State University and Bentley University have already implement a minor in management into their curriculum. We conducted a survey of twenty-five NDSU students and found that students understand the importance of managerial experience and are eager to have this opportunity available to them. Withholding students from this opportunity of growth and expansion on not only their knowledge, but their potential future, does not reflect on NDSU's mission statement or values.

While management is a growing field, there are very limited options at NDSU when it comes to gaining managerial skills. As of now, the only way to truly gain a significant amount of managerial knowledge at NDSU is to major in management. As previously stated, management skills can benefit everyone, and it seems unreasonable that the only way to get these managerial skills is to dedicate your major to the field. Because management can apply to all fields, we propose that NDSU add a management minor so that more students have an opportunity to add useful and relevant skills to their degree.

NDSU College of Business

The North Dakota State University College of Business offers a variety of undergraduate and graduate programs that provide students with a quality education in the functional areas of business, an exposure to global business issues, and an introduction to technologies that will be a part of their work life. The College of Business is an accredited school of business through the Association to Advance Collegiate Schools of Business. As stated by AACSB International:

“The Association to Advance Collegiate Schools of Business is the world’s largest business education network connecting students, academia, and business to advance business education worldwide. A nonprofit membership organization run by dedicated volunteers and staff, AACSB International provides quality assurance of business school programs, the latest in business education intelligence, thought leadership, and professional development services.

Founded in 1916, AACSB is a global association of more than 1,500 member organizations in over 90 countries and territories, with headquarters in North America, Asia Pacific, and Europe. With more than 760 business schools accredited worldwide, AACSB ensures the highest quality standard in business education to prepare the next generation of business leaders.” (“AACSB International”)

With such a prestigious accreditation, it is important for the College of Business to continue striving to provide the highest quality standard in business education, and a great way to do so is by expanding their minor options with a management minor.

The North Dakota State University College of Business currently offers majors in Accounting, Business Administration, Finance, Management, Management Information Systems, Marketing, and Global Business. Their minors include Accounting, Business Administration, Fraud Investigation, Logistics, and Management Information Systems. The College of Business also offers a Certificate in Professional Selling. Human Resources Management is an offered option of an area of emphasis, concentration or specialization within a major under the management major, but this does not replace the experience a management minor could provide.

Being accredited by the AACSB, adding a supplemental management minor would help the NDSU College of Business continue to advance and improve their programs while helping students gain management experience that will help them in their future careers. Adding this supplemental minor would also support the College of Business’s mission to support NDSU’s mission as a student-focused, land-grant, research university by providing quality educational experiences through collaboration, research for the advancement of knowledge, and collaboration to benefit business and the greater community.

Research and Supplemental Data

Each of the authors of this proposal currently have majors within the College of Business and saw a need for a management minor to help business and non-business students grow and develop their managerial skills. Casondra Rutschke, a business administration major with a minor in Economics, aspires to someday manage a team within a large corporation. Having a minor in management could help her gain necessary managerial experience and cultivate essential skills such as communication and analytical skills. Tyler Shanley and Austin Truso, both Business Marketing Majors, could benefit from a minor in management by gaining more management skills to someday manage the different areas of a marketing team.

We conducted a survey of twenty-five NDSU students of different majors and ages, focusing on the idea of having a management minor at NDSU. Of the twenty-five NDSU students polled, seventeen said they have an interest in managing a team. Beyond that, twenty-four responded that they believe managerial experience would benefit them in the future. Since the overwhelming majority of those polled see a benefit to management and gaining managerial experience, it appears there is a general interest in a more focused management path at NDSU. Nine students said that if a management minor were offered they would be interested in it, and another six said they might have an interest depending on the courses. So overall, of the twenty-five students polled, fifteen would at the very minimum consider a management minor, and that is with eighteen people responding to another question that already have a minor or are not looking to add a minor to their degree right now.

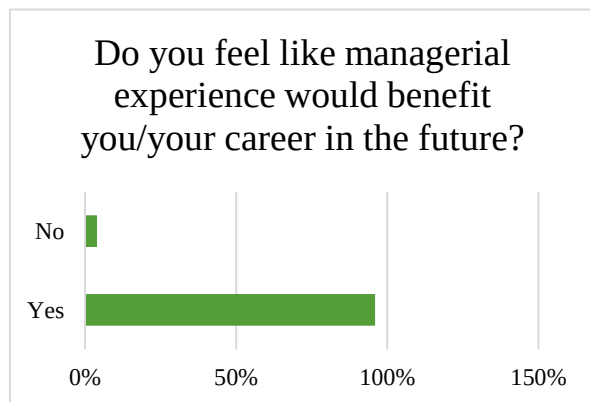


Figure 1: Importance of Managerial Experience

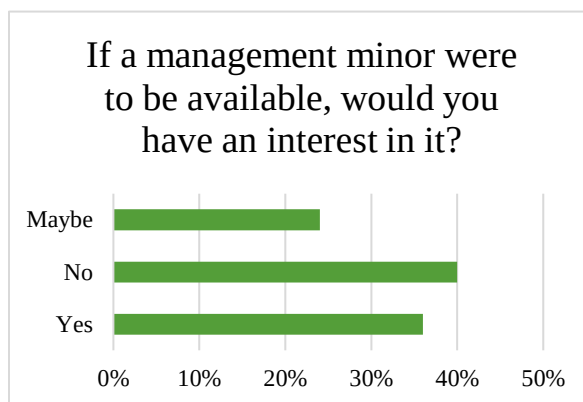


Figure 2: Interest in a Management Minor

Furthermore, in an interview with a computer science major at NDSU, we found that even non-business students have an interest in improving their management skills. He stated, "I believe that a business management minor would greatly improve my future by giving me the ability to better lead or work with teams."

It is clear from the results of the poll that NDSU students have an interest in management that is not currently being satisfied by the university. NDSU students see a benefit to management and gaining managerial experience, and unless they are management majors, they will not be able to experience courses that cater to those desires. NDSU's mission statement is, "With energy and momentum, North Dakota State University addresses the needs and aspirations of people in a changing world by building on our land-grant foundation." Right now, data suggests that students have needs and aspirations of more management options. The management major section of NDSU's website states that "the continued globalization of business is expected to increased demand for managers of all levels." If management is indeed a growing field, more options should be offered to help students prepare for that growing need. NDSU has a responsibility to its students to find a way to meet their needs. Adding a management minor would be a big step in meeting the needs of those who currently are unable to experience management courses.

The South Dakota State University in Brookings, South Dakota, offers a management minor through their Department of Economics. The management minor at SDSU is designed to produce professionals who are able to manage resources in organizations. The minor provides core competencies in management, business finance, management information systems, and human resources management with additional discipline-specific applied management courses.

According to the SDSU Course Catalog, students earning a minor in management at SDSU will be able to:

- "Demonstrate an understanding of concepts of economics and management that underlie the global economy and commerce;
- Demonstrate an understanding of analytical methods from economics and management used in decision-making;
- Interpret and articulate analysis and decisions orally and in writing; and
- Demonstrate the capacity to evaluate ethical matters within the context of the discipline" ("Management Minor").

SDSU Management Minor Required Classes		
BADM / MGMT 310	Business Finance	3 credits
MGMT 325	Management Information Systems	3 credits
BADM / MGMT 360	Organization and Management	3 credits
BADM / MGMT 460	Human Resource Management	3 credits
Electives	Selected Classes From: Analytics, Applications, Business Law, Cost Accounting, Organizational Behavior	6 credits

Figure 3: SDSU Requirements for a Minor in Management

Many colleges and universities are already offering a management minor. Business schools such as the Eller College of Management (University of Arizona in Tucson, Arizona), Krannert School of Management (Purdue University in West Lafayette, Indiana), South Dakota State University (Brookings, South Dakota) and Bentley University (Waltham, Massachusetts) have implemented a management minor to their course curriculum. As stated by Bentley University, “The Minor in Management complements a student’s major with courses that develop the ability to diagnose organizational issues from multiple perspectives. The minor cultivates essential skills for managers such as communications, interpersonal effectiveness, and working in teams” (“Academic Services”).

Many other universities have added a management minor to their curriculum to help students gain valuable skills they can implement in their future careers. With NDSU’s enrollment of over 14,000 students, there is no doubt that management experience is beneficial and essential to landing a full-time job upon graduation, and then being able to grow within that position.

Proposed Minor in Management

“Not everybody is a born leader, and nobody is born with the skills of a manager. These skills are gained and developed from experience. Every company needs good managers to lead and motivate their team; however, the lack of manager-material is making it difficult to find qualified personnel to fill the role” (Gabriel, 2010). Having management experience when entering the workforce will help students be pre-exposed to different aspects of the business, improve their teamwork and leadership abilities, and give them a better chance of promotion. A management minor would present problem-solving approaches in helping a business or organization succeed in each specific aspect of the business.

Minor in Management at NDSU

Minor Requirements and Notes *(adapted from current College of Business requirements)*

- To be accepted into the minor program, students must have a 2.50 institutional cumulative GPA and at least junior standing (60 credits).
- Departmental approval is required for any course (including Tri-College) NOT completed at NDSU and used to satisfy the minor requirements (6 credits maximum).
- Students must earn a 2.50 minimum GPA, which is based upon the courses used to satisfy the minor requirements. Minors must satisfy all course prerequisites.
- Students should refer to www.ndsu.edu/business for information on declaring the minor with the College of Business.
- Majors outside the College of Business may select a minor in Management. A minor in Management requires a minimum of 18 credits. At least **12 credits in 300-400 level BUSN, FIN, MGMT, and MRKT courses** must be completed at NDSU in the College of Business. Prior departmental approval is required for any 300-400 level course not completed at NDSU but used to satisfy the minor requirements.

- For students within the College of Business wishing to select a minor in Management, at least 9 unique credits of 300-400 level College of Business courses must exist between the student's major and minor.

Proposed NDSU Management Minor Curriculum		
MGMT 320	Foundations of Management	3 credits
MIS 320	Management Information Systems	3 credits
MGMT 330	Foundations of Organizational Behavior	3 credits
BUSN 430	Legal and Social Environment of Business	3 credits
MGMT 300-400	Elective Class	3 credits
Elective Classes (pick one)	MGMT 360 Operations Management MGMT 430 Leadership in Organizations MGMT 450 Human Resource Management	3 credits

Figure 1: Suggested Course Curriculum

Costs and Benefits

Completing a major is a lot of work, and adding some extra work to complete a minor may seem beneficial but will it be worth the effort? Students have many options to gain experience from getting a part-time job or internship, completing a community service project, or pursuing different majors/minors. If you decide pursuing a minor in addition to a major is the right decision, discuss your plans with family and friends, academic advisers and teachers. In the end, only you can decide if a minor matters for you and only you can decide if putting in the extra work to declare and complete a minor is worth the reward.

Adding a minor in college can offer many benefits to the graduating student. If the student is planning on pursuing a graduate degree, it may help him or her stand out with graduate school admissions. If the student decides to pursue a full-time job immediately after graduation, a minor may demonstrate a rounded skill-set. Dr. Zachary Waggoner of Stanford University describes the benefits of a minor in an article published by "World Wide Learn."

- **Emphasizing your work ethic to potential employers**—A minor may require a student to add anywhere from 18 to 24 extra credits. Taking an average of 12 credits a semester as a full-time student, adding a minor could take an extra two semesters to complete. However, adding a minor shows a potential employer that you have the motivation and dedication necessary to complete the extra requirements of a minor.

- **Future-proofing your skill set for a shifting job market**—With our ever evolving world of technology, job fields are changing just as quickly. A degree that was previously just called “Marketing” has now expanded into Digital Marketing, Social Media Management, and Content Curation. Minor in an area you’re passionate about may make future job transitions easier, and make your skill-set more flexible for these transitions.
- **Adding extra versatility to a major**—Adding a minor to complement your major is a great way to show that you have a rounded skill-set. For example, a computer science major with a management minor would show an employer that you have taken the initiative to further develop your communication and interpersonal skills.
- **Avoid over-specialization**—Dr. Waggoner explained that majoring in one’s interest without pushing oneself out of their comfort zone into other academic interests can lead to over-specialization or “silo-ing” of one’s mind.
- **Prepping to communicate with people outside of your expertise**—Effective communication skills and the ability to work in a team are crucial to nearly every profession. If North Dakota State University provided a minor in management to students, especially students pursuing degrees in STEM fields, these students would have an opportunity to explore a new area and further develop their communication skills and leadership skills to be able to communicate their ideas to people not in their same professional field.

Typically, adding a minor can help you be more competitive in the job market. The following are some examples listed by “Best College Values” where adding a minor to your degree can really give you that extra “edge”:

1. **Liberal arts majors**—For example, an English major who has no plans on teaching would make themselves more marketable by picking up a minor. A good option would be something like Professional writing, as most businesses seek employees with great written communication skills.
2. **Students in other disciplines with broad majors**—Getting a general Business degree doesn’t cut it in today’s job market. Fields like Business and Finance are favoring specialization, and that is why minors exist.
3. **Students entering a competitive field**—Think outside the box if you are entering a highly competitive profession. A good example would be an accountant who minors in professional writing. Most Accountants are geniuses with numbers, but that genius rarely translates over to the pen.
4. **Practical minor**—You might find that, around the second semester of your junior year, you selected classes that put you only one or two classes from completing a minor. Revisit the list of minors available to your major when you have three semesters remaining, and you could pick up an easy minor.

Although adding a minor to a student's curriculum can be costly, it can have many benefits. Adding a minor to a university's curriculum can be a challenging and potentially costly process as well; however, curriculum change is necessary to keep up with the rapid changes in today's transfer of information that is instantaneous and global. Adding a minor to the College of Business' curriculum may require the college to add additional sections of the management courses required for the minor. This may, in turn, require a need for an additional professor or an increased workload for current professors. This process would necessitate a change in the current College of Business faculty's workload. Schools and educators are suited to slow change, and resistance to change is normal and even necessary, but change is an opportunity for reflection and improvement.

Recommendation

After exploring all the benefits a minor can provide and how beneficial it to have managerial experience when entering the workplace, we believe the students of North Dakota State University would benefit from the implementation of our proposed 18-credit minor in management to the College of Business curriculum.

A management minor at NDSU would:

- Provide more options for students
- Allow students more access to the skills necessary in a growing field
- Give students an opportunity to gain management skills
- Allow NDSU to compete with other schools that already have a similar program

While management is a growing field, there are very limited options at NDSU when it comes to gaining managerial skills. As of now, the only way to truly gain a significant amount of managerial knowledge at NDSU is to major in management, but this can be easily changed.

Conclusion

Management is a growing field that is filled with job opportunities. Based on data that shows interest from students and the fact that the cost of adding a minor would be relatively low, we believe that NDSU and its students would benefit by the addition of a management minor. The management minor that we have designed and proposed consists of classes already available at NDSU, so the extent of the changes that would need to be made to put a management minor into action are minimal.

The benefits of managerial experience are clear to students. Based on our survey, 96% of students from a variety of educational backgrounds believe that management experience would benefit them in their future career. Students know that management is important, and they realize that it is needed even outside of the traditional business fields.

Many other universities have added a management minor to their curriculum to help students gain valuable skills they can implement in their future careers. With NDSU's enrollment of over 14,000 students, there is no doubt that management experience is beneficial and essential to landing a full-time job upon graduation, and then being able to grow within that position. The pieces are in place for NDSU to add a management minor. The time is now to do right by students and prepare them for the changing environment of the workplace. As NDSU's mission statement says, "With energy and momentum, North Dakota State University addresses the needs and aspirations of people in a changing world by building on our land-grant foundation." The world has changed, and management experience is needed. It is time for NDSU to live up to its mission statement and adjust to the needs of its students.

Glossary

Accreditation	to certify (a school, college, or the like) as meeting all formal official requirements of academic excellence, curriculum, facilities, etc.
Curriculum	the subjects comprising a course of study in a school or college
Plethora	a large or excessive amount of (something)
Prerequisite	required as a prior condition
Versatility	capable of or adapted for turning easily from one to another of various tasks, fields of endeavor, etc.

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Appendix

Survey Questions

1. **What is your current major and/or minor?**
Most common answer: Business Management
Other common answers: Pharmacy, Economics, Computer Science
2. **When is your anticipated graduation date?**
Most common answer: Spring 2018
3. **Are you interested in adding a minor to your current degree?**
Yes - 7
No - 8
I already have a minor - 10
4. **Do you have an interest in managing a team?**
Yes - 17
No - 8
5. **Do you feel like managerial experience would benefit you/your career in the future?**
Yes - 24
No - 1
6. **Were you previously aware that there is not a management minor at NDSU?**
Yes - 11
No - 14
7. **If a management minor were to be available, would you have an interest in it?**
Yes - 9
No - 10
Maybe, depends on the required courses - 6
8. **What do you think a management minor should consist of?**
Most common answer: Management classes