

2016 Road Scholars Tour Outcomes

The College of Business and Information Sciences did quite a few things based on the Road Scholar Tour.

- The accounting department changed its Master of Accounting (MAcc) by requiring that 20 percent of the courses be Data Analytics. Data Analytics was stressed at every stop we made, so even though a traditional MAcc involves only accounting courses, we decided to be leaders and offer what employers want to see in a curriculum.
- While initially thinking of framing this as a first year experience, instead due to a number of factors, a special experimental course THE 215: Special Topics. “Creative. Collaborative. Clarion” went through CCPS and Senate and will be offered in the spring, and currently thirteen students (and growing) are enrolled. The course will encourage the use of improvisational theatre and performance technique to spur idea building and collaborative discussion. Similar courses are taught at MIT and Stanford and have been highlighted in Forbes. One integral aspect of the course is to use the techniques on a real world Clarion problem, either a committee or RSO in which a student has a connection.
- Propose to CCPS an experimental course that currently has about 18 students registered for the Spring of 2017 (13 undergraduates, 5 MBAs): Nonprofit Management, MGMT 475/675.
- Propose to CCPS another course in collaboration with Dr. Pom Nakhata (Management and Marketing department) for the Fall semesters, titled Marketing for Nonprofits (MKTG 473 for undergraduates, 673 for graduates).
- Work with Dr. William Pratt (Finance department); he proposed to CCPS a new course: Financial Management of Nonprofit Organizations (FIN 574) for graduate students.
- Both Dr. Pratt and I submitted a proposal to the CCPS for a new Master in Business Administration Concentration on Nonprofit Business, consisting of the core 10 MBA courses (not all of them are 3 credits) and the following courses: FIN 574, MGMT 675, and MKTG 673.
- Realize that the Accountancy department currently has an elective course in the catalogue for Accounting majors, Not for Profit Entities (ACTG 455). Even though this course has not been offered in almost two decades (if it has in the past), it might become a highly useful course for a Nonprofit Business minor in the near future (six 3-credit courses are needed to reach the minimum 18 credits for a minor).
- Talk with Drs. Chad Smith (Management & Marketing) and Chris McCarrick (English) to explore courses on “Social Entrepreneurship” and on “Writing for Nonprofits.”