

**EASTERN MICHIGAN UNIVERSITY**  
**DIVISION OF ACADEMIC AFFAIRS**  
**OFFICE OF THE ASSOCIATE PROVOST**  
**INTER OFFICE MEMORANDUM**

**TO:** Earl Potter, Dean  
College of Business

**FROM:** Michael Harris, Associate Provost  
Academic Affairs

**SUBJECT:** Academic Program Review

**DATE:** 27 June 2002

In response to your Program Listing memo dated April 30, 2002, the College of Business, Business Administration programs will review the following programs during the 2002-2003 Program Review cycle:

**Undergraduate**

**BU02 Language and World Business** including:

<b>BU0201</b>	<b>French</b> specialization
<b>BU0202</b>	<b>German</b> specialization
<b>BU0203</b>	<b>Japanese</b> specialization
<b>BU0204</b>	<b>Spanish</b> specialization

The data for the above areas of specialization/concentration will be aggregated under their respective major code. Be sure to make note of any distinctions between the sub-codes and intent codes in the reports for these programs.

**BU11 International Business –Accounting** including:

<b>BU1101</b>	<b>French</b> specialization; <b>BU0401 French</b> intent
<b>BU1102</b>	<b>German</b> specialization; <b>BU0402 German</b> intent
<b>BU1103</b>	<b>Japanese</b> specialization; <b>BU0403 Japanese</b> intent
<b>BU1104</b>	<b>Spanish</b> specialization; <b>BU0403 Spanish</b> intent
<b>BU04</b>	<b>International Business – Accounting</b> intent

The data for the above specializations/concentrations and intent codes will be aggregated under their respective major code. Be sure to make note of any distinctions between the specializations/concentrations and intent codes in the reports for these programs.

<b>BU12</b>	<b>International Business – Computer Information Systems</b> including:
<b>BU1201</b>	<b>French</b> specialization; <b>BU0501 French</b> intent
<b>BU1202</b>	<b>German</b> specialization; <b>BU0502 German</b> intent
<b>BU1203</b>	<b>Japanese</b> specialization; <b>BU0503 Japanese</b> intent
<b>BU1204</b>	<b>Spanish</b> specialization; <b>BU0504 Spanish</b> intent
<b>BU05</b>	<b>International Business – Computer Information Systems</b> intent

The data for the above specializations/concentrations and intent codes will be aggregated under their respective major code. Be sure to make note of any distinctions between the specializations/concentrations and intent codes in the reports for these programs.

<b>BU13</b>	<b>International Business – Economics</b> including:
<b>BU1301</b>	<b>French</b> specialization; <b>BU0601 French</b> intent
<b>BU1302</b>	<b>German</b> specialization; <b>BU0602 German</b> intent
<b>BU1303</b>	<b>Japanese</b> specialization; <b>BU0603 Japanese</b> intent
<b>BU1304</b>	<b>Spanish</b> specialization; <b>BU0604 Spanish</b> intent
<b>BU06</b>	<b>International Business – Economics</b> intent

The data for the above specializations/concentrations and intent codes will be aggregated under their respective major code. Be sure to make note of any distinctions between the specializations/concentrations and intent codes in the reports for these programs.

<b>BU14</b>	<b>International Business – Finance</b> including:
<b>BU1401</b>	<b>French</b> specialization; <b>BU0701 French</b> intent
<b>BU1402</b>	<b>German</b> specialization; <b>BU0702 German</b> intent
<b>BU1403</b>	<b>Japanese</b> specialization; <b>BU0703 Japanese</b> intent
<b>BU1404</b>	<b>Spanish</b> specialization; <b>BU0704 Spanish</b> intent
<b>BU07</b>	<b>International Business – Finance</b> intent

The data for the above specializations/concentrations and intent codes will be aggregated under their respective major code. Be sure to make note of any distinctions between the specializations/concentrations and intent codes in the reports for these programs.

<b>BU15</b>	<b>International Business – Management</b> including:
<b>BU1501</b>	<b>French</b> specialization; <b>BU0801 French</b> intent
<b>BU1502</b>	<b>German</b> specialization; <b>BU0802 German</b> intent
<b>BU1503</b>	<b>Japanese</b> specialization; <b>BU0803 Japanese</b> intent
<b>BU1504</b>	<b>Spanish</b> specialization; <b>BU0804 Spanish</b> intent
<b>BU08</b>	<b>International Business – Management</b> intent

The data for the above specializations/concentrations and intent codes will be aggregated under their respective major code. Be sure to make note of any distinctions between the specializations/concentrations and intent codes in the reports for these programs.

<b>BU16</b>	<b>International Business – Marketing</b> including:
<b>BU1601</b>	<b>French</b> specialization; <b>BU0901 French</b> intent
<b>BU1602</b>	<b>German</b> specialization; <b>BU0902 German</b> intent
<b>BU1603</b>	<b>Japanese</b> specialization; <b>BU0903 Japanese</b> intent
<b>BU1604</b>	<b>Spanish</b> specialization; <b>BU0904 Spanish</b> intent
<b>BU09</b>	<b>International Business – Marketing</b> intent

The data for the above specializations/concentrations and intent codes will be aggregated under their respective major code. Be sure to make note of any distinctions between the specializations/concentrations and intent codes in the reports for these programs.

Note that the above programs can be combined into a single report per major code, incorporating the specialization and intent information into each report. In addition to the above specialization/concentrations and intent codes, any available data regarding **BU18 International Business intent** will also be submitted for reference when writing your reports.

### Graduate

<b>BU97</b>	<b>Business Administration Certificate</b>
<b>BU99</b>	<b>Master of Business Administration</b> including: <b>BU96 Business Admin Leveling</b>

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

<b>BU9790</b>	<b>Business Administration Certificate – Strategic Quality Management</b>
<b>BU9990</b>	<b>MBA – Strategic Quality Management</b> including: <b>BU9690 – SQM Leveling</b>

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

<b>BU9791</b>	<b>Business Administration Certificate – Computer Information Systems</b>
<b>BU9991</b>	<b>MBA – Computer Information Systems</b> including: <b>BU9691 – CIS Leveling</b>

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

**BU9792 Business Administration Certificate – Marketing**  
**BU9992 MBA – Marketing** including:  
**BU9692 – Marketing Leveling**

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

**BU9793 Business Administration Certificate – Organizational Behavior**  
**BU9993 MBA – Organizational Behavior** including:  
**BU9693 – OB Leveling**

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

**BU9794 Business Administration Certificate – Human Resource Development**  
**BU9994 MBA – Human Resource Development** including:  
**BU9694 – HRD Leveling**

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

**BU9795 Business Administration Certificate – International Business**  
**BU9995 MBA – International Business** including:  
**BU9695 – IB Leveling**

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

**BU9796 Business Administration Certificate – Finance**  
**BU9996 MBA – Finance** including:  
**BU9696 – Finance Leveling**

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

**BU9797 Business Administration Certificate – Accounting  
Financial Operations/Central Budgeting**  
**BU9997 MBA – Accounting Financial Operations/Central  
Budgeting including:  
BU9697 – AFOCB Leveling**

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

**BU9798 Business Administration Certificate – Accounting  
Taxation**  
**BU9998 MBA – Accounting Taxation including:  
BU9698 – AT Leveling**

Due to the similarity in the curricula for the two programs, they can be reviewed together. Data for the leveling codes will be included with the MBA data. Make note that any variances between the programs should be clearly pointed out in the report.

In addition to the above specialization/concentrations and intent codes, any available data regarding **BU98 Business Restricted intent** will also be submitted for reference when writing your reports.

The Economics Department will undergo Program Review during the 2004-2005 cycle. Due to the interdisciplinary nature of **EC04 – Economics BBA**, the College of Business will work directly with the Economics Department collaboratively to write the report during their review period.

Direct any questions to Brian Hoxie, 487.0195 or [brian.hoxie@emich.edu](mailto:brian.hoxie@emich.edu) or Donelle Goerlitz, 487.0168 or [donelle.goerlitz@emich.edu](mailto:donelle.goerlitz@emich.edu).

cc: Paul Schollaert, Provost and Vice President for Academic Affairs  
 Nick Blanchard, Associate Dean, College of Business  
 Raouf Hanna, Department Head, Economics  
 Brian Hoxie, Director, Academic Programming  
 Lynn Tilton, Director, Academic Program and Catalog Maintenance  
 Donelle Goerlitz, Academic Program Analyst