

# Community Involvement in Curriculum Changes

Amme Cole  
Jeff Crain

Midland College BAT-OM

# Objectives of this session:

- To discuss the BAT-OM needs
- To Review the process to being BAT-OM into community preferences
- To review the results of the project and program changes

# The BAT-OM program needed:

- A curriculum that is less focused on “business” and more focused on “profit, not for profit, community based” organizations
- An organizational management curriculum that teaches key theories and adds more “practice”

# The Community contribution process key objectives:

- Match the curriculum to Midland community organization needs
- Make certain students are prepared for the changing needs of our local workforce

# The Community contribution process:

- We used the “base” curriculum as a starting point
- Key business courses were targeted for discussion with the community
- Other courses were added to the original course review list

# The community contribution process (continued):

- A comprehensive interview outline was developed to guide interview and discussions with organization leaders
- Meetings were scheduled with the BAT-OM advisory board and other outside organization leaders from profit, not for profit, and community organizations

# The community contribution process (continued)

- Community responses were summarized and compared to the current curriculum
- Other “applied” organizational management degrees were gathered
- Using the community responses and other applied degrees, the curriculum was changed

# Results of the project:

- Three new courses were added to the curriculum
- Strictly “business” courses were moved to elective courses
- Previous overall organizational management courses were moved from electives to required core courses

# Results of the project (continued):

- Finance for Managers, Marketing for Managers and Operations Management were added to the core required curriculum
- Economics, Accounting, Statistics and Legal Issues were moved to elective courses

# Results of the project (continued):

- Mediation/Negotiations and Leadership were moved from electives to core required courses
- Banking related electives became inactive

# Summarization from community

	Add Operations Management	Add Finance for Managers	Add Marketing for Managers	Move Leadership Core	Move Mediation and Negotiations to Core	Combine Stat and Econ	Stat/Econ move to elective to require prerequisites	Decision Making a non quantitative method	Content improvement for Communication
Legal			*	*	*	*		*	*
Public Admin	*	*	*	*				*	*
Oil & Gas		*		*		*	*	*	*
Manufacturing	*	*		*	*	*	*	*	*
Retail		*		*	*	*	*	*	*
Finance		*	*	*			*	*	*
Health Care	*	*	*	*	*	*	*	*	*
Title Company				*	*			*	*
Manufacturing	*	*	*	*	*			*	*
Oil & Gas	*	*	*	*				*	*
Banking	*	*				*			*
Public Admin	*	*	*				*	*	*

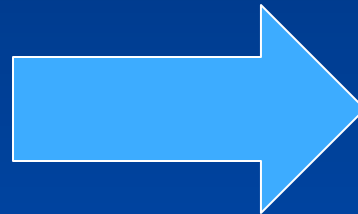
# Comparable “applied” curriculums

Courses	Edu Degree Directory	Franklin University	Everest	St.	Grand Canyon	Lubbock Chris.	Masters College	Totals
				Mary's BAT Equiv				
HR	Y	Y	Y		Y	Y	Y	6
Marketig	Y		Y	Y	Y	Y	Y	6
Finance	Y	Y		Y		Y	Y	5
PM	Y	Y			Y		Y	4
Comm	Y	Y				Y	Y	4
IT	Y	Y		Y			Y	4
Acctg		Y	Y	Y		Y		4
Int Bus	Y	Y		Y				3
Statitcs		Y		Y		Y		3
Economics		Y			Y	Y		3
Org Theory & Beh.		Y				Y	Y	3
Capstone		Y	Y		Y-R			3
Ethics			Y			Y	Y	3
Lead					Y	Y	Y	3
DBMS	Y	Y						2
Entrepren			Y		Y			2
Legal Env				Y			Y	2
Strat/Policy				Y		Y		2
Mangt			Y					1
Oper. Mgt				Y				1

# The curriculum:

## Semester I

Communications  
Org. Theory  
Legal Issues  
Info Tech



Communications  
Org. Theory  
HR  
Ethics

# The curriculum (continued):

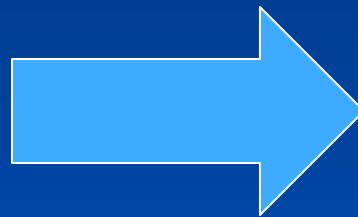
## Semester II

Economics

Ethics

Elective

Elective



Operations Mgt

Marketing

Leadership

Elective

# The curriculum (continued):

## Semester III

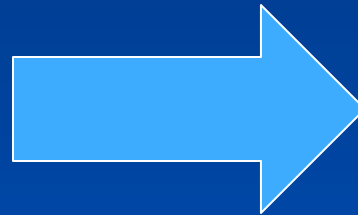
Statistics

HR

Negotiation

Accounting

Elective



Finance

Med/

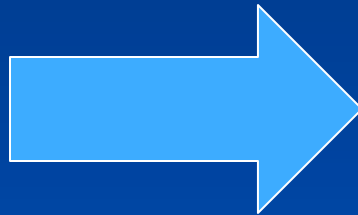
Project Mgt

Elective

# The curriculum (continued):

## Semester IV

Decision Making  
Org. Design  
Project mgt  
Elective



Decision Making  
Org. Design  
Info Tech  
Elective

# Questions:



# Thank you !!

Thank you for attending this session!

Amme Cole

[acole@midland.edu](mailto:acole@midland.edu)

(432) 685.5533

Jeff Crain

[jcrain@midland.edu](mailto:jcrain@midland.edu)

(432) 685.4611