Community Involvement in Curriculum Changes

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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

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<th>Add Finance for Managers</th>
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<th>Move Leadership Core</th>
<th>Move Mediation and Negotiation</th>
<th>Combine Stat and Econ</th>
<th>Stat/Econ move to elect to require prerequisites</th>
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Comparable “applied” curriculums

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The curriculum:

Semester I

Communications
Org. Theory
Legal Issues
Info Tech

Communications
Org. Theory
HR
Ethics
The curriculum (continued):

Semester II

Economics                                Operations Mgt
Ethics                                                 Marketing
Elective                                            Leadership
Elective                                                 Elective
The curriculum (continued):

Semester III

Statistics
HR
Negotiation
Accounting
Elective

Finance
Med/
Project Mgt
Elective

CCBA Conference, 27 February 2011
The curriculum (continued):

Semester IV

Decision Making
Org. Design
Project mgt
Elective

Decision Making
Org. Design
Info Tech
Elective

CCBA Conference, 27 February 2011
Questions:
Thank you!!

Thank you for attending this session!

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