Washington State University
MAJOR CHANGE FORM - - REQUIREMENTS
(Submit original signed form and TEN copies to the Registrar's Office, zip 1035.)
See https://www.ronet.wsu.edu/ROPubs/Apps/HomePage.ASP *for this form.*

*Submit an additional copy to the Faculty Senate Office, French Administration 338, zip 1038.

Department Name WSU College of Business - Graduate Programs in Business / Marketing

1. CHECK PROPOSED CHANGES.

*☐ Change department/program name *from*_____ *to*_____
*☐ New degree or program *in*_____
*☐ Change name of degree *from*_____ *to*_____
*☐ Drop degree or program *in*_____
*☐ Extend existing degree or program *to* _____ campus

☐ New Major *in*_____
☐ Change name of Major *from*_____ *to*_____
☐ Revise Major requirements *in*_____
☐ Drop Major *in*_____
☐ Revise certification requirements for the Major *in*_____

☐ New Option *in*_____
☐ Revise requirements for the Option *in*_____
☐ Drop Option *in*_____

☐ New Minor *in*_____
☐ Revise Minor requirements *in*_____
☐ Drop Minor *in*_____

☐ New Undergraduate Certificate *in*_____
☐ Revise Undergraduate Certificate requirements *in*_____
☐ Drop Undergraduate Certificate *in*_____

☑ Other New Graduate Certificate (OMBA) - Marketing

Effective term/year Fall 2013

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Contact Person	**Contact Phone No.**	**Contact email**

2. GIVE REASONS FOR EACH REQUEST MARKED ABOVE. *(Attach additional paper if necessary; see reverse side.)* Details provided in accompanying memo from Associate Dean David Sprott.

4. SIGN AND DATE APPROVALS.

1/10/13 12-27-12

Chair Signature/date | Dean Signature/date | General Education Com/date

Catalog Subcom/date | Academic Affairs Com/date | Graduate Studies Com/date | Senate/Date

Graduate Certificate Proposal

The College of Business proposes six certificates to be offered at the various campuses where we currently offer the MBA degree program. Certificate curriculum is based on the market demands of each location and faculty expertise. MBA elective courses bundled into certificates will allow current students to show mastery of particular subject areas, introduce the MBA program to prospective students and re-engage alumni. The specific courses per certificate will be submitted as part of the major MBA requirements revision and the re-introduction of the Pullman MBA. Each certificate will consist of one anchor course and a requirement that students choose two of three related courses or a set series of three courses depending on location to complete a 9 credit certificate. Certificates will be named and located as follows:

Online: Graduate Certificate in Marketing, Graduate Certificate in Finance, and Graduate certificate in International Business
Pullman: Graduate Certificate in Business Analytics
Tri-Cities: Graduate Certificate in Technology Management
Vancouver: Graduate Certificate in Stakeholder Leadership

For a visual representation of the proposed Graduate Certificates in Business, please refer to page 9 of the curriculum change proposal (Appendix I-C).

The proposed Graduate Certificates offered **Online** are comprised of courses as follows (if more than 3 courses are listed, students are required to select three to complete the certificate):

Marketing: Mktg 561 New Product Marketing, Mktg 565 Seminar in Marketing, I BUS 582 International Marketing
Finance: FIN 581 International Finance, FIN 521 Interest Rates &Financial Markets, FIN 527 Investment Analysis, FIN 528 Portfolio Theory
International Business: FIN 581 International Finance, I BUS 580 International Management, IBUS 582 International Marketing, I BUS 600 Study Abroad (I BUS 600 is a placeholder for a course being created as non-graded courses cannot be included in certificates)

The proposed Graduate Certificate offered in **Pullman** is comprised of courses as follows:

Business Analytics: Mktg 555 Marketing Analytics, MgtOp 556 Advanced Business Modeling, MIS 557 Designing Business Intelligence Systems

The proposed Graduate Certificate offered in **Tri-Cities** is comprised of courses as follows (if more than 3 courses are listed, students are required to select three to complete the certificate):

Technology Management: ENTRP 501 Technology Entrepreneurship, MIS 580 Information Systems Management, MGTOP 540 Deterministic Business Models, MGTOP 581 Operations Management, MGMT 589 Seminar in Management, Mktg 561 New Product Marketing

The proposed Graduate Certificate offered in **Vancourver** is comprised of courses as follows (if more than 3 courses are listed, students are required to select three to complete the certificate):

Stakeholder Leadership: Mgmt 585 Negotiations, Mgmt 587 Professional Ethics, Mgmt 589 Seminar in Management, Mktg 565 Seminar in Marketing.

Certificate Overview

Students on academic probation and students suspended from the university for any reason are not eligible to enroll in certificate courses. Prospective certificate program students not currently enrolled

in a graduate program at WSU who wish to pursue a graduate certificate must apply online indicating their interest in a specific certificate program listed on the application prior to enrollment in their first course and pay a non-refundable application fee. To qualify as a part-time certificate student, a prospective student must:

- Have a bachelor's degree from an accredited post-secondary institution and meet similar admission requirements to the MBA program as per the MBA admission and enrollment policy at which time, they will be admitted upon recommendation from the College of Business to the Graduate School as a certificate student.
- Pay all graduate tuition and fees for the courses in which they enroll. Enrollment is on a space-available basis.

International students in the US on student visas are not eligible to enroll solely in certificate courses unless they enroll exclusively in online courses. International applicants must show sufficient English proficiency as per the MBA admission and enrollment policy.

All candidates applying as College of Business certificate students who are not concurrently enrolled in a regular graduate degree program will be classified as NADC (Not Advanced Degree Candidate) and are expected to meet all course requirements, to fully participate in all course activities and to complete all assignments, exams, projects, and other requirements to earn credit and a grade. Students enrolled in the College of Business certificates must:

- Maintain a 3.0 GPA while enrolled while enrolled as a part-time certificate student.
- May use such university services as the library, computing, and bookstore.
- Are not eligible for all services provided to degree students who pay comprehensive fees, i.e. enrolling in independent study, research and project course credit, research/dissertation credits, final examinations and/or similar course work designed for degree-seeking students (i.e. 700, 702, or 800 credits)
- Will not be eligible for graduate assistantships, fellowships, or scholarships.
- Students seeking a certificate in the College of Business may be eligible for financial aid; applicants must check with the WSU Financial Aid Office to verify eligibility.
- Certificates will not be granted retro-actively.
- A former student who re-enrolls and seeks to earn a certificate will be required to enroll in a minimum of two certificate course as a certificate seeking student in order to count a previously completed MBA course (all work must be completed within 6 years).

Requirements regarding WSU tenured/tenure-track status and critical mass for faculty supporting the program are the same as those required for degree program.

A certificate fee is assessed at the time of completion of the certificate in keeping with Graduate School policy.

Current WSU Graduate School Policy also states that the maximum time allowed for completion of a certificate is 6 years from the beginning date of the earliest course applied toward the certificate. Students may request an extension of this time as described in Chapter 6, Section F.

The College of Business will not limit the number of certificates a potential, current or past student may complete so long as the candidate remains in good academic standing and adheres to university conduct requirements. As International Business, Marketing and Finance have mutual courses and courses may not be counted for more than one certificate, there is a natural limit to the number of certificates a student can earn.

Admissions Requirements

Currently enrolled degree-seeking MBA students (domestic and international) are eligible to concurrently enroll in the College of Business graduate certificates. The student must fulfill all certificate requirements and complete the application for graduation for graduate certificate located on the Graduate School's website. Graduate Students enrolled in other WSU degree programs who meet all of the admissions and enrollment requirements to the MBA (to include completion of foundation course requirements) may likewise enroll in the College of Business Graduate Certificates.

Applicants who are not yet admitted to the MBA at WSU or who finished the MBA within such a time frame that the certificate coursework will be complete in six years time from WSU or another AACSBB accredited institution may complete the certificate as an NADC certificate student. Students in this classification wishing to complete a College of Business graduate certificate must meet the requirements for admission as set forth in the MBA admissions and enrollment policy, and:

- Are required to pay graduate school fees
- Must enroll in classes per the instructions provided by their advisor. Students who register without departmental approval may be disenrolled.
- Are permitted to remain in the certificate seeking classification for up to six years
- May count the entire certificate towards the MBA at WSU if they have not earned an MBA prior provided the coursework is completed in the six years.

All College of Business graduate certificate seeking students may elect to apply for formal admission to the MBA. A separate application for admission is required if the student wishes to pursue an advanced degree. A determination of the applicability of any of the courses and credits earned while a certificate student will be made at the time of admission at the discretion of the College of Business by the student filing a program of study as part of the admissions material. Coursework taken as a student certificate student may be reviewed as part of the admission review process but does not afford any preferential consideration for admittance to a graduate program. The faculty members in the graduate program have the authority to recommend denial of admission to any student

Appendix C: MBA Elective Areas-of-Concentration (w/ certificate)**

Three credits of 400-level coursework acceptable upon location director approval.

MBA Elective Areas of Concentration	Stakeholder Leadership	Technology Management	International	Marketing	Finance	Business Analytics
Primary Location	Vancouver	Tri-Cities	Online	Online	Online	Pullman
Entrp 501 – Entrp. Tech.		X				
HBM 581 – Services Mgmt						
MIS 580 – IS Mgmt		X				
Fin 521 – Int. Rates & Fin. Mkts					X	
Fin 527 – Inv. Analysis					X	
Fin 528 – Portfolio Theory					X	
Fin 581 – Intl. Finance			X		X	
IBUS 580 – Intl. Mgmt			X			
IBUS 582 – Intl. Mktg Mgmt			X	X		
IBUS 600 – Special Project/ Ind. Study			X			
MgtOp 540 -- Det. Bus Models		X				
MGTOP 581 – Ops. Mgmt.		X				
Mgmt 585 – Negotiations	X					
Mgmt 587 – Prof. Ethics	X					
Mgmt 589 – Sem. in Management	X	X				
Mktg 561 – New Prod. Mktg		X		X		
Mktg 565 – Sem. in Mktg.	X			X		
Mktg 555 – Mktg. Analytics						X
MgtOp 556 – Adv. Business Modeling						X
MIS 557 – Designing Bus. Intell. Systems						X

** Note: Each student's selected area-of-concentration requires at least 3 of the courses shown in the specific certificate track. If more than 3 courses are shown as eligible in any given track, the location director must approve the student's certificate program.