

Rochester INSTITUTE OF TECHNOLOGY

Minor Program proposal form

Saunders COLLEGE OF BUSINESS

**Certifying Academic Unit:** Saunders College of Business

**Name of Minor:** Digital Business

**Brief description of the minor to be used in university publications**

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| Digital Business represents the impact of new technologies on business practice, products and services. Today, social computing and mobile devices are dramatically changing the behaviors and characteristics that lead individuals and organizations to success. This minor allows students to enhance their major program of study with a focus on these new technologies and their application in business. |

**1.0 Minor Program Approvals**

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| --- | --- | --- |
|  | Approval request date: | Approval granted date: |
| Academic Unit Curriculum Committee | 02/21/12 | 02/21/12 |
| College Curriculum Committee | 02/21/12 | 02/21/12 |
| Inter-College Curriculum Committee | 05/04/12 | 05/14/12 |

**2.0 Rationale:**

A minor at RIT is a related set of academic courses consisting of no fewer than 15 semester credit hours leading to a formal designation on a student's baccalaureate transcript.

How is this set of academic courses related?

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| These courses cover topics related to Digital Business, relating new technology to business opportunities. The required course provides core hands-on skills for developing an online business, while the electives allow students to explore other technology or business elements. |

**3.0 Multidisciplinary Involvement:**

If this is a multidisciplinary minor spanning two or more academic units, list the units and their role in offering and managing this minor.

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**4.0 Students Ineligible to Pursue this Minor:**

The purpose of the minor is both to broaden a student's college education and deepen it in an area outside the student’s major program. A minor may be related to and complement a student’s major, or it may be in a completely different academic/professional area.   It is the responsibility of the academic unit proposing a minor and the unit’s curriculum committee to indicate any home programs for which the minor is not a broadening experience.

Please list below any home programs whose students will not be allowed to pursue this minor, provide the reasoning, and indicate if this exclusion has been discussed with the affected programs:

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**5.0 Minor Program Structure, Sequence and Course Offering Schedule:**

Describe the structure of the proposed minor and list all courses, their anticipated offering schedule, and any prerequisites.

* All minors must contain at least fifteen semester credit hours;
* Minors may be discipline-based or interdisciplinary;
* In most cases, minors shall consist of a minimum of two upper division courses (300 or above) to provide reasonable breadth and depth within the minor;
* As per New York State requirements, courses within the minor must be offered with sufficient frequency to allow students to complete the minor within the same time frame allowed for the completion of the baccalaureate degree;
* Provide a program mask showing how students will complete the minor.

Narrative of Minor Program Structure:

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| The Digital Business Minor consists of one required course and four other optional courses. The required course and a listing of optional courses are detailed below. In addition, with the permission from the minor advisor in consultation with the area leader, any SCB seminars from any discipline on the digital business-related topics can be used as optional courses: |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Course Number & Title | SCH | Required | Optional | Fall | Spring | Annual/Biennial | Prerequisites |
| MGIS 360 Building a Web Business | 3 | X |  |  | X | Annual |  |
| MGMT 360 Digital Entrepreneurship | 3 |  | X | X | X | Annual | Junior Status |
| MKTG-230 Principles of Marketing | 3 |  | X | X | X | Annual | Sophomore Status |
| MKTG-320 Internet Marketing | 3 |  | X | X | X | Annual | MKTG-230  Junior Status |
| MKTG-410 Search Engine Marketing and Analytics | 3 |  | X | X |  | Annual | MKTG-320 |
| MKTG-420 Advanced Internet Marketing | 3 |  | X | X |  | Annual | MKTG-410 and MKTG-320 |
| MGMT-420 Managing Innovation and Technology | 3 |  | X | X |  | Annual | Junior Status  or Permission of Instructor |
| FINC-359 Financing New Ventures | 3 |  | X |  | X | Annual | Junior Status |
| MGIS-320 Database Management Systems | 3 |  | X | X | X | Annual |  |

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| --- | --- |
| Total credit hours: 15 |  |

**Minor Course Conversion Table: Quarter Calendar and Semester Calendar Comparison**

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| **Directions: The tables on this page will be used by the Registrar’s office to aid student’s transitioning from the quarter calendar to the semester calendar.**  **If this minor existed in the quarter calendar and is being converted to the semester calendar, please complete the following tables.**  **If this is a new minor that did not exist under the quarter calendar, do not complete the following tables.**  Use the following tables to show minor course comparison in quarter and semester calendar formats. Use courses in the (2011-12) minor mask for this table. Display all required and elective minor courses. If necessary, clarify how course sequences in the quarter calendar convert to semesters by either bracketing or using some other notation. |

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| Name of Minor in Semester Calendar: | Digital Business |
| Name of Minor in Quarter Calendar: | Digital Business |
| Name of Certifying Academic Unit: | E. Philip Saunders College of Business |

| **QUARTER: Current Minor Courses** | | | **SEMESTER: Converted Minor Courses** | | |  |
| --- | --- | --- | --- | --- | --- | --- |
| Course # | Course Title | QCH | Course # | Course Title | SCH | **Comments** |
| 0112-312 | Building a Web Business | 4 | MGIS-360 | Building a Web Business | 3 | Required course |
| 0102-415 | Digital Entrepreneurship | 4 | MGMT-360 | Digital Entrepreneurship | 3 |  |
| 0105-363 | Principles of Marketing | 4 | MKTG-230 | Principles of Marketing | 3 |  |
| 0105-440 | Internet Marketing | 4 | MKTG-320 | Internet Marketing | 3 |  |
| 0105-442 | Search Engine Marketing and Analytics | 4 | MKTG-410 | Search Engine Marketing and Analytics | 3 |  |
| 0105-520 | Advanced Internet Marketing | 4 | MKTG-420 | Advanced Internet Marketing | 3 |  |
| 0102-530 | Managing Innovation and Technology | 4 | MGMT-420 | Managing Innovation and Technology | 3 |  |
| 0104-359 | Financing New Ventures | 4 | FINC-359 | Financing New Ventures | 3 |  |
| 0112-340 | Database Management Systems | 4 | MGIS-320 | Database Management Systems | 3 |  |

Policy Name: **D1.1 MINORS POLICY**

 1. Definition

A minor at RIT is a related set of academic courses consisting of no fewer than 15 semester credit hours leading to a formal designation on a student's baccalaureate transcript.

The purpose of the minor is both to broaden a student's college education and deepen it in an area outside the student’s major program. A minor may be related to and complement a student’s major, or it may be in a completely different academic/professional area.   It is the responsibility of the academic unit proposing a minor and the unit’s curriculum committee to indicate any home programs for which the minor is not a broadening experience.

In most cases, minors shall consist of a minimum of two upper division courses to provide reasonable breadth and depth within the minor.

2. Institutional parameters

1. Minors may be discipline-based or interdisciplinary;
2. Only matriculated students may enroll in a minor;
3. At least nine semester credit hours of the minor must consist of courses not required by the student's home program;
4. Students may pursue multiple minors.  A minimum of nine semester credit hours must be designated towards each minor; these courses may not be counted towards other minors;
5. The residency requirement for a minor is a minimum of nine semester credit hours consisting of RIT courses (excluding "X" graded courses);
6. Posting of the minor on the student's academic transcript requires a minimum GPA of 2.0 in each of the minor courses;
7. Minors may not be added to the student's academic record after the granting of the bachelor's degree.

3. Development/Approval/Administration Processes

* 1. Minors may be developed by faculty at the departmental, inter-departmental, college, or inter-college level. As part of the minor development process:
     1. students ineligible for the proposed minor will be identified;
     2. prerequisites, if any, will be identified;
  2. Minor proposals must be approved by the appropriate academic unit(s) curriculum committee, and college curriculum committee(s), before being sent to the Inter-College Curriculum Committee (ICC) for final consideration and approval.
  3. The academic unit offering the minor (in the case of interdisciplinary minors, the designated college/department) is responsible for the following:
     1. enrolling students in the minor (as space permits);
     2. monitoring students progress toward completion of the minor;
     3. authorizing the recording of the minor's completion on student's academic records;
     4. granting of transfer credit, credit by exam, credit by experience, course substitutions, and advanced placement;
     5. responding to student requests for removal from the minor.
  4. As per New York State requirements, courses within the minor must be offered with sufficient frequency to allow students to complete the minor within the same time frame allowed for the completion of the baccalaureate degree.

4. Procedures for Minor Revision

It is the duty of the college curriculum committee(s) involved with a minor to maintain the program’s structure and coherence.  Once a minor is approved by the ICC, changes to the minor that do not have a significant effect on its focus may be completed with the approval of the involved academic unit(s) and the college curriculum committee(s).  Significant changes in the focus of the minor must be approved by the appropriate academic unit(s) curriculum committee(s), the college curriculum committee(s) and be resubmitted to the ICC for final consideration and approval.