

Business Technology—A Curricular Infusion

Cindy Meyer Hanchey

Oklahoma Baptist University; Shawnee, OK 74804

(405) 878-3284 office; (405) 878-3276 fax

chanchey@bison.okbu.edu

Dale Hanchey

Oklahoma Baptist University; Shawnee, OK 74804

(405) 878-3286 office; (405) 878-3276 fax

dhanchey@bison.okbu.edu

ABSTRACT

The introduction of technology into the standard Bachelor of Business Administration degree program is not new. A careful examination of the curricular guidelines established by both accrediting organizations, ACBSP and AACSB, indicate “use of information technology” or similar wording as a required knowledge or skill area.

In the 2004—2005 academic year, faculty from the Paul Dickinson School of Business created a five-course sequence with a technology focus. The need for such a sequence was the result of feedback from graduates in areas such as management and marketing as well as from employers. The sequence was approved and officially included with the 2006—2007 academic calendar. An additional impetus for change was a major change in the common core that was being implemented at the same time.

Currently, there is a five-course sequence in Business Technology required in the BBA degree programs in Management, Marketing, and International Business and partially included in the BBA degree programs in Finance and Computer Information Systems. A Business Technology minor of eighteen hours was also created. It includes the five BTEC courses and a choice of one of the following: Principles in Accounting I, Java Programming, C++ Programming, or other CIS course.

The Business Technology courses include the following:

BTEC 1103—Fluency in Information Technology

BTEC 1123—Business Problem Analysis

BTEC 2253—Introduction to Web Design and Development

BTEC 3503—Management Information Systems

BTEC 4403—Data Administration

Anyone familiar with curricular guidelines will recognize that not all of the BTEC courses are new. One factor making this an easier transition was that two of the five courses already existed—the prefix was changed from CIS or MGMT. One course, Fluency in Information Technology, was a replacement for a previous course, Introduction to Computing. The two new courses make the BTEC sequence distinct. Requiring the entire BTEC sequence makes the BBA degrees offered at this institution unique as well.

One of the authors developed two of the courses (BTEC 1103 and BTEC 2253). There are resource materials available from publishers and other sources for these courses. The other author was a co-developer of the MIS course and created the remaining two courses (BTEC 1123

and BTEC 4403). Neither of these last two courses is “mainstream” with readily available resources. Both authors will present and share materials at this conference.

It is too early to determine if graduates will be more proficient with technology on the job since this was first implemented in 2006—2007. There are some students, however, who have elected to change from the old BBA degree structure to this newer one. They will graduate in May of 2009. We anticipate gathering feedback data from them and their employers.

Students appear to be enrolling in the BTEC minor as well. One benefit of offering such a minor is that students from other schools or colleges on campus are enrolling in courses offered by the School of Business.

Faculty in the Paul Dickinson School of Business are positive in their evaluations of the success of the infusion of business technology and in the impact on other courses within the degree programs.

APPENDIX

Catalog Descriptions for BTEC

BTEC 1103—Fluency in Information Technology

Course includes hardware, software, procedures, systems, and human resources and explores their integration and application in business including electronic communications and presentations, WWW research and authentication, data analysis, and ethical and social impacts. Course graded on a pass/fail basis.

BTEC 1123—Business Problem Analysis

Course includes elements of business, logic, mathematics and technology. A procedure-oriented, analytical approach is used to develop business decision-making and problem-solving skills. Prerequisite: BTEC 1103.

BTEC 2253—Introduction to Web Design and Development

Introduction to effective Web design and development. Course includes host operating systems, HTML, and other Web development software tools taught in a hands-on environment. Prerequisite: BTEC 1103.

BTEC 3503—Management Information Systems

Introduction to the use of information systems to support rational management decisions. Coverage of computer-based information systems to support all levels of management and all functional business areas is included. Prerequisite: BTEC 1123.

BTEC 4403—Data Administration

Practical course in the administration of an organization’s data. Topics include data analysis, database design and development, structured query language, data management, and data communications. Prerequisite: BTEC 1123.