

**School of Management  
Request for Nomenclature Change:**

**From Bachelor of Science in Management (BSM) to  
Bachelor of Science in Business (BSB)**

The School of Management seeks CAA approval for a nomenclature change for its undergraduate degree program. The change would be from the current Bachelor of Science in Management (BSM) to a Bachelor of Science in Business (BSB).

Rationale:

1. We believe this change reflects our shift from an emphasis on functional areas of management to an emphasis on the growing importance of cross-functional integration around business ideas. Successful enterprises have been shifting their emphasis from building and maintaining traditional management functions and separations towards developing business plans, innovative uses of technology and creative responses to change. We wish to better prepare our undergraduate students for this world.
2. We also believe the change will help us clarify and emphasize what has long been special about SOM: providing an education in the technological languages, systems and platforms that are becoming the critical organizing force within and between organizations. The argument as to whether or not our undergraduate program is a business school or something else is of limited interest and value. We need to move on from this debate to the task of making it a more attractive undergraduate program.
3. We believe the change will help resolve some misunderstanding about the term “management,” as it is often perceived by first-time full-time freshmen and community college transfer students, as well as their counselors and parents. The following is a typical response to our questions about their perception of the difference between management and business:

“We are accustomed to seeing the term business in undergraduate programs and have an idea of the discipline it suggests, but are less sure what an undergraduate degree in management might mean, or what it might prepare one for. Expecting a 22 year old graduate to manage an enterprise seems vague at best.”

We will keep the term management relative to our graduate programs even though we are also rethinking our traditional emphasis on functional areas of management. The management degree at the graduate level is widely understood to be a degree that someone works towards after they have completed prior degrees in a discipline, have some work experience, and wish to move towards the managing others: e.g., architecture, engineering, computer science, law, accounting, etc.

NJIT is almost unique in offering a BS in Management instead of a BS in Business and this distinction has not served us well. We trust that this small change will make a big difference in our applicant pool and that it will clarify the undergraduate mission of SOM within the NJIT context. We believe it will prove to be beneficial to the school's undergraduate recruitment efforts.