

UNIVERSITY CURRICULUM COMMITTEE

Minutes #6 approved (2006-2007 Undergraduate Catalog)
October 26, 2005

Members Present: Brown, Buckley, Canabal, Clairardin, Craig, Donnan, Ferrence, Jayaswal, Kahl, Moore, Morenus, Rosenthal, Ryburn, Stier, A. Trefzger, J. Trefzger, Van der Hoven

Members Absent: Bassoppo-Moyo

Guests Present: Lane Crothers, Academic Senate; Ken Newgren, College of Business; James Payne, Department of Economics; Bill Scott, Finance, Insurance and Law; Tim Longfellow, Mike Williams and Linda Showers, Marketing; Marilyn Morrow, Health Sciences

1. Ferrence convened the meeting at 3:05 p.m. and introduced student members, Amanda Donnan, Amanda Trefzger and Sandrine Clairardin.
2. **Minutes #5, October 12, 2005** were approved after a motion from Brown, second by Van der Hoven and unanimous vote by the committee to approve with one minor correction.
3. **Guest Speaker:** Lane Crothers from the Academic Senate spoke to the committee regarding what he sees as an increase in proposals for adding programs at a time when budgets have been reduced. He has seen a pattern in the four years that he has been chairperson of the Academic Senate. Somewhere there needs to be a discussion on how proliferation of programs affects the University and whether new programs fit into existing programs. This may or may not be an appropriate subject for the UCC to address; it may need to be done somewhere else on campus. Crothers asked the committee to think about preparing a report on the number of added programs and courses and in contrast, the number that has been deleted. Ferrence suggested that this be a project in the spring when the work load is lighter. Last year, Jeri created a log detailing approved program changes from 1997-98 through 2005-06 that could be used to compile the data that Crothers requested.

4. PROPOSAL DISCUSSION:

ECO MAJOR IN ECONOMICS (Revision)

Trefzger/Moore

James Payne, Economics Chairperson was present to answer any questions about the proposal. Trefzger distributed a handout and reviewed the proposal.

- Economics proposes adding two hours of statistics/econometrics (they will replace 4-hour specialized ECO 148 with 3-hour general 138 and change ECO 238 from a 4-hour elective to a 3-hour requirement);
- They want to add a grade of C-minimum requirement on key courses: ECO 105, MAT 121, ECO 138, and ECO 238.
- Moore asked about impact the “C or better” requirement will have on students.
- Payne said that a reduction of the number of students would not be an unwanted side effect of adding the minimum grade of C. There is already a minimum grade of C required in ECO 240, 241 and 300. Past experience shows that students have greater difficulty successfully completing later courses in the major if they do poorly on the key courses.
- This proposal will be on the next meeting agenda as an action item.

MKT MAJOR IN MARKETING (Revision)

Morenus/Stier

INTEGRATED MARKETING COMMUNICATIONS SEQUENCE (New) PROFESSIONAL SALES SEQUENCE (New)

Tim Longfellow, Linda Showers and Mike Williams from Marketing were present to answer any questions about the proposal. Morenus distributed a handout and reviewed the proposals.

- Marketing proposes increasing the major electives from 12 to 15 hours.
- Marketing is adding a new sequence in Integrated Marketing and Communication. Most of the courses for the sequence are within the Marketing Department. Longfellow brought a letter of support from the Director of the School of Communication for the COM courses.
- Two new Marketing courses are proposed as part of the new sequence.

- The other new sequence being added is Professional Sales Sequence. This specialization within Marketing has existed informally since 1987; creation of the sequence will allow student transcripts to reflect their studies more accurately.
- Three new courses are proposed for the Professional Sales Sequence, however two are revisions of existing courses.
- Longfellow said that they have wanted to pursue these two areas and finally have enough faculty.
- Longfellow brought a copy of an email from the Technology chairperson stating support of the creation of MKT 310 – Marketing and Logistics and Supply Chain Management and saying there are significant differences in content, context, approach, and student base from their TEC 370 course.
- Unless there are issues raised before the next meeting, these proposals will be action items on next week's agenda.

FIL MAJOR IN FINANCE (Revision)

Buckley/Jayaswal

Bill Scott was present from Finance, Insurance and Law to answer any questions about the proposal. Buckley distributed a handout and reviewed the proposal.

- FIL proposes increasing required major electives from 9 to 12 hours.
- Overall hours in the major increase from 64 to 67. Buckley said that the increased hours do not add to time needed to complete the degree.
- They are removing FIL 350, 357, and 398.10 and “or appropriate courses approved by the Department advisor” from list of approved FIL major electives.
- FIL 353 and ACC 231 are being added to list of approved FIL major electives.
- There is a letter of concurrence from the Accounting Department for ACC 231.
- Both FIL 353 and ACC 231 had been used as electives through advisor approval; there is a benefit of potential reduction of paperwork as a result of adding these two courses.
- Craig asked about title of FIL 353 Financial Planning. He asked if the course is about personal financial planning or corporate financial planning. Scott said the course prepares a student to sit for the certification in personal financial planning. Craig suggested the title be change to Personal Financial Planning. Scott said that they would consider that title.
- Craig suggested listing ACC 232 Intermediate Accounting II as well as ACC 231 Intermediate Accounting I; Scott said that they added ACC 231 to bolster accounting skills for students when they look for jobs. Department consensus is that ACC 231 on the transcript is sufficient to show that the student has accounting skills. The proposal will be on next weeks agenda as an action item.

MQM MINOR IN ORGANIZATIONAL LEADERSHIP (New)

Brown/Kahl

Newgren was present to answer any questions regarding the proposal to add a new minor. Brown distributed a handout and reviewed the proposal.

- Kahl looked at the other COB minors to see how the new minor would fit in and said that it fit in with other minors.
- Newgren said that they are doing this now because there is money from Caterpillar to use for a leadership initiative (money is for speakers and to support the course, but not for hiring new faculty).
- This minor is available only to majors within the College of Business. It is designed to be open to other majors in the future, but they are not sure at this point if they will have resources to open seats.
- No new courses, no additional resources needed.
- There were a few minor changes requested in the catalog copy. ECN should be ECO and MQM 386 should not be included.
- The proposal will be on the next meeting agenda as an action item.

5. LIAISON REPORTS:

a. Council for General Education: Ferrence – CGE met last Friday. Two course proposals were approved. They discussed what might be on the horizon in terms of campus-wide assessment of programs and courses. CGE has been working on a document to have something in place with which to measure courses and programs.

b. Council for Teacher Education: Moore – Nothing to report.

- c. Academic Affairs Committee:** Brown – Handed out a draft of the 124-semester hour exemption document that the Academic Senate will review. The document is to be incorporated into the Baccalaureate Degree Document that Rosenthal sent to the Senate. Brown asked for the committee to review and make comments. Ferrence asked if the University Curriculum Committee would have final approval as stated in item 4 of the document, or will exemption requests still go to the Academic Senate for final approval as in the past.
6. **MISCELLANEOUS:** Ferrence thanked the committee for its work and said that in regards to the excellent points Crothers brought up, we (UCC) have been doing and taking into consideration, when reviewing proposals, items such as whether an effort was made to merge or compress courses when altering programs, and what financial impact was to be expected with program changes and creations. He reiterated that the committee works from a philosophy of trust and expects that financial impact claims approved at other levels (DCCs, CCCs, Chairs, Directors, and Deans) are accurate.
7. **STAFF REPORT:** Rosenthal said that he sent the revised and reordered Baccalaureate Degree Document to the Academic Senate. He has volunteered to redo the financial implication form to make it easier to fill out and make it a more useful document.
8. **INFORMATION:** The University Curriculum Committee Executive Secretary approved the following Revised Course:

TEC

- 319 COMPUTER GRAPHICS 3 F,S**
C or better in TEC 283 req. Maj/min only or cons dept advisor req. Lecture and lab.
Combination of graphic techniques and computer programming as means of industrial communication applied to solution and interpretation of technological problems.

Deleted Course(s):

PSY

- 304 GERONTOLOGICAL PSYCHOLOGY 3 S**
PSY 110 or 111 req.
Psychological aspects of developmental transformations occurring during later adulthood. Applications of psychology to problems of aging.

Decimalized Courses:

HSC

- 204.01 HEALTH DATA ANALYSIS: HEALTH EDUCATION 3 F,S**
HSC maj only.
- 204.02 HEALTH DATA ANALYSIS: ENVIRONMENTAL HEALTH AND HEALTH INFORMATION MANAGEMENT 3 F,S**
HSC maj only.

IDS

- 121.45 TEXT AND CONTEXT: UNCLE TOM'S CABIN AND AMERICAN CULTURE MC-LH 3**
ENG 101; COM 110 or conc reg req. May not be taken under the CT/NC option.

Decimalized Courses continued:

IDS

121.47 TEXT AND CONTEXT: ART AND THE ARTIST: EVERYDAY ENCOUNTERS IN FICTION, FILM, TELEVISION AND PUBLIC SPACE MC-LH S
ENG 101; COM 110 or conc reg req. May not be taken under the CT/NC option.

189.36 CHINESE CULTURE AND SOCIETY 3 Summer

This course involves a 12-day trip where students experience history, culture, and development of China.

Editorial Revision(s):

C&I

(hrs incorrectly listed in 06-07 catalog)

314 LEARNING, ENVIRONMENTS, AND ASSESSMENT 2 F,S
C&I 271; conc reg C&I 293 req.

Study of how children learn. Emphasis on planning and assessment, guidance, management, and effective use of the learning environment.

ITK

(prereqs)

275 JAVA AS A SECOND LANGUAGE 4 F,S
Not for cr if had ITK 169, 178, 179, or 277. 2-sem seq in a high-level programming language req. Maj/min only or cons dept advisor req. Formerly C ++ AS A SECOND LANGUAGE.

Intensive study of the Java programming language for students with previous programming experience.

- 8. ADJOURNED:** The meeting was adjourned at 4:30 p.m. with a motion from Donnan and second by Trefzger. The next meeting will be on November 1, 2005.