

CURRICULUM PROPOSAL FORM 2000-2001

NON-GENERAL EDUCATION PROCESS A

ROWAN UNIVERSITY SENATE

DEADLINE DATES: Deadline dates for 2000/2001 submissions: Regular proposals: October 20, 2000 to be implemented in Fall 2001; Short-Term proposals: December 8, 2000 to be implemented in Fall, 2001; Regular proposals February 16, 2001 to be implemented in Spring, 2002; March 23, 2000 for short-term courses to be implemented in Spring 2002.

PROPOSAL TITLE: COURSE LEVEL CHANGE - BUSINESS PERSPECTIVES

SPONSOR(S): JOEL RUDIN

DEPARTMENT: MANAGEMENT / MIS

COLLEGE: BUSINESS

IF LAS CHECK ONE:  History/Humanities  Math/Sciences  Social/Behavioral Sciences

Check one:  Undergraduate  Graduate

ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

existing non-gen-ed course

non-gen-ed degree requirements

major

minor, specialization, concentration, track, certificate program

DEPARTMENT

(Signature indicates approval)

Dept. Curriculum Chair / Date

Dept. Chairperson / Date

ACADEMIC DEAN

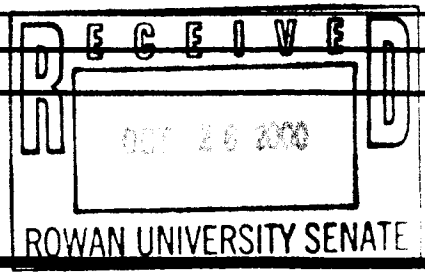
Approved

Not Approved

Comments:

Dean's Signature/Date

*Edward J. Green 10/19/00*



**COLLEGE CURRICULUM COMMITTEE**

Date of open hearing (if necessary) \_\_\_\_\_ Approved  Not Approved \_\_\_\_\_

Comments:

Signature of College Chair/Date: Bertha Hatten-Guy - 11/21/00

**UNIVERSITY CURRICULUM COMMITTEE**

Date Received/Processed 12/1/00

Comments:

Curriculum Chair Signature [Signature] Date Announced At Senate 12/5/00

**EXECUTIVE VICE PRESIDENT/PROVOST**

Approved  Not Approved \_\_\_\_\_ If no, reasons are as follows:

Student Credit Hours \_\_\_\_\_ Faculty Load Hours \_\_\_\_\_ Equalized Credit Hours \_\_\_\_\_

Official Copy & Approval Sheet Filed (Date): \_\_\_\_\_ Executive VP/Provost Signature/Date [Signature] 12/8/00

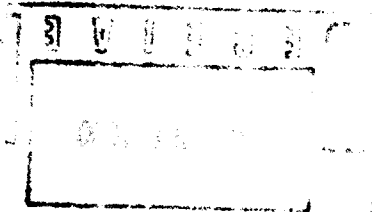
**REGISTRAR**

Date Approved Course Description Received \_\_\_\_\_ Hegis Taxonomy & Course Number Assigned \_\_\_\_\_

Registrar Signature/Date E.C. English Jr 12/12/00

**NOTIFICATION FORWARD**

\_\_\_\_\_ Senate Curriculum Committee Chairperson \_\_\_\_\_ Academic Dean(s)  
\_\_\_\_\_ Department Chairpersons \_\_\_\_\_ Registrar \_\_\_\_\_ Sponsor(s)



## Minor curriculum change proposal

### Course level change

1. Details
  - a. Change Business Perspectives (0501.<sup>203</sup>~~201~~) **from** a sophomore-level course for College of Business majors who have completed 30 credit hours **to** a freshman-level course for College of Business majors. Change HEGIS number for Business Perspectives to (0501.101).
  - b. Sponsor: Joel Rudin, Department of Management/MIS
2. Rationale
  - a. College of Business majors are unable to take courses in their major until their sophomore year. This creates a problem for our native students, as they are ill-equipped to assess their readiness to pursue careers in business until they have already attended Rowan for one year. Moving this course to the freshman level should make it easier for students to evaluate their career choices at the earliest possible moment.
  - b. There is no curricular effect on our department.
3. Adequacy of present staff/resources: This change will have no impact nor demand upon present staff and resources.
4. Adequacy of library staff/resources: This change will have no impact nor demand upon present staff and resources.
5. Consultation: A supportive letter from Drew Calandrella, Vice President of Student Affairs, is attached.



September 27, 2000

**MEMORANDUM**

TO: Edward J. Schoen  
Dean, College of Business

FROM: Drew Calandrella   
Vice President, Student Affairs

SUBJECT: *College of Business Freshmen Seminar – Business Perspectives*

Pursuant to our recent discussions regarding improving retention of lower division College of Business students, I wanted to commend you and the faculty of the college for their proposal to introduce a Freshmen Seminar into the curriculum.

As we discussed, freshmen students are at risk of not persisting in a university environment for a myriad of reasons. Lack of connection or identity with the university, inability to develop meaningful relationships in their areas of study, academic rigor, and the challenges that accompany being away from their usual support systems at home and at school are most notable in this regard.

Your proposal for the Freshman Seminar will accomplish three very important goals associated with the retention of students in the College of Business. First, students will be exposed to the issues facing modern business organizations today through their study of ethics, impact of demographics, and the application and impact of technology.

Second, they will be exposed to the curricular approach involving the use of case studies that will enable them to engage in individual and team approaches to learning. This will enable them to challenge and/or reinforce their belief and value systems from the beginning of their college career.

Finally, and equally important, they will be able to develop a relationship and connection with the faculty of the College of Business early in their academic career. Advising and mentoring have been demonstrated to greatly increase students' connection to the college and the university, and thereby contribute greatly to their decision to persist. Thus, early connection with College of Business faculty is essential to the retention of students.

I believe that this proposal is an important step in your consideration of the role of curriculum development and planning in the retention and academic success of College of Business students. I support this initiative and wish you well.