

PROCESS A NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL
LIBRARY RESOURCE FORM REQUIRED

SCC #03-04- 12i

Deadlines

October 3, 2003 to be implemented Fall 2004

February 13, 2004 to be implemented Spring 2005

PROPOSAL TITLE: Change in Requirements for Marketing Specialization – Business Perspectives

Sponsor(s): Dr. Manuel Pontes E-Mail: pontes@rowan.edu Ext: 3408

Dr. Harold W Lucius E-Mail: luci0457@rowan.edu Ext: 3401

DEPARTMENT: Marketing

COLLEGE: Business

If Liberal Arts & Sciences CHECK : History/Humanities Math/Sciences Social/Behavioral Sciences

UNDERGRADUATE GRADUATE

THE 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

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: Harold W Lucius Date: 02/11/04

Department Curriculum Chair: Manuel Pontes Date: 02/11/04

Academic Dean: Edward J. Schoen Date: 2/11/04 *

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 1/22/04 Approved Not Approved

COLLEGE CURRICULUM CHAIR: Phillip G. Lewis

Senate Curriculum Chair Signature: Phillip G. Lewis Date: Senate Announcement 5-12-2004

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: Helen Gies Date: 6/16/04

Approved Not Approved

REGISTRAR

Date: 6/22/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: _____

Registrar Signature: [Signature]

NOTIFICATION FORWARD

SCC Chair Academic Dean Department Chair Registrar IR CAP
 VP Student Affairs Others

Trans. 7-12-04
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MINOR CURRICULAR CHANGE
Change in Business Elective Requirement in the Marketing (509) Specialization

I. Details

A. Changes Requested

From: Business Elective (3SH)

The Business elective can be any 300 or 400 non-required course offered by the Marketing, Management/MIS, or Accounting/Finance departments except any internship course offered by any other department. Currently:

0506.361 Supervised Internship
0503.300 Supervised Internship in Accounting
0504.430 Supervised Internship in Finance

To: Business Electives (6SH)

The Business electives can be any two courses from the following list:

1. Business Perspectives (0501.105) or its equivalent.
2. Any 300 or 400 non-required course offered by the Marketing, Management/MIS, or Accounting/Finance departments except any internship course offered by any other department. Currently:

0506.361 Supervised Internship
0503.300 Supervised Internship in Accounting
0504.430 Supervised Internship in Finance

B. Sponsors

Manuel Pontes and Harold Lucius, Department of Marketing

II. Rationale

A. Need

The 3 departments in the College of Business have submitted a curriculum proposal to eliminate Business Perspectives from the Business Core requirements and to reduce the Business Core requirement from 30 SH to 27 SH. In response, the marketing department voted to increase the Business Elective requirements from 3 SH to 6 SH to ensure that

students meet the 120 SH required for graduation from Rowan and the 60 SH in the major required for graduation with a BS degree in Business Administration from Rowan.

B. Impact on Program

No impact outside department