

CURRICULUM PROPOSAL FORM 1999-2000

WYOMING UNIVERSITY SENATE NON-GENERAL EDUCATION PROCESS A

*DEADLINES: Deadline dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

PROPOSAL TITLE: Business elective course on the Marketing Specialization

SPONSOR(S): Berhe Habte-Giorgis, Berrin Guner

DEPARTMENT: Marketing

COLLEGE: Business

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

Check one: 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

DEPARTMENT
(Signature indicates approval)

Berhe Habte-Giorgis 2/25/00
Dept. Curriculum Chair / Date

Berhe Habte-Giorgis 2/25/00
Dept. Chairperson / Date

ACADEMIC DEAN

Approved Not Approved Comments: _____

Dean's Signature/Date _____

COLLEGE CURRICULUM COMMITTEE

Date of open hearing (if necessary) _____ Approved Not Approved _____

Comments:

Signature of College Chair/Date:

Richard Parker 4/1/00

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed 5/4/00

Comments:

Curriculum Chair Signature

[Signature]

Date Announced At Senate

5/11/00

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

C. L. Jansen 5/22/00

REGISTRAR

Date Approved Course Description Received 5/24/00

Hegis Taxonomy & Course Number Assigned None

Registrar Signature/Date

Robert A. Kubat 5/24/00

NOTIFICATION FORWARD

Senate Curriculum Committee Chairperson

Academic Dean(s)

Department Chairpersons

Registrar

Tim O'Leary

____ Sponsor(s)

MINOR CURRICULAR CHANGE

Change in

I. Details

A. Changes Requested

Restrict the 3 credit hour Business Elective to junior and senior level business courses.

B. Sponsors

Berhe Habte-Giorgis, Berrin Guner, Department of Marketing

II. Rationale

In the new marketing specialization degree requirement there is room for one elective course in business. The purpose is to enable students to take one more course in any of the areas of business so that they can increase their exposure and employability. For students who want to get real world experience of business, they can use this slot to take the course Supervised Internship in Marketing.

Prior to the adoption of the new curriculum model in 1998, whereby the number of hours required for graduation have been reduced from 126 to 120 hours, additional courses in business were applied to the free electives in the general education area.

A. Need

In accordance with the Standards for Accreditation of Business Administration programs of AACSB - The International Association for Management Education, we are required to maintain a 50-50 balance between business and non-business courses. That means 60 hours will come from the general education banks and non-business free electives, while the remaining 60 hours will be business courses. The change proposed will facilitate enforcement of the requirement and provide documentation for our accreditation review

B. Impact on Program

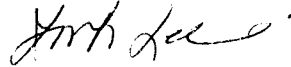
Adherence to accreditation standards, facilitates student advising, and enhances student employability. There will be no additional resource requirement or curricular change

III. Results of Consultation

These changes have been approved by the Marketing Department faculty in their Spring 1997 meeting.

To: College of Business Curriculum Committee

From: JooH Lee



Date: April 6, 2000

Re: Change to Business elective course on the Marketing Specialization

I have reviewed the proposed change to business elective course on the Marketing specialization and I agree that it will assist our efforts to gain accreditation by AACSB while also enhancing the employability of students who choose this specialization.