CURRICULUM PROPOSAL FORM 1999-2000

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)

Dept. Curriculum Chair/Date

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: [Signature: 4/1/00]

UNIVERSITY CURRICULUM COMMITTEE
Date Received/Processed __________
Comments:
Curriculum Chair Signature __________ Date Announced At Senate __________

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: 5/24/00]

REGISTRAR
Date Approved Course Description Received 5/24/00 Hegis Taxonomy & Course Number Assigned None
Registrar Signature/Date [Signature: 5/24/00]

NOTIFICATION FORWARD
[ ] Senate Curriculum Committee Chairperson [ ] Academic Dean(s) [ ] Registrar
[ ] Department Chairpersons [ ] 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.