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Undergraduate Curriculum Council Minutes

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### 2014 April 9 - Undergraduate Curriculum Council Minutes

University Governance, East Tennessee State University

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**Undergraduate Curriculum Committee  
Meeting Notes  
April 9, 2014**

**Members present:** Joanna Anderson, Mark Baumgartner, Rhonda Brodrick, Eileen Cress, T. Jason Davis, Laura Dower, J. Keith Green, T.J. Jones, Jill LeRoy-Frazier, Shawna Lichtenwalner, Suzanne Smith

**Guests present:** Ladonna Hutchins, Billie Lancaster, Phil Miller, Evelyn Roach, Anna Roberts

The meeting was called to order at 2 p.m. by Chair Shawna Lichtenwalner. T. J. Jones moved to approve the previous meeting's minutes and was seconded by Mark Baumgartner. The motion passed unanimously.

Proposals considered by the UCC were:

—*Non-Substantive Curriculum Change: Entrepreneurship minor*

Originator Phil Miller introduced the proposal, explaining that an undergraduate entrepreneurial mindset course is replacing an entrepreneurial law course as a requirement; the law course will become an elective. This will enable the minor to remain at 18 required credits.

During discussion the following changes were noted: the entrepreneurial mindset course number must be changed to MGMT 1955.

Keith Green moved to approve the proposal with minor editorial changes as noted to be approved by the UCC chair. Mark Baumgartner seconded. The motion passed unanimously.

—*TBR Proposal: Reinstate the merchandising minor*

Anna Roberts introduced the proposal, explaining that the merchandising minor was lost in the reconfiguration of the BBA major and the demise of the Family and Consumer Sciences Department several years ago. Merchandising has been an elective within the marketing minor, but given student demand the proposal is to reinstate merchandising as its own minor.

During discussion the following changes and corrections were recommended:

- 1) The question was raised as to whether this proposal should be a substantive program modification (TBR proposal). The originator should check with Marsh Grube; 2) The first and second paragraphs under Need should be deleted; 3) The implementation date should be changed to Spring 2015; 4) The Purpose and Goals should be reworded to indicate why the minor is important to the curriculum and how it is being updated to align with current

course content; 5) The curricular goals should be moved to Appendix B and labeled as learning outcomes; 6) Uncheck the Establish Articulation Agreement box under Type of Program Change

Suzanne Smith moved to return the proposal to the originator for revision and resubmission to the UCC chair for approval. T. Jason Davis seconded. The motion passed unanimously.

A motion to adjourn was made at 2:45 p.m. by T. J. Jones and seconded by T. Jason Davis. The committee unanimously approved the motion.

Respectfully submitted,

Jill LeRoy-Frazier  
UCC Secretary