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Undergraduate Curriculum Council Minutes

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2016 April 27 - Undergraduate Curriculum Council Minutes

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Undergraduate Curriculum Committee

Meeting Notes

April 27, 2016

Members present: Joanna Anderson, Rhonda Brodrick, Shirley Cherry, Julie Fox-Horton, J. Keith Green, LaDonna Hutchins, Aruna Kilaru, Billie Lancaster, Jessica Miller, Effiong Otukonyong, Evelyn Roach, Melissa Shafer, Suzanne Smith

Guests present: Ke Chen, Ed Baryla, Mark Fagelson, Dana Harrison, Phillip Miller

The meeting was called to order at 2:05 pm by Chair Keith Green.

Old Business

Shirley Cherry moved to approve the minutes from the April 22, 2015 meeting and was seconded by Kim Sell. The motion passed unanimously.

New Business

New Course Proposal: American Sign Language

Originator: Marc Fagelson

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_4a_1&Instance=8839&FormID=6&WFID=3616

Marc Fagelson provided a rationale for offering an ASL course. This the first of a planned four course series in ASL to fill the requirements for a future ASL minor.

Discussion:

- Since this is an introductory language course, it was suggested that the course number be changed to mirror introductory foreign language course sequences. This would be 1010, 1020, 2010, and 2020.

Snapshot:

- There needs to be clarification of the department offering the course. The course Rubric CDIS is not reflective of the department's name, Communicative Disorders
- The Originator needs to find out if the proposal can go through without identifying someone specific who can teach the course. The person who taught the course previously does not have a master's degree.

- Delete *This course is* Catalog Description
- Course repeatable for credit needs to be changed to No.

Syllabus:

- Overall: Should be written in the third person: The student, not you or your.
- Major Assignments/Grade Assignments: Clarify points per paper. Clarify 5 points taken from grade when speaking in class. Will this be discretionary? Exam names should be clarified in Major assignments.
- Grading Scale: Change to Below 60%

Melissa Schafer moved to accept the proposal with edits as noted and return to the chair for approval. Suzanne Smith seconded. The motion passed unanimously.

New Course Proposal: PSCE 3820: Political Economy of China

Originator: Ke Chen

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8500&FormID=6&WFID=3530

Ke Chen provided an overview of the course proposal for a course concentrating on the political and economical climate of China in the 1970's.

Snapshot:

- Delete *This Course* in Catalog Description

Syllabus:

- Overall: Should be written in the third person: The student, not you or your.
- Major Assignments and Grade Assignment:
 - What attendance and participation entails should be included in Major Assignments.
 - Change the wording for the final project.
- Grading Scale: Change to F to Below 60%.

Melissa Schafer moved to accept the proposal with minor edits as noted and return to the chair for approval. Rhonda Brodrick seconded. The motion passed unanimously.

Non-Substantive Curriculum Change: Economics BA

Originator: Edward Baryla

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8815&FormID=17&WFID=3599

Edward Baryla explained that the Economics department went through an internal review and several curriculum changes were suggested. The proposed change for this degree increases the required economics courses that a student must take, while allowing the student the latitude of selecting the additional course from a list of courses. The two economics courses that are added to the list give the student further flexibility. The faculty believe that these changes will enhance the program and its relevance.

Snapshot: Change Proposed Implementation Term to Fall 2017.

Shirley Cherry moved to accept the proposal with minor edits as noted and return to the chair for approval. Aruna Kilaru seconded. The motion passed unanimously.

Non-Substantive Curriculum Change: Economics Minor

Originator: Edward Baryla

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8818&FormID=17&WFID=3602

Edward Baryla explained that the Economics department went through an internal review and several curriculum changes were suggested. Change the requirements for the economics minor to ensure that students have exposure to either macroeconomics or microeconomics.

Snapshot: Change Proposed Implementation Term to Fall 2017.

Shirley Cherry moved to accept the proposal with minor edits as noted and return to the chair for approval. Rhonda Brodrick seconded. The motion passed unanimously.

Non-Substantive Curriculum Change: Business Economics BBA

Originator: Edward Baryla

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8816&FormID=17&WFID=3600

Edward Baryla explained that the Economics department went through an internal review and several curriculum changes were suggested. Changes will enhance the business economics concentration program curriculum and encourage student retention and matriculation because it streamlines the required coursework and allows greater flexibility in the choice of electives. This change also presents a clear and transparent list of possible courses for the student to select from.

Snapshot: Change Proposed Implementation Term to Fall 2017.

Shirley Cherry moved to accept the proposal with minor edits as noted and return to the chair for approval. Rhonda Brodrick seconded. The motion passed unanimously.

Non-Substantive Curriculum Change: General Business BBA

Originator: Edward Baryla

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8817&FormID=17&WFID=3601

Edward Baryla explained that the Economics department went through an internal review and several curriculum changes were suggested. This proposed change allows students to select from a list of economics courses to fulfill their basic requirement, rather than requiring three specific courses. The faculty believe that this proposed change will enhance the General Business concentration and encourage student retention and matriculation because it allows the student a greater degree of flexibility.

Snapshot: Change Proposed Implementation Term to Fall 2017.

Shirley Cherry moved to accept the proposal with minor edits as noted and return to the chair for approval. Rhonda Brodrick seconded. The motion passed unanimously.

TBR proposal: Program Termination: Economics BA: International Commerce Concentration

Originator: Edward Baryla

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8788&FormID=11&WFID=3605

Edward Baryla explained the faculty, as is their fiduciary responsibility, conducted a review of the BA Economics International Commerce Concentration and felt that it did not meet its goals.

TBR Form: Intended implementation date for program change: Fall 2016

Shirley Cherry moved to accept the proposal with minor edits as noted and return to the chair for approval. Rhonda Brodrick seconded. The motion passed unanimously.

Non-substantive Curriculum Change: BBA Marketing Management

Originator: Phillip Miller

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8829&FormID=17&WFID=3612

Phillip Miller explained businesses hiring graduate of the program have identified the need for the Management Information Systems (MIS) course to be oriented to use of enterprise resource planning (ERP) software such as SAP. The Computing Department has taken over teaching of the MGMT 3220 course for all business core students for the past two years. They are developing an alternative course, CSCI 3700, for students.

Snapshot: Change Proposed Implementation Term to Fall 2017.

Suzanne Smith moved to return the proposal pending minor edits and to be returned to the chair for approval. Aruna Kilaru seconded. The motion passed unanimously.

New Course Proposal: Management Information Systems

Originators: Jeffrey Roach/Phillip Miller

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8713&FormID=6&WFID=3567

Jeffrey Roach and Phillip Miller explained that this course replaces MGMT 3220, which will be eventually removed from the management program. It will provide Computing, Management, Marketing, Economics, and Finance students with hands-on exposure to Enterprise Resource Planning applications and the value of the data within the system.

Snapshot:

- Catalog Description: Delete *This course*.
- For Course similar to course in other departments: Have a note of approval from the chair/Dean.

Syllabus:

- Major Assignments: Mention that there is equal distribution for lab assignments, quizzes, and exams.

Suzanne Smith moved to return the proposal pending minor edits and to be returned to the chair for approval. Shirley Cherry seconded. The motion passed unanimously.

New Course Proposal: Marketing Analytics

Originators: Dana Harrison/Phillip Miller

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8362&FormID=6&WFID=3445

Dana Harrison discussed to help undergraduates gain data analysis skills, business programs are now teaching individual courses or, in some cases, entire programs in analytics. Current marketing courses at ETSU offer a firm foundation for study but lack the critical component of using and analyzing data to generate quantitatively initiated decisions related to the discipline. Introducing students to this topic will offer a strategic advantage, through the development of essential skills, which can then be applied during their business career or graduate school.

Snapshot: Change Proposed Implementation Term to Fall 2017.

Suzanne Smith moved to return the proposal pending minor edits and to be returned to the chair for approval. Effiong Otukonyong seconded. The motion passed unanimously.

Non-Substantive Curriculum Change: MCOM Advertising/Public Relations Concentration

Originator: Stephen Marshall

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8763&FormID=17&WFID=3583

This non-substantive change supports two department mission goals: 1) Responding to changing market needs by allowing students more opportunity to expand their breadth of media knowledge and applied education experiences through enhanced elective options. Rationale: The department current curriculum allows for only one elective. This situation is problematic for students wanting to transfer to ETSU and for students trying to explore more opportunities in other mass communication courses. 2) Removing the redundancy of overlapping courses Rationale: In 2012 the mass communication unit of the Department of Communication merged Advertising and Public Relations curricula.

Due to industry changes the department currently has two writing courses and two production courses that have a fair amount of overlap.

Snapshot:

- Summary of Actions: Delete *6 credit hours*
- Proposed Required Core Courses:
 - Change 24 credit hours to 18.
 - Move Approved Electives to the left (remove bullet point).
- Change Proposed Implementation Term to Fall 2017.

Suzanne Smith moved to return the proposal pending minor edits and to be returned to the chair for approval. Effiong Otukonyong seconded. The motion passed unanimously.

Non-Substantive Curriculum Change: MCOM Radio/TV/Film Minor Originator: Stephen Marshall

http://etsuis.etsu.edu/CPS/forms.aspx?DispType=OutputForms&NodeID=5_2a&Instance=8820&FormID=17&WFID=3604

Snapshot:

- Rationale does not explain why the department is proposing the change. Please clarify why the change, not just describe the change.
- Change Proposed Implementation Term to Fall 2017.

Suzanne Smith moved to return the proposal pending minor edits and to be returned to the chair for approval. Aruna Kilaru seconded. The motion passed unanimously.

Committee Business:

1. Keith Green agreed to continue as chair through Fall 2016.
2. Rhonda Brodrick will take over as secretary dependant upon reappointment to committee. Joanna Anderson will take over if Rhonda Brodrick is not able.

Effiong Otukonyong moved to adjourn the meeting at 3:45 pm. Aruna Kilaru seconded. The motion passed unanimously.

Respectfully submitted,

Joanna M. Anderson

UCC Secretary

April 28, 2016

