

MINUTES OF UNIVERSITY COMMITTEE ON CURRICULA

#680

October 9, 2013

Present: K. Basom, A. Chatham-Carpenter, R. Christ, . Gabriele, M. Licari, K. Martin, K. Mitchell, S. Riehl, F. Vernescu, D. Wallace

Absent: P. Patton

Guests: F. Abraham, M. Connerley, D. Cyphert, R. Followill, Bryce Kanago, M. Wilson, K. Rajendran, C. Wagner

The meeting was called to order by Chair Licari at 3:00 p.m. in Seerley 119.

I. Introduction and Welcome

Chair Licari welcomed members and guests.

II. Review of Curriculum Review Procedures

Chair Licari stated College curriculum packets would be reviewed by department as follows: Motion to approve the specified department, a second to that motion, discussion, and vote. (All approvals are subject to Council on Teacher Education review, as appropriate.)

Editorial Notes from UCC secretary:

- ▶ Per Graduate Council decision, all "g" courses (courses with shadow 5000-series number) must have "junior standing" designated as a prerequisite (but **not** "junior standing **or** consent of instructor"). D. Wallace will handle this editorially, and no specific changes in the abstract relative to this will be noted in the minutes.
- ▶ Course numbers which are proposed to be changed/are approved and are still denoted in curriculum abstract under the previous number (as well as those not in abstract but in catalog) will be edited by D. Wallace throughout the curriculum review and catalog process. No specific changes in the abstract relative to this will be noted in the minutes.

III. Review of College of Business Administration Curriculum Packet (Undergraduate)

Chair Licari asked Christ to present the College of Business Administration undergraduate curriculum packet.

A. Finance Department

Christ moved, Chatham-Carpenter seconded to approve Finance Department undergraduate curriculum packet.

Fred Abraham summarized pertinent undergraduate curriculum questions/issues within the Department of Finance curriculum packet, confirmed consultations had been done with no unresolved issues, and motions, discussion, and voting was as follows:

- ▶ FIN 3040 *Introduction to Personal Financial Planning* (new course)
Note: Previously listed as FIN 3140 in proposal but F. Abraham requested the number be changed to FIN 3040.
- ▶ FIN 4040 *Personal Wealth Management* (new course)
- ▶ B.A. Finance major (restatement of major)

Abraham stated the FIN 3040 course will be required in the new Wealth Management emphasis within the B.A. Finance major and also will be used by Finance majors working toward the Certified Financial Planner (CFP) certification. Abraham stated the FIN 4040 course will be a required course in the Personal Wealth Management track within the Financial Services emphasis. Abraham stated the restatement of the B.A. Finance

major was to add a new emphasis in Personal Wealth Management which is expected to attract students to the university.

Licari noted the addition of two new courses and no dropped courses, and that the FIN 3040 new course proposal indicated this new course would be taught by existing faculty. Licari asked how the addition of this FIN 3040 course would effect course rotation for other existing courses.

Abraham responded to faculty resources for both FIN 3040 and FIN 4040 indicating the department would be adjusting faculty by offering fewer sections in FIN 1040, for example, which would still provide enough opportunity for students. He also indicated the department did a search for a new faculty member who had expertise in personal financial planning to teach FIN 4040 but that search was unsuccessful. Abraham indicated, while the money for that faculty line is still there, the department will not be doing another search this Fall. He indicated that since the Personal Wealth Management emphasis is a practitioner-oriented program, this course may be best served by being taught by people in the community with an M.B.A. who have expertise in this area.

Licari asked Martin if there were any concerns regarding library resources, and Martin responded she had reviewed proposals and saw no issues with library resources being able to support these proposals.

Question was called on the motion to approve. **Motion carried and Department of Finance undergraduate curriculum was approved unanimously.**

B. Management Department

Christ moved, Chatham-Carpenter seconded to approve Management Department undergraduate curriculum packet.

M. Connerley summarized pertinent undergraduate curriculum questions/issues within the Department of Management curriculum packet, and motions, discussion, and voting was as follows:

- ▶ MGMT 3127 *Decision Support, Analytics and Business Intelligence* (change in title, description)
- ▶ MGMT 3189 *International Management* (change in title)

M. Connerley indicated the title and description change for MGMT 3127 better describes the content of the course and current terminology. She indicated the title change for MGMT 3189 also better reflects the content of the course and reflects the title being used at peer institutions, as well as providing a better reflection of the course in the International Business Minor and the International Business Certificate.

- ▶ MGMT 3984/5984 *Dynamics of Negotiations* (new course)
- ▶ B.A. Management Major (restatement)

Connerley indicated the proposed new course MGMT 3984/5984 has been offered experimentally with great reviews. This course is an added elective in the Organizational Leadership emphasis within the proposed restatement of the B.A. Management major, and a faculty member has already been hired. She indicated Communication Studies Department has been consulted, but she had received no response.

Licari responded the lack of a response to a consultation would be considered as no objection by the department.

Chatham-Carpenter asked if the department would have the resources to offer this course to other students and asked if resources would be available to potentially consider this course as an elective in a program, such as the Conflict Resolution Certificate offered by the Department of Social Work.

Connerley responded that possibly students outside the B.A. Management major may have the opportunity to take this course, but once the Organizational Leadership emphasis "takes off" it would be difficult.

Question was called on the motion to approve. **Motion carried and Department of Management undergraduate curriculum was approved unanimously.**

C. Marketing Department

Chatham-Carpenter moved, Christ seconded to approve Marketing Department undergraduate curriculum packet.

K. Rajendran summarized pertinent undergraduate curriculum questions/issues within the Department of Marketing curriculum packet and confirmed consultations had been done by S. Corbin with no unresolved issues. Motions, discussion, and voting was as follows:

- ▶ MKTG 2110 *Principles of Marketing* (change description)
- ▶ MKTG 3113/5113 *Consumer Behavior* (change description)
- ▶ MKTG 3116/5116 *Marketing Research* (change description)
- ▶ MKTG 3143 *Advertising and Promotion* (change description)
- ▶ MKTG 3146 *Digital Advertising* (change description)
- ▶ MKTG 3153 *Personal Selling* (change description)
- ▶ MKTG 3154 *Sales Management* (change description)
- ▶ MKTG 3156 *Services Marketing* (change description)
- ▶ MKTG 3163 *Distribution and Logistics* (change description)
- ▶ MKTG 3166 *Retail Management* (change description)
- ▶ MKTG 3173 *New Product Management* (change description)
- ▶ MKTG 3176/5176 *Global Marketing* (change description)
- ▶ MKTG 3178/5178 *Global Trade Practices* (change description)
- ▶ MKTG 3586/5586 *Entrepreneurial Strategy* (change title, description, prerequisites)
- ▶ MKTG 3595 *Pricing* (change description)

Rajendran indicated these proposed changes in course descriptions and the title change for MKTG 3586/5586 "modernize" these courses and also better reflect the content.

- ▶ MKTG 4150 *Advertising Campaign Development* (new course)
- ▶ Marketing Minor (restatement)
- ▶ B.A. Marketing major (restatement)

Rajendran indicated this course has been successfully taught on an experimental basis and is an elective in the restatement of the Marketing minor and an elective in the restatement of the Advertising and Digital Media emphasis within the B.A. Marketing major. There is also a recommendation that this course potentially be included in the Interactive Digital Studies major.

Licari asked if this new course will affect course rotation elsewhere. Rajendran responded that Matt Wilson has taught this course since he has been at UNI and this course will not be new to his load.

Chatham-Carpenter questioned how departments find out about other courses, and indicated it would be a good idea to build those connections with other departments. Licari agreed creating those connections was important, and indicated it is the responsibility of the faculty and department head to initiate those conversations/connections.

Gabriele asked what the course capacity would be. Wilson responded 20-25.

Question was called on the motion to approve. **Motion carried and Department of Marketing undergraduate curriculum was approved unanimously.**

D. College of Business, Interdepartmental

Christ moved, Chatham-Carpenter seconded to approve College of Business Interdepartmental undergraduate curriculum packet.

D. Cyphert summarized pertinent undergraduate curriculum questions/issues within the College of Business Interdepartmental curriculum packet, and motions, discussion, and voting was as follows:

- ▶ BUSINESS 1000 *Introductory Seminar for Business Professionals* (change title, description, semester offered)
- ▶ BUSINESS 2000 *Business Professionals in Training* (change title, description, prerequisites)
- ▶ BUSINESS 3000 *Intermediate Professional Skills* (change prerequisites)
- ▶ BUSINESS 4000 *Advanced Professional Skills* (change prerequisites)

D. Cyphert indicated BUSINESS 1000 was changed to reflect the decision that not only freshmen, but also new transfer students, are required to take this course. The course will now only be offered in the Fall to provide more efficient program resources. Cyphert indicated the changes to BUSINESS 2000, BUSINESS 3000, and BUSINESS 4000 are to clarify and reflect sequencing.

Gabriele questioned these courses being offered for zero hours of credit. UCC members who had served on UCC at the time these four course proposals initially came forward through curriculum process, responded that these courses were approved as zero hour credit in 2010 after multiple discussions at each curriculum approval level.

Licari indicated that, while he was not part of those discussion when these courses were approved, proposals for zero credit hours that have come forward since 2010 have not been approved for zero credit hours.

- ▶ BUSINESS 3154 *Global Skills* (new course and proposed LAC Category 6 Capstone course)

Cyphert indicated this new course was taught on an experimental basis and is being proposed as an LAC Category 6 Capstone course. She indicated this course could also be used as a university elective to fulfill the international experience requirement of the International Business minor.

Members questioned whether this had been approved by Liberal Arts Core Committee, and department could not confirm that it had been approved by LACC.

Christ moved, Chatham-Carpenter seconded to amend his motion to two separate motions as follows:

- 1) Approve BUSINESS 3154 contingent on confirmation that LACC has approved as LAC Capstone Category 6, and
- 2) Approve remaining course proposals BUSINESS 1000, BUSINESS 2000, BUSINESS 3000, and BUSINESS 4000.

Discussion concluded.

Question was called on motion #1 to approve BUSINESS 3154 contingent on confirmation that LACC has approved as LAC Capstone Category 6. Motion carried unanimously.

Question was called on motion #2 to approve remaining course proposals BUSINESS 1000, BUSINESS 2000, BUSINESS 3000, and BUSINESS 4000. Motion carried with one abstention.

College of Business - Interdepartmental undergraduate curriculum was approved and BUSINESS 3154 was approved contingent on confirmation that LACC has approved as LAC Capstone Category 6.

[Note from UCC secretary: If BUSINESS 3154 is approved by LACC as a LAC Category 6 Capstone course, a new course CAP 3154 *Global Skills* will also need to be created to be crosslisted with this BUSINESS 3154 course. All LAC Category 6 Capstone courses must have a "CAP" prefix course number.]

This concluded review/approval of the College of Business undergraduate curriculum packet.

IV. Discussion Regarding Consultations and Tracking Through New Leapfrog System

At various points during the meeting, discussion arose regarding the consultation process and proof of consultation in the new Leapfrog system and how these consultations are tracked.

For background information, it was indicated all courses are listed on <http://nextcatalog.uni.edu/courseadmin> and all programs are listed on <http://nextcatalog.uni.edu/programadmin>. All faculty and designated persons can view proposals within these website.

It was indicated the Leapfrog system is currently set up to address the consultation process as follows:

- ▶ **Library and Teacher Education** - for all proposed **new, dropped, and edited** courses and programs, designated persons in the library and teacher education automatically receive an "FYI" notification by email and can then go to the appropriate website above to review.
- ▶ **"Related Departments"** - For **existing** courses, on website <http://nextcatalog.uni.edu/courseadmin>, within each existing course listed, there is an indication of *Catalog Pages referencing this course* and *Other Courses reference this course*. For **existing** programs, on website <http://nextcatalog.uni.edu/programadmin>, within each program listed, there is an indication of *Catalog Pages Using this Program*. [*Catalog pages* is used to depict the department.] In each case, if there is a proposed change to a course or program, each department which is listed within the *Catalog Pages* reference automatically receives an "FYI" notification by email and can then go to the appropriate website above to review.

For **added** courses or programs, it is the responsibility of the initiating department to consult with all affected departments.

- ▶ **Liberal Arts Core** - any course which is indicated as a Liberal Arts Core course, the Liberal Arts Core Chair receives an "FYI" notification by email and can then go to the appropriate website above to review.

In the brief discussion which followed, Licari indicated that, while the Leapfrog system provides the transparency which has been desired, it does not yet provide a means to attach documentation of forms/emails resulting from those consultations. Licari indicated conversations with Leapfrog are in progress to address this before the next curriculum cycle begins.

Licari indicated that he will visit with Faculty Senate to determine what their expectations for consultation documentation will be when these proposals are reviewed at Faculty Senate. Licari stated after his conversation with Faculty Senate members he would then provide that information to departments/colleges.

V. **Curricular Items Tabled/Postponed/Pending/Deferred**

(Originally discussed at October 9 meeting)

College of Business, Interdepartmental

[BUSINESS 3154 approved, contingent on confirmation that LACC has approved as LAC Capstone Category 6. If BUSINESS 3154 is approved by LACC as a LAC Category 6 Capstone course, a new course CAP 3154 *Global Skills* will also need to be created to be crosslisted with this BUSINESS 3154 course. All LAC Category 6 Capstone courses must have a "CAP" prefix course number.]

Chair Licari stated the next meeting would be **3:00 p.m. October 16** in the **Presidential Room, Maucker Union**, at which time the College of Social and Behavioral Sciences curriculum packet will be reviewed. Licari stated he would not be back to campus in time for this October 16 meeting, and asked Chatham-Carpenter if she could serve as Interim Chair in his absence, to which she agreed.

There being no further business, meeting adjourned at 4:30 p.m.

Respectfully submitted,

Diane Wallace
UCC Secretary

dmw

cc: UCC Alternates
GCCC
Guests