



MINUTES OF MEETING: May 5, 2003

PRESENT: P. Arvedson, M. Auwal, A. Gonzalez, V. Kehm, N. Koch, S. Mason, S. Nickolaisen, P. Rosenthal, R. Salinas, R. Shackelford, L. Tunstad
EXCUSED: D. Connors
GUESTS: M. Abdullah, C. Frank, J. Galvan, S. Hawkins

1. **Announcements**

- 1.1 A. Gonzalez announced that the discussion reorganization of the Senate committees and subcommittees would continue at tomorrow's Academic Senate.
- 1.2 A. Gonzalez reported that Harold Goldwhite will give a presentation at the Senate meeting next week about the budget.

2. **Intent to Raise Questions**

None

3. **Liaison Reports**

Academic Advisement Subcommittee

V. Kehm reported that AAS tabled the discussion on repeating courses for Academic Renewal until data can be obtained. A draft of the Position Descriptions for Department Principal Advisers will be sent out to department chairs and department advisors for review.

Executive Committee

N. Koch reported that Exec discussed the item from EPC on Enrollment Management. Exec will recommend to the Provost that Innovative Instruction Awards be used specifically to assess large class size.

4. **Approval of the Agenda**

M/s/p to approve.

5. **Approval of the Minutes**

M/s/p to approve.

6. **Curricular Items**

6.1 **Actions Reported by the Executive Secretary**

M/s/p to reflect in minutes

6.2 **Afro-American Studies, EPC 02-24**

M. Abdullah was present as a time certain guest to discuss this name change. The following action was taken:

M/s/p to approve the degree name change from BA in Afro-American Studies to BA in African American Studies.

7. **Communication Disorders, Validity of Praxis Examination, EPC 02-23**

S. Hawkins, Vice Chair of GSS, C. Frank, Chair of GSS, and J. Galvan, Associate Dean of Graduate Studies were present as time certain guests to provide background on this issue. The following action will be taken:

M/s/p to request that GSS notify the department in writing the use of the PRAXIS as the comprehensive examination cease until such time as an approved program modification has been through appropriate curriculum review. EPC will also remind GSS that there is no proxy vote and that they must conduct business with a quorum.

8. **Policy Modification: Admission of Foreign (VISA) Students, EPC 02-18**

No new information has been received.

ACTIONS REPORTED BY THE EXECUTIVE SECRETARY

PROGRAM MODIFICATIONS

Certificate Business Management

Change in units

MBA Business Administration

Program changes to the core curriculum meet the AACSB accreditation.

MS Business Administration

Program changes due to changes made in course numbers, course titles and course units.

MS Business Administration with the Option: International Business

Program changes due to changes made in course numbers, course titles and course units.

NEW COURSES

BUS 511 Managerial Skills and Business Ethics (4)

Develops the managerial skills needed for effective individual and group performance in dynamic organizational, societal, and global environments. Topics include organizational culture, ethics, social responsibility and human resource management. Managerial communication, leadership, motivation, teamwork, negotiation and intercultural communication skills are emphasized.

Limit: 40

Abbr.: ManagerialSkills&BusinessEthics

Offered: f,s

BUS 512A Financial Reporting, Control, Management and Markets I (4)

Prerequisites: Accounting 200AB and 300; or ACCT 500; or equivalent courses. The course covers the use of financial and managerial accounting concepts applied for analysis, problem solving and decision-making in corporations. Topics include financial statement analysis, project and product analysis, internal control, accounting ethics, corporate governance, and tax and data security issues.

Limit: 40

Abbr.: FinancialReportngContrlMgmnt&MrktsI

Offered: f,s

BUS 512B Financial Reporting, Control, Management and Markets II (4)

Prerequisites: FIN 500 or 303 or equivalent courses and BUS 512A. Basic concepts of managerial finance, portfolio theory, multinational finance management and financial institutions. Topics include financial statement analysis, capital budgeting mergers and acquisitions, portfolio analysis, asset pricing, management of financial intermediaries, and risk management.

Limit: 40

Abbr.: FinancialReprtingContrlMgmnt&MrktsII

Offered: w,x

BUS 513 Marketing Management in Global Environment (4)

Integrates concepts and tools in the marketing discipline so that students will be able to apply them to the dynamic marketing systems. Topics include analyzing global marketing opportunities, designing marketing strategy, managing, implementing and evaluating marketing programs.

Limit: 40

Abbr.: MrktingMangmtInGlobalEnvironmnt

Offered: w,s

BUS 514A Managing Business Processes I (4)

Prerequisites: MGMT 500 and CIS 500; or equivalent courses. Organized around the value chain methodology, the course covers the business processes central to a firm's product creation and delivery activities. Logistics, process design, marketing, procurement, and technology will be analyzed.

Limit: 40 **Abbr.:** ManagingBusinessProcessesI **Offered:** f,s

BUS 514B Managing Business Processes II (4)

Prerequisite: MGMT 500, CIS 500 or equivalent courses and BUS 514A. Successful forecasting, development, and scheduling is crucial to productivity and Enterprise Resource Planning (ERP) is the primary way to attain it. ERP technologies, Internet and Intranet, and Customer Relations Management are discussed along with implementation and security issues.

Limit: 40 **Abbr.:** ManagingBusinessProcessesII **Offered:** w,s

BUS 515 Business, Government Policies, and the Global Economy (4)

Prerequisites: ECON 201 and 202; or ECON 500; or equivalent courses. Domestic and global economic environments for business. Effects of public policies, national economic policies, and international economic policies on business decision-making. Issues in regional and global economic integration.

Limit: 40 **Abbr.:** BusinessGovrmtPolicies&GlobalEconomy **Offered:** f,s

BUS 516 integrative Business Strategy (4)

Provides an integrative view of strategically positioning the firm for success. Topics include legal, political, and economic environment, competitive, marketing and sales, technology, financial and corporate planning strategies.

Limit: 40 **Abbr.:** IntergrativeBusinessStrategy **Offered:** w,s

BUS 563 E-Commerce (4)

Fundamentals of electronic commerce, including retailing and advertisement in electronic commerce; business-to business electronic commerce. Intranet and Extranet; strategy, infrastructure and implementation of electronic commerce; legal and privacy issues.

Limit: 25 **Abbr.:** E-Commerce **Offered:** w,s

BUS 565 Risk Management (4)

Nature of risk; risk measurement and strategy; financial risk, operational risk, regulation and political risk; insurance and systematic risk; emerging issues in risk environment risk; application of theory of risk to business management.

Limit: 25 **Abbr.:** RiskManagement **Offered:** f,s

CIS 500 Information Systems for Management (4)

Hardware systems software, applications software, and telecommunication components and architecture of operational and management oriented information systems. Cases in managing the acquisition and use of custom developed and packaged systems.

Limit: 25 **Abbr.:** InformationSystemsForManagement **Offered:** all

COURSE MODIFICATION**MATH 270 Introduction to Probability and Statistics**

Change in course title, catalog description and course content.