

MINUTES OF THE MEETING
OF THE ACADEMIC POLICIES AND PROCEDURES COMMITTEE
November 3, 2004

The Academic Policies and Procedures Committee held its regular monthly meeting on Wednesday, November 3, 2004 in Room 224 of I.G. Greer Hall beginning at 3:05 p.m.

Committee members present: Dr. Tim Burwell (non-voting Chair), Mr. John Abbott, Dr. Jon Beebe, Mr. John Boyd, Dr. Jeff Butts, Dr. Mike Dotson, Dr. Ron Marden, Dr. Martha McCaughey, Ms. Sammye Sigmann, Ms. Arwen Carter, Ms. Sarah Moncelle, and Mr. Thomas Shook (Parliamentarian).

Committee members excused: Ms. Eleanor Cook, Dr. Diana Quealy-Berge, and Dr. Gayle Weitz.

Committee members absent: Ms. Leah Bailey (Leah has resigned from this committee.)

Dr. Burwell called the meeting to order and noted that the Associate Deans, Dr. Richard Henson and Dr. Don Cox, have mutually agreed and requested to re-order the agenda. The proposals from the College of Arts and Sciences will be presented first under "New Business."

Dr. Burwell also noted that the October 6, 2004 minutes were not finished in time to be discussed at today's meeting. They have been distributed, and they will be considered for approval at our next meeting.

NEW BUSINESS:

Dr. Richard Henson presented proposals from the College of Arts and Sciences for the Department of Interdisciplinary Studies; and the Center for Appalachian Studies.

Proposal IDS #10 from the Department of Interdisciplinary Studies was approved as amended as follows (EFF. FALL, 2005):

1. **Course addition:**

IDS 3650. Marx's *Capital*/(3).S.

This course provides an introduction to Karl Marx as well as an in-depth study of his major theoretical work, *Capital, Volume I*. The transdisciplinary uses of Marxian theory in illuminating a wide variety of issues across disciplinary boundaries will be explored. Students will be asked to make connections between Marx's writings and their own areas of study.

VOTE 1 YES 11 NO 0 ABSTAIN 0

Proposal AS 1 04/05 from the Center for Appalachian Studies was presented **FOR INFORMATION ONLY** as follows (EFF. SPRING, 2005):

1. Add a Graduate Certificate Program in Appalachian Studies (18 s.h.). It was noted that this graduate certificate program was amended, and received final approval from the Graduate Council at their meeting on October 18, 2004. (NOTE: Copies of the course requirements for all Graduate Certificate Programs are on file in the Graduate Studies & Research Office.)

Dr. Don Cox presented proposals from the Walker College of Business.
Proposal COB 1.0405 was approved as follows (EFF. FALL, 2005):

1. Revise the B.S.B.A. degree in International Business (337A/52.1101) by adding Chinese as a foreign language option. (The total number of hours required for this degree, 128 s.h., did not change.) The revised catalog description will read as follows:

INTERNATIONAL BUSINESS MAJOR

The BSBA degree in International Business is available to students interested in pursuing a more intensive, internationally focused curriculum that includes developing foreign language competency with the completion of a language minor, heightened cultural awareness and multi-disciplinary business training with an international focus. This degree may be obtained by completing 128 semester hours to include the core curriculum, the College of Business core courses, six semester hours of electives outside of the College of Business and the following requirements:

- 1) A minor in one of the following languages: Chinese, French, German, or Spanish. All language course work must be at or above the 2000 level with an average GPA of at least 2.0. International Business majors must select the course work for the foreign language minor in consultation with a business advisor and a foreign language advisor. All students enrolling in courses on the 2000 level or above must pass proficiency tests or complete course work through the intermediate level of the chosen language (1050). Please note that this can require as much as 12 s.h. of 1000 level course work.
- 2) A student must participate in an international experience.....

VOTE 2 YES 11 NO 0 ABSTAIN 0

Proposals MBA #1-17 for the Master of Business Administration Program were approved as amended as follows (EFF. FALL, 2005; unless otherwise noted):

1. Course deletions:
MBA 5310. Managerial Accounting/(3).S.
MBA 5410. Marketing Strategy and Applications/(3).F.
MBA 5610. Managerial Finance II/(3).S.
MBA 5801-5804. Business Seminar/(1).F,S,F,S.
CIS 5210. Information Technology in Business/(3).SS.
(Note: CIS 5210 was cross-listed with MBA 5210, but is no longer needed - for more details, see number 4. on the next page.)
2. Course additions: (EFF. SUMMER, 2005)
MBA 5001. Foundations in Business Statistics/(3).SS.
This course introduces the statistical tools used to facilitate business decision-making. Topics covered will include descriptive statistics, the concepts of probability, confidence intervals, and hypothesis testing. The course will develop these topics using business applications. Prerequisite: Admission to the MBA Program or permission of the instructor.

MBA 5002. Foundations in Financial Accounting/(3).SS.
This course will develop familiarity with the financial statements, including the balance sheet, income statement, statement of stockholders' equity and the statement of cash flow, through the extensive use of actual and simulated financial statements. Related topics will

include the financial statement audit and the auditor's report, Securities and Exchange Commission and related reporting requirements, the dependency of financial markets on fair and transparent financial reporting, the status of international accounting standard initiatives, and other relevant topics. Prerequisite: Admission to the MBA Program or permission of the instructor.

MBA 5003. Foundations in Economics/(1.5).SS.

This course introduces the student to the microeconomic environment of business decision-making. Topics covered include modeling markets with supply and demand analysis and the influence of price, production, cost and technology on the firms' decisions. Also covered is strategic decision-making within the context of game theory. Prerequisite: Admission to the MBA Program or permission of the instructor.

MBA 5004. Foundations in Finance/(1.5).SS.

An introduction to the financial concepts needed for the management of a business firm. Topics covered include the time value of money, bond and stock valuation, capital budgeting, and financial statement analysis. Prerequisites: Admission to the MBA Program or permission of the instructor; and students must have completed a principles level financial accounting course prior to enrolling in this course.

MBA 5005. Foundations in Marketing/(1.5).SS.

This course introduces the major concepts and tools employed in modern marketing. The course will study marketing from the perspective of **for profit** and **not for profit** organizations, domestic and international. Prerequisite: Admission to the MBA Program or permission of the instructor.

MBA 5006. Foundations in Organizational Behavior/(1.5).SS.

This course applies knowledge from the behavioral sciences to help students understand and solve problems they encounter as managers and group members in organizations. A variety of tools and concepts will be used to increase student awareness of the dynamics of organizational life, to approach organizational problems in unique ways, and to develop individual and group skills for functioning effectively in today's organizations. Topics include leadership, organizational change, organizational culture, organizational values, cultural diversity, personality, motivation, individual decision making, fairness and ethics in decision making, group dynamics, team building, conflict management, negotiations, and stress management. Prerequisite: Admission to the MBA Program or permission of the instructor.

3. Change the course description for MBA 5100 to read as follows:

MBA 5100. Macroeconomics for Business/(3).F.

This course introduces tools for studying the macroeconomic environment of business decision-making. Topics include the aggregate measures of an economy's performance and the causes of economic growth, business cycles, and inflation. Also included are monetary and fiscal policy and the international flow of funds as well as exchange rate determination. Prerequisite: Admission to the MBA Program or permission of the instructor.

4. Change the course numbering of MBA/CIS 5210 to MBA 5230 (delete the cross-listing with CIS); change the title of MBA 5210, Information Technology in Business; change the semester offering from SS. to F.; and change the course description to read as follows:

[DELETE MBA 5210/CIS 5210; and ADD MBA 5230.]

MBA 5230. Information Systems for Competitive Advantage/(3).F.

This course enables students to develop the skills and concepts needed to ensure the ongoing contribution of a firm's information systems (IS) operations to its competitive position. It helps students to understand the complex processes underlying the development and manufacture of information systems as well as the creation and delivery of technology-based services. This course examines the role of information technology (IT) in the strategic positioning of the business, enabling the redefinition of markets and industries and the strategies and designs of firms competing within them. Discussion will be encouraged that addresses the challenges of managing in a network economy, creating business advantage with IT, building the networked business, understanding internetworking infrastructure, managing the IT function of an organization, assuring secure IT services, managing outsourcing of IT services, and developing a strategy for managing the IT project portfolio for the highest payoff to an organization. Prerequisite: Admission to the MBA Program or permission of the instructor.

5. Change the title of MBA 5220, Operations Management; change the semester offering from F. to S.; and change the course description to read as follows:

MBA 5220. Operations and Supply Chain Management/(3).S.

Operations and supply chain management involves the transformation of materials and other inputs into products and services. It is one of the primary functions for both manufacturing and service businesses, and works closely with marketing, finance and accounting, engineering and other functions to develop strategic and business plans, and in implementing those plans. Objectives include the production of high-quality products and services to satisfy customer requirements at competitive prices, while effectively utilizing a number of different resources, such as employees, equipment, facilities, and information systems. Prerequisite: Admission to the MBA Program or permission of the instructor.

6. Change the course numbering of MBA 5300 to MBA 5320; change the title of MBA 5300, Issues in Financial Reporting; and change the course description to read as follows:
[DELETE MBA 5300; and ADD MBA 5320.]

MBA 5320. Managerial Accounting/(3).F.

An examination of accounting information with an emphasis on planning and control, product costing, and income determination. Subjects include, but are not limited to: cost-volume-profit analysis, manufacturing cost systems, budgeting concepts, capital budgeting, relevant costs for decision making, income tax implications for business decisions and ethics in the field of accounting. Prerequisite: Admission to the MBA Program or permission of the instructor.

7. Change the course numbering of MBA 5400 to MBA 5420; change the title of MBA 5400, Marketing Management; and change the course description to read as follows:
[DELETE MBA 5400; and ADD MBA 5420.]

MBA 5420. Marketing Strategy and Applications/(3).S.

Through the use of a combination of applied methods such as in-depth case analysis, simulations and/or marketing projects, the student will learn to develop solutions and formulate responses to marketing-oriented problems of the organization in a dynamic, complex, competitive, and global context. This course integrates issues and concepts introduced in other MBA courses. Prerequisite: Admission to the MBA Program or permission of the instructor.

8. Change the title of MBA 5600, Managerial Finance I; change the semester offering from E. to S.; and change the course description to read as follows:
MBA 5600. Managerial Finance/(3).S.
This course provides an in-depth study of the financial functions of a business. Financial theory and techniques for financial decisions are presented. Students are expected to use financial models and/or methods in solving problems. Students will receive exposure to advanced financial management material including financial analysis, capital budgeting, cash flow analysis, capital structure, risk and return valuation. Prerequisite: Admission to the MBA Program or permission of the instructor.
9. Change the title of MBA 5650, Law for Business Managers; change the semester offering from SS. to E.; and change the course description to read as follows:
MBA 5650. Business Law, Social Responsibility, and Ethics/(3).F.
This course provides a study of the legal, political, and regulatory environment within which business processes take place and how such an environment affects the decisions that managers will make. Social responsibility and ethics are incorporated as an integral part of the course. Topics covered include: contracts, employment, product liability, price discrimination, restraint of trade, environmental regulations, securities law, and intellectual property rights. Prerequisite: Admission to the MBA Program or permission of the instructor.
10. Change the title of MBA 5700, Organizational Behavior; change the course description; and change the prerequisite to read as follows:
MBA 5700. Leadership and Management Skills/(3).S.
This course is designed to improve students' leadership and management skills. It is not a knowledge-based course designed to teach students about management; rather, it is a workshop course designed to develop key skills. Areas of skill development include: time management; problem-solving (analytical and creative); coaching, counseling, and supportive communication; influence strategies; employee motivation; conflict management; empowerment and delegation; team building; and leading positive change. Prerequisites: Admission to the MBA Program or permission of the instructor; and fulfillment of appropriate MBA program prerequisites and requirements.
11. Change the semester offering for MBA 5750 from S. to E.; and change the course description to read as follows:
MBA 5750. Strategic Management/(3).F.
This course focuses on how managers and executives formulate and implement strategy in order to improve long-term performance. Each session emphasizes the development of frameworks that can be used to analyze the topic. Topics include defining the firm's mission, performance, industry structure, strategic coherence, business-level strategy, vertical integration, diversification, mergers and acquisitions, top management teams, management of innovation, corporate governance, business ethics, organizational structure and control, strategy implementation, global strategy, and leadership. Case analysis, in-class exercises and presentation, and written assignments are used to improve working knowledge of each topic. Prerequisite: Admission to the MBA Program or permission of the instructor.
12. Revise the requirements for the MBA (Master of Business Administration) degree (305A/52.0201) by changing the MBA program of study from the current 64-hour

curriculum to the proposed 42-hour curriculum; by adding six prerequisite foundation courses (MBA 5001-5006); and by changing the MBA courses as noted in numbers 1.-11. above. (The total number of hours required for the MBA degree will change from 64 s.h. to 42 s.h.) [NOTE: A copy of the revised graduate catalog description is on file in the Office of Academic Affairs.]

VOTE 3 YES 11 NO 0 ABSTAIN 0

OLD BUSINESS:

Dr. Burwell noted that, at the October 6, 2004 AP&P meeting, he had informed the AP&P Committee members of the Faculty Senate's request for AP&P to "re-visit the current policy on course repeats and late drops" because the Senate feels like the current policy is too lenient. Dr. Burwell had asked for volunteers to serve on a subcommittee and he thanked those who responded. He appointed the following **SUBCOMMITTEE TO REVIEW THE CURRENT POLICIES ON COURSE REPEATS AND LATE DROPS**: Dr. Jeff Butts (Dr. Butts agreed to serve as Chair of this subcommittee), Dr. Mike Dotson, Ms. Sammye Sigmann, Dr. Diana Quealy-Berge, Ms. Sarah Moncelle, Ms. Joy Clawson, and Mr. Don Rankins.

Ms. Arwen Carter (graduate student) asked if the graduate policies will be reviewed, and if so, she volunteered to serve on that subcommittee. [Following today's meeting, Dr. Burwell confirmed with the Faculty Senate that the graduate policies will not be reviewed at this time.]

OTHER:

Mr. Don Rankins provided the members with an update of the progress being made on the electronic processing issue for AP&P proposal forms. He noted that Mr. Douglas Brantz (Fine & Applied Arts) and other computer consultants have been working diligently on this matter. They are close to completing a model for the College of Fine & Applied Arts, and once that is done, they will start training the other colleges. They have used the current AP&P proposal form, but a revised AP&P Proposal Form needs to be finalized, so that it can be incorporated into this process. Once the prototype is done and is on the system, Mr. Rankins will demonstrate their process at one of our AP&P Committee meetings. That system will allow the AP&P members to review upcoming proposals after they have been approved at the college level. Don also stressed that we will operate in a dual mode (electronic and paper) until we are comfortable with the new system.

ANNOUNCEMENT:

Dr. Burwell announced that, on October 16, 2004, Chancellor Ken Peacock approved the request from the Walker College of Business to change the name of the Department of Information Technology and Operations Management (ITOM) to the **Department of Computer Information Systems (CIS)**. (EFFECTIVE DATE: Spring, 2005)

ADJOURNMENT:

At approximately 3:45 p.m., the AP&P Committee members voted to adjourn.

VOTE 4 YES 11 NO 0 ABSTAIN 0

ACADEMIC POLICIES AND PROCEDURES COMMITTEE
November 3, 2004
Vote Record

VOTE SYMBOLS	y (YES)	N (NO)	A (ABSTAIN)
	1	2	3 4
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<u>Committee Members</u>			
John Abbott	y	y	y y
Jon Beebe	y	y	y y
John Boyd	y	y	y y
Jeff Butts	y	y	y y
Eleanor Cook	-	-	- -
Mike Dotson	y	y	y y
Ron Marden	y	y	y y
Martha McCaughey	y	y	y y
Diana Quealy-Berge	-	-	- -
Sammye Sigmann	y	y	y y
Gayle Weitz	-	-	- -
Arwen Carter	y	y	y y
(vacant)	-	-	- -
Sarah Moncelle	y	y	y y
Thomas Shook	y	y	y y

The recommendations of the Academic Policies and Procedures Committee, at its November 3, 2004 meeting are approved.

<u>Stanley R. Aeschleman</u>	<u>11/22/04</u>
Stanley R. Aeschleman	Date
Interim Provost and Vice Chancellor	
for Academic Affairs	
