

UNDERGRADUATE CURRICULUM MINUTES

Date: 1/12/2006

Minutes Approved by: 

Date Approved: 1/25/06

TO: Dr. Stephen A. Richters
Provost

FROM: Dr. Lon Smith, Chair
Undergraduate Curriculum Committee
And
Dr. Chris Michaelides, Vice-Chair
Undergraduate Curriculum Committee

FACULTY MEMBERS PRESENT: L. Smith, C. Michaelides, R. Hanser, P. Sanders, P. Meredith, D. Schween,
H. Rappaport, B. Fassett, P. Nelson, D. Hare (for A. Kelly)

FACULTY MEMBERS ABSENT BUT EXCUSED: A. Kelly, S. Saydam

FACULTY MEMBERS ABSENT: None

STUDENT MEMBERS PRESENT: N/A

STUDENT MEMBERS ABSENT: N/A

1. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Henry Cole

Action: ADD NEW COURSE: MRKT 410 Professional Selling
An in-depth study of professional selling. Emphasis is placed on negotiating skills, customer relationship management, and general sales-related topics including sales automation, team selling, conflict resolution, ethical issues, and time/territory management.

Credit hours: 3

Level: Undergraduate

Activity Type: LEC

Maximum Hours To Be Earned: 3

Cross-Listed: N/A

Beginning Term: 071

Offered: Fixed

Fixed/Variable: Fixed

Variable Range:

Abbreviated Course Title: Professional Selling

UCC Decision **APPROVED**

2. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Henry Cole
Action: ADD NEW COURSE: MRKT 411 Integrated Marketing
 Campaigns

The study of the integrated marketing communication campaign strategies used by businesses and non-profit organizations. Students develop advertisements, public relations releases, sales promotion tools, and direct marketing pieces to coincide with their campaign plan.

Credit hours: 3
Level: Undergraduate
Activity Type: LEC
Maximum Hours To
Be Earned: 3
Cross-Listed: N/A
Beginning Term: 064
Offered Fixed
Fixed/Variable: Fixed
Variable Range:
Abbreviated Course
Title: IM Campaigns

UCC Decision **APPROVED**

3. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Roy Clinton
Action: CHANGE COURSE PREREQUISITES: MGMT 308

Current Description: **COMPENSATION AND BENEFITS. 3 cr.**

Compensation and benefits administration in public and private organizations, emphasizing determinants of compensation and benefits including corporate policy, job analysis and job evaluation. Prerequisites: MGMT 307; QMDS 210. F

Proposed Description: **COMPENSATION AND BENEFITS. 3 cr.**

Compensation and benefits administration in public and private organizations, emphasizing determinants of compensation and benefits including corporate policy, job analysis and job evaluation. Prerequisites: MGMT 301 or MGMT 305 or consent of instructor. F

Credit hours: 3
Level: Undergraduate
Beginning Term: 062

UCC Decision **APPROVED**

4. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Roy Clinton

Action: CHANGE COURSE PREREQUISITES: MGMT 315

Current Description: **STAFFING. 3 cr.** Analysis of staffing systems including personnel planning, recruitment, selection, and placement practices with emphasis on laws and regulations influencing the staffing function.

Prerequisite: MGMT 307. F

Proposed Description: **STAFFING. 3 cr.** Analysis of staffing systems including personnel planning, recruitment, selection, and placement practices with emphasis on laws and regulations influencing the staffing function.

Prerequisite: MGMT 301 or MGMT 305 or consent of instructor. F

Credit hours: 3

Level: Undergraduate

Beginning Term: 062

UCC Decision **APPROVED**

5. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Roy Clinton

Action: CHANGE COURSE PREREQUISITES: MGMT 320

Current Description: **HUMAN RESOURCES DEVELOPMENT. 3 cr.** Human resources development (HRD) from both an organizational and an individual point of view. Includes methods and media used in HRD and employee performance appraisal as a means of identifying HRD needs.

Prerequisite: MGMT 307. Sp

Proposed Description: **HUMAN RESOURCES DEVELOPMENT. 3 cr.** Human resources development (HRD) from both an organizational and an individual point of view. Includes methods and media used in HRD and employee performance appraisal as a means of identifying HRD needs.

Prerequisite: MGMT 301 or MGMT 305 or consent of instructor. Sp

Credit hours: 3

Level: Undergraduate

Beginning Term: 062

UCC Decision **APPROVED**

6. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Roy Clinton

Action: CHANGE COURSE PREREQUISITES: MGMT 402

Current Description: **INTERNATIONAL BUSINESS MANAGEMENT. 3 cr.** The spheres, growth, management challenges, and importance of international business to include: the development of international business, the global environment, production and distribution logistics, technology, risk analysis, transfer pricing, strategic planning, human resources, public policy and joint ventures. Prerequisite: Senior standing. F

Proposed Description: **INTERNATIONAL BUSINESS MANAGEMENT. 3 cr.** The spheres, growth, management challenges, and importance of international business to include: the development of international business, the global environment, production and distribution logistics, technology, risk analysis, transfer pricing, strategic planning, human resources, public policy and joint ventures. Prerequisite: Senior standing and MGMT 301 or MGMT 305 or consent of instructor. F

Credit hours: 3

Level: Undergraduate

Beginning Term: 062

UCC Decision **APPROVED**

7. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Roy Clinton

Action: CHANGE COURSE TITLE/DESCRIPTION: MGMT 410

Current Title: **Advanced Human Resource Management**

Proposed Title: **Seminar in Human Resource Management**

Current Description: **ADVANCED HUMAN RESOURCE MANAGEMENT. 3 cr.** Contemporary personnel and human resources problems covering staffing, compensation and benefits, human resources development, health and safety, employee and labor relations, and personnel research. Prerequisite: MGMT 320 or consent of instructor. Sp

Proposed Description: **SEMINAR IN HUMAN RESOURCE MANAGEMENT. 3 cr.** Contemporary personnel and human resources problems covering staffing, compensation and benefits, human resources development, health and safety, employee and labor relations, and personnel research. Prerequisite: MGMT 301 or 305 or consent of instructor.

Credit hours: 3

Level: Undergraduate

Beginning Term: 062

UCC Decision **APPROVED**

8. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Roy Clinton
Action: CHANGE COURSE TITLE/DESCRIPTION: MGMT 413
Current Title: **Purchasing and Material Management**
Proposed Title: **Supply Chain Management**

Current Description: **PURCHASING AND MATERIALS MANAGEMENT. 3 cr.** Management of the purchasing activity in industrial, governmental, and institutional organizations, includes procurement systems and procedures, determination and control of quantity and quality, vendor selection and evaluation, price policies, value analysis, make or buy problems, ethical and legal aspects, inventory management and materials handling, and purchasing research. F

Proposed Description: **SUPPLY CHAIN MANAGEMENT. 3 cr.** Management and integration of the supply chain over the entire channel of distribution. Proactive procurement and control of materials and services in a global environment. Topics: inventory control, quality control, production scheduling, materials handling, storage, contracting, make or buy analysis, value analysis, outsourcing, transportation, and salvage. Prerequisite: MGMT 301 or MRKT 301 or consent of instructor. F

Credit hours: 3
Level: Undergraduate
Beginning Term: 062

UCC Decision **APPROVED**

9. THE DEPARTMENT OF MANAGEMENT AND MARKETING requests:

Presenter: Dr. Roy Clinton
Action: CATALOG CHANGE page 90. At the bottom of the paragraph following the words “of a “C” in MRKT 301” add the words “**Management majors must earn a minimum of a “C” in MGMT 301.**”

NEED PICTURE

Credit hours: 3
Level: Undergraduate

UCC Decision **APPROVED**

ADDENDUM

The following items of business were also conducted:

1. Set dates for meeting this spring: 2:30 p.m. on January 26, and 3:30 p.m. on March 9, April 6, and May 4.
2. Phyllis Sanders was forced to leave the committee due to an appointment on another committee. We thanked Phyllis Sanders for her hard work on this committee.
3. The following are amendments to the 10/28 minutes:
 - a. Item #6: States “REMOVE Math 091” and should read “CLOSE and REMOVE Math 091”
 - b. Item #7: States “REMOVE Math 311” and should read “CLOSE and REMOVE Math 311”
 - c. Item #9: State “REMOVE Math 312” and should read “CLOSE and REMOVE Math 312”