Undergraduate Committee  
November 19, 2001  
Minutes

Present: Pat Dintrone, Larry Gitman, Gary Grudnitski, Dong Jung, Kathy Krentler, Fred Raafat  
Absent: None

1. MKT 475 – New Course Proposal  
The committee reviewed a proposal from the Marketing department for a new course: MKT 475 – Applied Global Marketing Analysis. The course would be an elective serving primarily Marketing and International Business majors. It is proposed as an advanced course that would have MKT 376 – Global Marketing Strategy as a prerequisite. The committee approved the course pending some modifications to the course proposal document. The document will be returned to the Marketing department with a request for modification. It was agreed that Grudnitski and Krentler would review the changes and if acceptable to them, forward the proposal to the Steering Committee.

2. Deletion of Single Subject Credential Major in Business  
Dintrone and Krentler advised the committee of the history of the single subject credential major in business. This major, which prepares students to teach business in K-12, has been offered in the College of Business for many years although the number of students choosing the major has historically been low. Changes in the standards to qualify for a single subject teaching credential have changed and the program for the major as currently stated in the catalog does not meet new standards. Unless the program is modified to meet the new standards there is no alternative to deleting the major.

Discussion ensued regarding interest on the part of Dr. Marie Flatley (IDS) in revising the CBA program to bring it in line with the new standards. If such a revision was underway it would be possible to leave the major in the catalog for an additional year with the notation that a change was in process. The committee approved the proposal for the deletion of the major but agreed to communicate to Dr. Flatley that should a proposal be forthcoming within the next two months that it would be possible to withdraw the deletion.

3. Double Majors  
Dr. Carol Venable (ACC), member of the university Undergraduate Council, requested that the Undergraduate Committee consider the issue of double counting course to be used toward double majors. The Undergraduate Council is seeking input from colleges and departments across campus on this issue. After considerable discussion of the potential merits and pitfalls of the issue the committee voted 5 to 1 to send the message that they saw no academic concerns with allowing double counting. In discussion, however, concerns were expressed by Dintrone and Krentler regarding the impact on demand for business courses.
that could result from allowing double counting and hence, double majors within the College of Business. It was agreed that Dintrone and Krentler would draft the committee’s response to Dr. Venable. The response would indicate that the majority of the committee had no academic concerns with the practice but would further define the administrative concerns that do exist.

4. Re-Accreditation Standard M.3 Follow-up – Assessment of Student Characteristics
In September 2001 the Undergraduate Committee reviewed the college’s objectives for the undergraduate program. At that time it was determined that three of the four factors that might spawn a more expansive review of those objectives were not issues at the current time. The fourth factor, “A change in the characteristics of students and other constituents served by the B.S. in Business Administration degree” required data in order to assess.

Krentler presented Fall semester 2001 data on student characteristics for review by the committee. It was determined that comparative data was required in order to assess whether change had occurred. The issue was tabled until Spring semester 2002 data can be collected. At that point a comparison in student characteristics between Fall 2001 and Spring 2002 will be undertaken.

5. Student Scheduling Survey – Interest in Block Scheduling
Krentler presented some initial results of the undergraduate student scheduling survey that was undertaken in spring 2001. Specifically, the committee reviewed data on student’s feelings/preferences regarding block scheduling of core courses. Student interest in some form of block scheduling appears to be quite strong. Based on these results, Krentler will develop a proposal for a pilot program in block scheduling and bring it to the committee.

Meeting Adjourned 3:00 p.m.

Next Meeting: December 3; 1:00 p.m.