Undergraduate Committee
October 17, 2005
Minutes

Present: Chris Calvert, Pat Dintrone, Annette Easton, Gary Grudnitski, Kathy Krentler, Bruce Reinig, Bill Sterk

1. Assessment Update
   Dintrone reported that the College’s assessment report was sent to the Provost on Friday, October 14. The College’s report included individual reports on the Undergraduate program’s general goals and each major with the exception of Real Estate.

2. BA 300 – Ethical Decision Making in Business Update
   Krentler reported that the BA 300 curriculum packages [which included the new course proposal, program changes for all CBA majors and International Business, and associated course prerequisite changes] passed the Steering Committee on Friday, October 14. The Steering Committee noted that a cross-disciplinary approach be used for the process should hiring occur for an “ethics” position. The Steering Committee also proposed the College revisit the ethics issue should class size in BA 300 exceed 120 students.

   Krentler noted that the course will be offered for the first time in Fall semester 2006. Due to catalogue rights for native students, only transfer students will be required to take the course initially. Forecasting demand in the first few transition semesters will be challenging.

3. Assistant Dean Update
   The College will interview three Assistant Dean candidates in the next week (October 18, 19, and 24). It was agreed to place job descriptions in the Dean’s office and Departmental offices, along with the resumes of the candidates. All faculty and staff in the College are encouraged to attend an open meeting for each candidate.
4. **Marketing Curriculum Proposals**
   The Committee reviewed description changes for the following courses:
   a. MKT 371 – Consumer and Buyer Behavior
   b. MKT 376 – Global Marketing Strategy
   c. MKT 470 – Marketing Research
   d. MKT 473 – Sales Management
   and a title and description change for the following course:
   e. MKT 476 – Marketing, Computers, and the Internet [New Title: Internet/Interactive Marketing].
   The changes are being made to update course titles and descriptions to more accurately reflect the content of the courses. After a brief discussion, all proposals passed unanimously.

Meeting Adjourned: 11:00 a.m.
Next Scheduled Meeting: Monday, Oct. 31, 2005, 10:00 a.m.; Dean’s Conference Room