
Agenda for the March 20, 2014 CAA Meeting

Items Approved: None.

Items Pending: 11-132R, Course Proposal Format Form (Revised Form)
14-70, CMN 3750, Computer-mediated Communications I (Revised Course)
14-71, Gateway Program Admission Policy (Revised Policy)

Ongoing: Five-year plan regarding the University Learning Goals (For details concerning the plan, see agenda Item 13-83, CAA Learning Goals Committee's Recommendations & Resolution, which was approved by CAA at its 4/25/13 meeting)

Council on Academic Affairs Minutes

March 20, 2014

The March 20, 2014 meeting of the Council on Academic Affairs was held at 3:00 p.m. in the Arcola/Tuscola Room at the University Union.

Members Present: Ms. Ahmad, Dr. Anthony, Ms. Duffin, Ms. English, Ms. Green, Dr. Gronnvoll, Dr. Lucas, Dr. Reid, Dr. Rhoads, Dr. Ruholl, Ms. Sage, Dr. Throneburg, and Dr. White.

Members Absent: None.

Staff Present: Provost Lord and Ms. Fopay.

Guests Present: Mr. Cruikshank, *Daily Eastern News*.

I. Approval of the March 6, 2014 CAA Meeting Minutes.

Dr. Ruholl moved and Ms. Green seconded the motion to approve the minutes. The minutes of March 6, 2014 were approved as written.

II. Communications:

a. College Curriculum Committee Minutes:

1. Minutes of the March 7, 2014 College of Sciences Curriculum Committee electronic meeting.

b. Waiver Reports:

1. Academic Waiver Reports for February 2014 from the College of Arts & Humanities.

c. Executive Action:

1. March 6, 2014 memorandum from Dean Izadi, LCBAS, requesting executive action to add courses to elective list of the Advertising Minor.
2. March 7, 2014 memorandum from Dean Ornes, COS, requesting executive action to remove the limit of 9 hours of PSY 4100A, 4100B, 4100D, and 4100E.

d. Executive Action – Item revisited from the 3/6/14 meeting:

1. [February 17, 2014 memorandum from Dean Izadi, LCBAS, requesting executive action](http://castle.eiu.edu/~eiucaa/2013-14CAA/SP14/03-20-14/Communications/ExecActions/SOBcorrection03-19-14.pdf) to revise the course description for BUS 2710 and update the course prerequisites for MAR 3780, MAR 3720, MAR 3875, MAR 4490, MIS 3200, MIS 3505, MIS 3515, MIS 3530, FIN 3720, FIN 3740, FIN 3750, and MGT 3450.
After last week's CAA meeting, Dr. White had questions about the wording on some of the executive action requests. As a result, Dr. White contacted individuals in the School of Business about it. Consequently, Dr. Willems, Interim Chair of the School of Business, revised the original executive requests.

Dr. Rhoads distributed copies of the updated requests (See <http://castle.eiu.edu/~eiucaa/2013-14CAA/SP14/03-20-14/Communications/ExecActions/SOBcorrection03-19-14.pdf>.) to the council members immediately prior to today's meeting. The revised executive action requests reflect the changes to the wording from "Financial Literacy Minor" to "Financial Literacy Concentration" for the following courses: MIS 3200, MIS 3505, MIS 3515, MIS 3530, FIN 3720, FIN 3740, FIN 3750, MGT 3450, MAR 3780, MAR 3720, MAR 3875, and MAR 4490. In addition, a request was made to revise the prerequisites for FIN 3900.

Also, at the meeting today Dr. White asked whether it was okay to have a minor and concentration with the same name. Provost Lord indicated there wasn't a policy to prohibit it.

e. Other:

1. March 7, 2013 memorandum from Provost Lord requesting the names of at least two tenured/tenure-track faculty willing to serve on the Achievement and Contribution Awards Selection Committee.

Dr. Marita Gronnvoll and Dr. Angela Anthony are willing to serve on the ACA committee for next fall.

Dr. Reid entered the meeting at 3:05 p.m.

III. Committee Reports:

None.

IV. Items to be Added to the Agenda:

1. 14-70, CMN 3750, Computer-mediated Communications I (Revised Course)
2. 14-71, Gateway Program Admission Policy (Revised Policy)

Ms. Green moved and Ms. English seconded the motion to add these items to the agenda.

V. Items Acted Upon:

None.

VI. Discussion of the five-year plan regarding the University learning goals.

Dr. Lucas and Dr. Throneburg distributed four handouts: A copy of the Learning Goals Committee's recommendations and five-year plan approved by CAA on April 25, 2013; General Education/University Learning Goals Mapping Survey; draft of a possible revised syllabus policy; and a draft of possible timeline for various tasks and end results.

Dr. Lucas and Dr. Throneburg discussed the handouts. In addition, they updated the council on what has been done and where things stand regarding the five-year plan; noted upcoming workshops; indicated tasks that will be moved to future terms such as the study of the university program review process and format; and highlighted the discussion from a recent Faculty Senate meeting about the draft of possible revisions to the syllabus policy. Furthermore, Dr. Lucas and Dr. Throneburg explained they had received another grant which will be used to cover a week-long institute this summer for the purpose of brainstorming, gathering ideas, and pulling materials together. Also, when explaining the mapping handout, which drafts out a possible timeline for various tasks and end results, they asked the council members to review it and send input to them about it. Moreover, they explained that they would meet with the Deans Council next week to ask for feedback and will share that feedback with Faculty Senate afterwards. They hope to bring something to CAA by the end of the semester. Finally, they answered council members' questions.

Ms. Ahmad left the meeting at 3:25 p.m. and Ms. Sage left at 3:58 p.m.

VII. Pending:

1. 11-132R, Course Proposal Format Form (Revised Form)

VIII. Ongoing:

1. Five-year plan regarding the University Learning Goals (For details concerning the plan, see agenda Item 13-83, CAA Learning Goals Committee's Recommendations & Resolution, which was approved by CAA at its 4/25/13 meeting.)

IX. Meeting Adjournment:

1. Dr. Lucas moved and Ms. Green seconded the motion to adjourn the meeting. The motion was approved by acclamation.

The meeting adjourned at 4:20 p.m.

The next meeting will be held at 3:00 p.m. on Thursday, March 27, 2014.

–Minutes prepared by Ms. Janet Fopay, Recording Secretary

The current agenda and all CAA council minutes are available on the Web at <http://www.eiu.edu/~eiucaa/>. In addition, an electronic course library is available at <http://www.eiu.edu/~eiucaa/elibrary/>.

***** ANNOUNCEMENT OF NEXT MEETING *****
March 27, 2014
Martinsville Room – University Union @ 3:00 p.m.

Agenda:

1. 14-70, CMN 3750, Computer-mediated Communications I (Revised Course)

Pending:

1. 11-132R, Course Proposal Format Form (Revised Form)
2. 14-71, Gateway Program Admission Policy (Revised Policy)

Approved Executive Actions:

None.

Pending Executive Actions:

**BAS (Amended – See page one of these minutes.)
Effective Fall 2014**

1. Add a note to BUS 2710 regarding credit will not be granted if a student has already had credit for BUS 3710.

BUS 2710 - Survey of Finance. (3-0-3) F, S. This course provides an overview of the finance function and the basic concepts of financial institutions, financial management, and investments. The course is not open to Business Majors. **Note: Credit for BUS 2710 will not be granted if the student already has credit for BUS 3710.** Prerequisites & Notes: BUS 2101. Credits: 3

2. Revise the prerequisites for FIN 3720.

FIN 3720 - Investments. (3-0-3) F, S. The study of investment theories and practices for implementing investment goals in relation to risk-return tradeoffs. Prerequisites & Notes: BUS 2710 with a C or better or BUS 3710 with a grade of C or better, BUS 2810, and admission to the School of Business or to a minor offered by the School of Business, **or the Financial Literacy Concentration**, or permission of the Associate Chair, **School of Business**. Credits: 3

3. Update the prerequisites for FIN 3740.

FIN 3740 - Real Estate Fundamentals. (3-0-3) On Demand. A study of theory and practice in real estate, with social, legal and economic implications. Prerequisites & Notes: BUS 3710 with a grade of C or better or BUS 2710 with a C or better; junior standing; admission to the School of Business or to a minor offered by the School of Business; **or the Financial Literacy Concentration**; or permission of the Associate Chair, School of Business. Credits: 3

4. Change the prerequisites for FIN 3750.

FIN 3750 - Management of Financial Institutions. (3-0-3) F, S. The management, organizational structure, regulatory environment, and risks of financial institutions. Prerequisites & Notes: BUS 3710 with a grade of C or better or BUS 2710 with a C or better, and admission to the School of Business, **or the Financial Literacy Concentration**, or to a minor offered by the School of Business, or permission of the Associate Chair, **School of Business**. Credits: 3

5. Revise the prerequisites for FIN 3900.

FIN 3900 - Risk and Insurance. (3-0-3) On Demand. The study of risk management to include life, health, property, and liability insurance. Prerequisites & Notes: ~~BUS 2102 and BUS 3710 with a grade of C or better, ECN 2802G, junior standing, and admission to the School of Business or permission of the Associate Chair.~~ **BUS 2710 or BUS 3710 with a grade of C or better, junior standing, and admission to the School of Business, or admission to the Financial Literacy Minor, or admission to the Financial Literacy Concentration or permission of the Associate Chair, School of Business.** Credits: 3

6. Modify the prerequisites for MAR 3720.

MAR 3720 - Consumer Behavior. (3-0-3) F, S. A study of how and why people obtain, consume, and dispose of products: the role of the consumer in marketing. Prerequisites & Notes: BUS 3470 **or BUS 3100** and admission to the School of Business or to a minor offered by the School of Business **or the Financial Literacy Concentration** or permission of the Associate Chair, **School of Business.** Credits: 3

7. Update the prerequisites for MAR 3780.

MAR 3780 - Promotion Management. (3-0-3) F, S. Development of comprehensive, non-personal, promotional campaigns to effectively communicate product offerings and organizational messages to target audiences. Prerequisites & Notes: BUS 3470 **or BUS 3100** and admission to the School of Business or to a minor offered by the School of Business or to the Advertising Minor **or the Financial Literacy Concentration** or permission of the Associate Chair, **School of Business.** Credits: 3

8. Amend the prerequisites for MAR 3875.

MAR 3875 - Retail Management. (3-0-3) F, S. The objective of the course is to provide a framework for analyzing internal and external environment factors which affect the firm's retailing activities. Emphasis is placed on the firm's decisions and policies relating to demand analysis, spatial decisions, merchandise policies, pricing strategy, and promotion activities. Consideration is also given to retail control methods. Prerequisites & Notes: BUS 3470 **or BUS 3100** and Admission to the School of Business **or the Financial Literacy Concentration** or to a minor offered by the School of Business or permission of the Associate Chair, **School of Business.** Credits: 3

9. Revise the prerequisites for MAR 4490.

MAR 4490 - International Marketing. (3-0-3) F, S. Study of marketing from the international perspective. Emphasis is placed on necessary modifications of marketing strategy and practice related to global pricing and distribution, product planning, and promotions due to cultural, economic, environmental and legal differences. Prerequisites & Notes: BUS 3470 **or BUS 3100** and admission to the School of Business **or the Financial Literacy Concentration** or to a minor offered by the School of Business or permission of the Associate Chair, **School of Business.** Credits: 3

10. Update the prerequisites for MGT 3450.

MGT 3450 - Human Resource Management. (3-0-3) F, S. A survey of concepts relating to the personnel function: Recruitment, selection, compensation, labor relations, training and development, and performance appraisal. Prerequisites & Notes: BUS 3010 and admission to the School of Business or to a minor offered by the School of Business **or the Financial Literacy Concentration** or permission of the Associate Chair, **School of Business.** Credits: 3

11. Change the prerequisites for MIS 3200.

MIS 3200 - Networking Fundamentals. (3-0-3) F, S. Study of business telecommunications, teleprocessing, and computer networks. Installing, configuring and administering local area networks. Prerequisites & Notes: BUS 1950 and junior standing and admission to the School of Business or to a minor offered by the School of Business **or the Financial Literacy Concentration** or permission of the **Associate** Chair, School of Business. Credits: 3

12. Revise the prerequisites for MIS 3505.

MIS 3505 - Advanced Microcomputer Applications and Development. (3-0-3) On Demand. The advanced study of microcomputer business systems using databases and spreadsheets for problem solving and productivity. Customizing microcomputer operating environments. Emphasis on the development of applications for end-user computing. Prerequisites & Notes: BUS 1950, junior standing, and admission to the School of Business or to a minor offered by the School of Business **or the Financial Literacy Concentration** or permission of the Associate Chair, **School of Business**. Credits: 3

13. Modify the prerequisites for MIS 3515.

MIS 3515 - Information Presentation. (3-0-3) On Demand. The study of design principles for business presentations and documents. Development of illustration skills to effectively use graphics. Photo editing for restoration, enhancement, and creation of digital images. Prerequisites & Notes: BUS 1950 and junior standing and admission to the School of Business or to a minor offered by the School of Business **or the Financial Literacy Concentration** or permission of the **Associate** Chair, School of Business. Credits: 3

14. Update the prerequisites for FIN 3740.

MIS 3530 - Business Web Site Design. (3-0-3) F. Fundamentals of designing effective web sites including graphics and animation using web application software. Some HTML and JavaScript will be introduced. Students will develop web sites with a focus on information architecture and usability standards for business web sites. Prerequisites & Notes: BUS 1950 and junior standing and admission to the School of Business or to a minor offered by the School of Business **or the Financial Literacy Concentration** or permission of the **Associate** Chair, School of Business. Credits: 3

BAS

Effective Fall 2014

1. Add courses to the elective list of the Advertising Minor.

Advertising Minor

This minor provides students with a program of study designed to enhance their understanding regarding the promotion of products and services to various markets. Critical examination of campaigns and strategies, and their application of knowledge, are key components.

Total Semester Hours: 27

Required Coursework - Total Semester Hours: 15

- AET 1363 - Graphic Communication Technologies. Credits: 3
- AET 3343 - Digital Media Technologies. Credits: 3
- BUS 3470 - Principles of Marketing. Credits: 3
- CMN 3100 - Persuasion. Credits: 3
- CMN 3940 - Advertising: Theory and Practice. Credits: 3

Electives - Total Semester Hours: 12

(Students with a major in AET, CMN, or MAR may not take more than 6 elective hours from their major area):

- AET 2123 - Digital Photography and Imaging. Credits: 3
- **AET 4333 – Trends in Digital Media Technology. Credits: 3**
- AET 4353 - Print and Digital Media Production. Credits: 3
- AET 4813 - Advanced Digital Media Technologies. Credits: 3
- **AET 4865 – Digital Media Publishing Technologies. Credits: 3**
- BUS 2750 - Legal and Social Environment of Business. Credits: 3
(See footnote *)
- CMN 2020 - Communication Research Methods. Credits: 3
or MAR 3860
- CMN 2550 - Broadcast Announcing. Credits: 3
- CMN 3520 - Radio Production. Credits: 3
- CMN 3540 - Videography. Credits: 3
- CMN 3650 - Communication in Organizations. Credits: 3
- CMN 3750 - Computer Mediated Communication I. Credits: 3
- CMN 3752 - Computer Mediated Communication II. Credits: 3
- CMN 3920 - Public Relations in Society Credits: 3
or JOU 3920
- CMN 4420 - Mass Media Advertising-Sales. Credits: 3
- CMN 4500A - Topics in Electronic Media Production I. Credits: 3
or CMN 4500B or CMN 4500D or CMN 4500E
- JOU 3501 - Principles of Advertising. Credits: 3
- JOU 3820 - Publicity Methods. Credits: 3
- JOU 3920 - Public Relations in Society. Credits: 3
or CMN 3920
- MAR 3720 - Consumer Behavior. Credits: 3
(See footnote *)
- MAR 3780 - Promotion Management. Credits: 3
(See footnote *)
- MAR 3860 - Marketing Research. Credits: 3
or CMN 2020
(See footnote *)
- MIS 3530 - Business Web Site Design. Credits: 3
(See footnote *)

Footnotes:

*Students majoring in business (Accounting, Finance, Management, Management Information Systems, or Marketing) may not count BUS 2750 as an elective in the advertising minor. Management information systems majors may not use MIS 3530 to satisfy both the computer management information systems major and the advertising minor; management majors may not use MAR 3720 to satisfy both the management major and the advertising minor; Marketing majors may not use MAR 3720, MAR 3780, MAR 3860, JOU 3820, or CMN/JOU 3920 to satisfy both the marketing major and the advertising minor.

COS
Effective Fall 2014

1. Remove the limit of 9 hours of PSY 4100A, 4100B, 4100D, and 4100E.

PSY 4100A - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. May be repeated for credit once and must be repeated prior to taking PSY 4100B. ~~A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E).~~ A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major in psychology. **Prerequisites & Notes:** PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6

PSY 4100B - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. ~~May be repeated for credit once and must be repeated prior to taking PSY 4100D.~~ A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E). A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major in psychology. **Prerequisites & Notes:** PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6

PSY 4100D - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. May be repeated for credit once and must be repeated prior to taking PSY 4100E. ~~A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E).~~ A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major in psychology. **Prerequisites & Notes:** PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6

PSY 4100E - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. May be repeated for credit once. ~~A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E).~~ A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major. **Prerequisites & Notes:** PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6