
Agenda for the December 4, 2014 CAA Meeting

Items Approved: None.

Items Pending: 14-107, SOC 3622, Population (Revised Course; Added Technology Delivery)
14-108, B.A. in Sociology (Revised Major)
14-109, Sociology Minor (Revised Minor)
14-110, Anthropology Minor (Revised Minor)
14-111, MUS 2558G, Film Music (New Course; Technology Delivery)
14-112, HIS 4790, The Arab-Israeli Conflict (New Course)
14-113, HIS 4795, Modern Iran (New Course)
14-114, FCS 2270, Housing (Revised Course; Added Technology Delivery)
14-115, FCS 4753, Nutrition and the Addicted Person (Revised Course; Added Technology Delivery)
14-116, BUS 3710, Business Financial Management (Revised Course; Added Technology Delivery)
14-117, FIN 3720, Investments (Revised Course; Added Technology Delivery)
14-118, MAR 3560, Social Media Marketing (New Course; Technology Delivery)

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 December 4, 2014

The December 4, 2014 meeting of the Council on Academic Affairs was held at 3:04 p.m. in the 1895 Room 4440 at the University Union. A study session was held prior to the meeting at 2 p.m.

Members Present: Ms. Ahmad, Dr. Anthony, Ms. Burden, Ms. Duffin, Ms. Green, Dr. Reid, Dr. Rhoads, Dr. Ruholl, Dr. Throneburg, and Dr. Wilkinson.

Members Absent: Dr. Gronnvoll and Mr. Ruiz.

Staff Present: Provost Lord and Ms. Fopay.

Guests Present: Ms. Hernandez, *Daily Eastern News*, and Interim Associate Dean Mitchell, College of Arts & Humanities.

Note: In Dr. Gronnvoll's absence, Dr. Ruholl chaired today's meeting.

I. Approval of the December 4, 2014 CAA Meeting Minutes.

Dr. Anthony moved and Ms. Green seconded the motion to approve the minutes. The minutes of December 4, 2014 were approved as written.

II. Communications:

a. College Curriculum Committee Minutes:

1. Minutes of the November 12, 2014 College of Arts & Humanities Curriculum Committee meeting.
2. Minutes of the November 19, 2014 Lumpkin College of Business & Applied Sciences Curriculum Committee meeting.

b. Executive Actions:

1. November 12, 2014 memorandum from Dean Izadi, LCBAS, requesting revisions to the course prerequisites for MAR 3720, 3875, 4400, & 4470, as well as updates to the terms offered and prerequisites for MAR 3490, 3780, & 4490.
2. November 15, 2014 memorandum from Dean Ornes, COS, requesting to revise the prerequisites for BIO 4750.
3. November 15, 2014 memorandum from Dean Ornes, COS, requesting to revise the prerequisites for CHM 2430 and 3300.
4. November 15, 2014 memorandum from Dean Ornes, COS, requesting to revise the prerequisites for ECN 2802G.
5. November 13, 2014 memorandum from Dean Izadi, LCBAS, requesting to revise the prerequisites for FCS 3120, 4750, and 4751.

c. Waiver Reports:

1. Academic Waiver Reports for November 2014 from Lumpkin College of Business & Applied Sciences, College of Arts & Humanities, and College of Sciences.

III. Committee Reports:

None.

IV. Other:

1. Dr. Throneburg requested input regarding the materials that had been distributed to the learning goals groups. Council members representing each group provided feedback.

IV. Items Added to the Agenda:

1. 14-107, SOC 3622, Population (Revised Course; Added Technology Delivery)
2. 14-108, B.A. in Sociology (Revised Major)
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10. 14-116, BUS 3710, Business Financial Management (Revised Course; Added Technology Delivery)
11. 14-117, FIN 3720, Investments (Revised Course; Added Technology Delivery)
12. 14-118, MAR 3560, Social Media Marketing (New Course; Technology Delivery)

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

V. Items Acted Upon:

None.

VI. Pending:

None.

VII. 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.)

VIII. Meeting Adjournment:

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

The meeting adjourned 3:17 p.m.

The next meeting will be held at 2:00 p.m. on Thursday, December 11, 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 *****
December 11, 2014
Room 4440, Booth Library @ 2:00 p.m.

Agenda:

1. 14-107, SOC 3622, Population (Revised Course; Added Technology Delivery)
2. 14-108, B.A. in Sociology (Revised Major)
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12. 14-118, MAR 3560, Social Media Marketing (New Course; Technology Delivery)

Approved Executive Actions:

CAH

Effective Fall 2015

1. Renumber and Rename ENG 3601.

FROM:

~~ENG 3601 – Studies in Major Writers. (3-0-3) On Demand. In-depth studies of major writers with no more than three studies in any one semester. Topics to be announced. (Group 3D) WI Prerequisites and Notes: ENG 1002G. May be repeated once with permission of the Department Chairperson. Credits: 3~~

TO:

ENG 3601A – Studies in Major Writers Before 1800. (3-0-3) On Demand. In-depth studies of major writers before 1800 with no more than three studies in any one semester. Topics to be announced. WI Prerequisites and Notes: ENG 1002G. Credits: 3

ENG 3601B – Studies in Major Writers After 1800. (3-0-3) On Demand. In-depth studies of major writers after 1800 with no more than three studies in any one semester. Topics to be announced. WI Prerequisites and Notes: ENG 1002G. Credits: 3

2. Revise the course title for ENG 3604A.

ENG 3604A - Special Topics in Literature and Language Before 1800. (3-0-3) On Demand. Topics to be announced. (Group 3A) WI Prerequisites and Notes: ENG 1002G. May be repeated once with permission of the Department Chairperson. A maximum of nine hours in ENG 3604A, B, D, and E can be counted in the major. Credits: 3

3. Change the course title for ENG 3604B.

ENG 3604B - Special Topics in Literature and Language After 1800. (3-0-3) On Demand. Topics to be announced. (Group 3B) WI Prerequisites and Notes: ENG 1002G. May be repeated once with permission of the Department Chairperson. A maximum of nine hours in ENG 3604A, B, D, and E can be counted in the major. Credits: 3

4. Update the course title for ENG 3604D.

ENG 3604D - Special Topics in Multicultural Literatures Literature and Language. (3-0-3) On Demand. Topics to be announced. (Group 3C) WI Prerequisites and Notes: ENG 1002G. May be repeated once with permission of the Department Chairperson. A maximum of nine hours in ENG 3604A, B, D, and E can be counted in the major. Credits: 3

5. Renumber and rename ENG 3903.

FROM:

ENG 3903 - Women, Literature, and Language. (3-0-3) On Demand. May focus on roles of women in literature, on literature by women or on women's relation to language. (Group 5) WI Prerequisites and Notes: ENG 1002G. May be repeated once with permission of the Department Chairperson. Credits: 3

TO:

ENG 3903A - Women, Literature, and Language, Pre-1800. (3-0-3) On Demand. May focus on roles of women in literature, on literature by women or on women's relation to language, pre-1800. WI Prerequisites and Notes: ENG 1002G. Credits: 3

ENG 3903B - Women, Literature, and Language, Post-1800. (3-0-3) On Demand. May focus on roles of women in literature, on literature by women or on women's relation to language, post-1800. WI Prerequisites and Notes: ENG 1002G. Credits: 3

6. Revise the course title for ENG 4775.

ENG 4775 - Studies in Literature, Culture, Theory ~~Literary and Cultural Criticism and Theory.~~ (3-0-3) F. Basic principles of evaluating the standard literary genres, or tenets of a specific school of criticism, or the examination of major aesthetic questions. Topics to be announced. (Group 4) WI Prerequisites and Notes: ENG 1002G. May be repeated once with permission of the Department Chairperson. Credits: 3

7. Amend the course title for ENG 4850.

ENG 4850 - Studies in ~~Postcolonial and Third World Literatures~~ ~~Third World Literatures.~~ (3-0-3) F. Focused study of major region, theme or writers in nonwestern or third world literatures. Readings are studied in their socio-cultural and historical contexts. (Group 2 or 5) WI Prerequisites & Notes: ENG 1002G. May be repeated once with permission of the Department Chairperson. Credits: 3

COS

Effective Fall 2015

1. Revise the course number, title and description of ESC 1500G and cross-list it with Geography.
NOTE: The course will remain in the physical science segment of General Education.

THE CHANGE:

ESC/GEG ~~1500G~~ 1120G - ~~Introduction to Physical Geography and Earth Systems Science. The Natural Environment.~~ (3-2-4) F, S. An introduction to the basic components of Earth's natural environment, focusing on physical processes related to air, water, land, and life. physical geography - the atmosphere (air), hydrosphere (water), lithosphere (solid Earth), and biosphere (life) - and how these integrated systems influence one another and provide ecosystem services for all life on Earth. **Topics covered include energy interactions, weather and climate, water resources, landforms, disasters, ecosystems, and human-environment relations.** Credits: 4

COURSE DESCRIPTIONS FOR THE CATALOG:

ESC 1120G - The Natural Environment. (3-2-4) F, S. An introduction to basic components of Earth's natural environment, focusing on physical processes related to air, water, land, and life. Topics covered include energy interactions, weather and climate, water resources, landforms, disasters, ecosystems, and human-environment relations. Cross listed with GEG 1120G. Credits: 4

GEG 1120G - The Natural Environment. (3-2-4) F, S. An introduction to basic components of Earth's natural environment, focusing on physical processes related to air, water, land, and life. Topics covered include energy interactions, weather and climate, water resources, landforms, disasters, ecosystems, and human-environment relations. Cross listed with ESC 1120G. Credits: 4

Pending Executive Actions:

BAS

Effective Fall 2015

1. Change the course prerequisites for FCS 3120.

FCS 3120 - Food Science. (2-4-4) S. Scientific principles underlying food preparation and processing; principles of experimental methodology as applied to food science. WI Prerequisites and Notes: CHM 2430/~~2435~~, FCS 1120, FCS 1121, and MAT 2250G. Credits: 4

2. Adjust the course prerequisites for FCS 4750

FCS 4750 - Advanced Human Nutrition. (3-0-3) S. Emphasis on biochemical functions of nutrients in the study of human nutrition. Prerequisites and Notes: CHM 1310G, 1315G, 1410, 1415, **and** 2430, ~~2435, and 3300~~; FCS 2100 and 3755; and BIO 2001G; or permission of instructor. Credits: 3

3. Revise the course prerequisites for FCS 4751.

FCS 4751 - Nutrition Therapy. (4-0-4) F. Application of the science of nutrition to the maintenance of optimum health and the role of nutrition in the prevention and treatment of disease. Prerequisites and Notes: CHM 2430/~~2335~~, FCS 2100, and FCS 3755. Credits: 4

4. Change the terms offered and course prerequisites for MAR 3490.

MAR 3490 - Business-to-Business Marketing. (3-0-3) ~~F, S.~~ On Demand. Development of comprehensive programs of product, pricing, promotion, and distribution strategies for marketing to businesses and not-for profit organizations. Prerequisites and Notes: ~~BUS 3470, and admission to School of Business or permission of the Associate Chair.~~ **BUS 3470 or BUS 3100 and admission to the School of Business or to a minor offered by the School of Business or permission of the Associate Chair.** Credits: 3

5. Amend the course 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 and 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

6. Modify the terms offered and course prerequisites for MAR 3780.

MAR 3780 - Promotion Management. (3-0-3) ~~F, S.~~ On Demand. Development of comprehensive, non-personal, promotional campaigns to effectively communicate product offerings and organizational messages to target audiences. Prerequisites and 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

7. Revise the course 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 and 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

8. Update the course prerequisites for MAR 4400.

MAR 4400 - Services Marketing. (3-0-3) On Demand. An in-depth exploration of the marketing of services highlighting the distinctions between marketing tangible products and services. Prerequisites and Notes: ~~Completion of BUS 3470. Admission to the School of Business or permission of the Chair of the School of Business. Course may not be repeated.~~ **BUS 3470 or BUS 3100 and admission to the School of Business or to a minor offered by the School of Business or permission of the Associate Chair. Course may not be repeated.** Credits: 3

9. Change the course prerequisites for MAR 4470.

MAR 4470 - Professional Sales. (3-0-3) F, S. Students develop professional sales presentations through the application of both oral and written communication skills in the determination and satisfaction of buyers' needs. Prerequisites and Notes: BUS 3470 **or BUS 3100** and Admission to the School of Business **or to a minor offered by the School of Business** or permission of the Associate Chair. Credits: 3

10. Revise the terms offered and course prerequisites for MAR 4490.

MAR 4490 - International Marketing. (3-0-3) F, S. On Demand. 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 and 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

COS

Effective Fall 2015

1. Revise the course title and prerequisites for BIO 4750.

BIO 4750 - ~~Biometrics.~~ Statistical Analysis of Scientific Data. (2-2-3) Methods of quantitative analysis of biological data at the population level. Emphasis placed on practical applications of statistical analysis. Prerequisites and Notes: ~~Eighteen semester hours of biological sciences.~~ **College algebra or permission of instructor.** Credits: 3 Credits: 3

2. Change the course concurrency language for CHM 2430.

CHM 2430 - Survey of Organic Chemistry. (3-0-3) A survey of organic compounds organized by the principal functional groups. Structure, properties, reactions, and mechanisms are included. BIO 908; CLS 908 Prerequisites and Notes: CHM 1410, 1415. No credit toward the chemistry major or Track II of the chemistry minor or for students with prior credit in CHM 2440. Must be taken concurrently with CHM 2435 **except for programs not requiring CHM 2435.** Credits: 3

3. Update the course prerequisites for CHM 3300.

CHM 3300 - Survey of Biochemistry. (3-0-3) S. An introduction to the structure of biomolecules and their function in living cells, as well as a survey of metabolic pathways involving the breakdown and synthesis of sugars, lipids, nucleic acids, and proteins. Prerequisites and Notes: CHM 2430 and 2435 with a **minimum** grade of C or better in both or CHM 2840 with a **minimum grade of C or better**. No credit for students with prior credit in CHM 3450. Credits: 3

4. Modify the course prerequisites for ECN 2802G.

ECN 2802G - Principles of Microeconomics. (3-0-3) Microeconomics – An exploration of consumer behavior, of how firms decide upon profit-maximizing price and output rates under various market conditions, and of the labor and capital markets. S3 902 Prerequisites and Notes: ECN 2801G or ECN 2891G, **but students who have transferred credit for ECN 2802G to EIU, who have not yet completed in ECN 2801G, are allowed to take ECN 2801G**. Online sections are available to off-campus students only. Credits: 3