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## Agenda for the January 22, 2015 CAA Meeting

**Items Approved:** 15-01, BUS 1950, Computer Concepts and Applications for Business (Revised Course; Added Technology-Delivery)  
15-03, BUS 3950, Operations Management (Revised Course; Added Technology-Delivery)  
15-04, Marketing Minor (New Minor)

**Item Pending:** 15-02, BUS 3500, Management Information Systems (Revised Course; Added 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)

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### Council on Academic Affairs Minutes

January 22, 2015

The January 22, 2015 meeting of the Council on Academic Affairs was held at 3:02 p.m. in the Room 4440 at Booth Library.

**Members Present:** Ms. Ahmad, Dr. Anthony, Ms. Duffin, Ms. Green, Dr. Gronnvoll, Dr. Martinez, Dr. Reid, Dr. Rhoads, Dr. Ruholl, Mr. Simpson\*, Dr. Throneburg, and Dr. Wilkinson.

**Members Absent:** None.

**Staff Present:** Provost Lord, Ms. Fopay and Ms. Pickle.

**Guests Present:** Dr. Richard Flight, School of Business; Mr. Luis Martinez, *Daily Eastern News*; Dr. Larry White, School of Business; and Dr. Melody Wollan, School of Business.

\*NOTE: Mr. Stephen Simpson will serve a student representative to CAA this semester. He fills the term left vacant by Mr. Christian Ruiz. Also, Ms. Burden will not be able to serve on the council this semester. Ms. Ahmad will seek a replacement for that position.

#### I. Approval of the January 15, 2015 CAA Meeting Minutes.

Dr. Rhoads moved and Ms. Green seconded the motion to approve the minutes. The minutes of January 15, 2015 were approved as written.

#### II. Communications:

##### a. Informational Item:

1. Revised Spring 2015 CAA meeting schedule.

*Dr. Throneburg suggested possibly having a forum to discuss the General Education Learning Goals. She was looking at the feasibility of holding it on March 5 from 2 to 4 p.m. which currently is a time set aside for the CAA General Education Learning Goals Subcommittee(s) and CAA meetings. The council provided feedback.*

##### b. Pending Executive Action:

1. January 8, 2015 memorandum from Dean Ornes, COS, requesting executive action to revise the course title and description for PLS 3253.

*NOTE: This item is still pending an explanation of how the course content will be changed based on the requested revision (See page 2 of the January 15, 2015 CAA minutes.)*

#### III. Committee Reports:

1. Ms. Green reported on the Registrar's Advisory Committee.

#### IV. Selection of the Faculty Laureate Committee.

Ms. Kirstin Duffin and Dr. Stacey Ruholl volunteered to serve on the Faculty Laureate Committee. Ms. Duffin will chair it. Also, a student member is still needed. Student members Ms. Ahmad and Mr. Simpson are considering it and will report back to the council at the next meeting as to which one will volunteer to serve on the committee. Also, Dr. Grant Sterling, 2014 Faculty Laureate, will be asked if he'd like to join committee.

*Deadlines:*

- *February 20, 2015: CAA invites nominations for designation of Faculty Laureate*
- *March 24, 2015: Deadline for nominations for Faculty Laureate to be submitted to the Chair of the Faculty Laureate Committee.*

**V. Items Added to the Agenda:**

None.

**VI. Items Acted Upon:****1. 15-01, BUS 1950, Computer Concepts and Applications for Business (Revised Course; Added Technology-Delivery).**

Dr. White and Dr. Wollan presented the proposal and answered questions of the council. Dr. White indicated some revisions which were needed on the proposal.

Ms. Duffin moved and Dr. Ruholl seconded the motion to approve the proposal. The motion passed with the following vote:

Yes: Ahmad, Anthony, Duffin, Green, Gronnvoll, Reid, Rhoads, Ruholl, Simpson, Throneburg, and Wilkinson.  
 No: None.  
 Abstain: Martinez.

The proposal, with revisions, was approved, effective Summer 2015.

**BUS 1950. Computer Concepts and Applications for Business. (3-0-3) On Demand. Computer Concepts/Apps for Bus.** A study of computer concepts, including the information processing cycle, file organization, telecommunications, and operating systems and systems software. Applications software, including spreadsheets, databases, word processing, presentation graphics, computer communications, and operating systems with graphical user interfaces. A maximum of three semester hours may be applied to major or minor. BUS 902

**2. 15-02, BUS 3500, Management Information Systems (Revised Course; Added Technology-Delivery).**

Dr. White and Dr. Wollan presented the proposal and answered questions of the council.

Dr. Rhoads moved and Ms. Duffin seconded the motion to approve the proposal.

Dr. White indicated a revision which was needed on the proposal. Also, the council requested additional changes.

Dr. White will revise the proposal as requested and submit the updated document to CAA for action at the next CAA meeting.

**3. 15-03, BUS 3950, Operations Management (Revised Course; Added Technology-Delivery).**

Dr. White and Dr. Wollan presented the proposal and answered questions of the council.

Dr. White indicated a revision which was needed on the proposal. Also, the council requested additional changes.

Dr. Rhoads moved and Ms. Duffin seconded the motion to approve the proposal. The motion passed with the following vote:

Yes: Ahmad, Anthony, Duffin, Green, Gronnvoll, Reid, Rhoads, Ruholl, Simpson, Throneburg, and Wilkinson.  
 No: None.  
 Abstain: Martinez.

The proposal, with revisions, was approved, effective Summer 2015.

**BUS 3950. Operations Management. (3-0-3) On Demand.** Management of manufacturing and service organizations. Among the topics are: forecasting; product and service operation design; process selection; capacity planning; layout; inventory management; aggregate planning; master scheduling; material requirements planning; lean operations; supply chain management; project management and quality. Includes application of computer software solution techniques. Prerequisites: A minimum grade of "C" or better in BUS 2810, junior standing, and admission to the School of Business or a minor offered by the School of Business or permission of the Associate Chair.

#### 4. 15-04, Marketing Minor (New Minor).

Dr. Flight presented the proposal and answered questions of the council.

Dr. Anthony moved and Ms. Green seconded the motion to approve the proposal.

The motion passed with the following vote:

Yes:	Ahmad, Anthony, Duffin, Green, Gronnvoll, Reid, Rhoads, Ruholl, Simpson, Throneburg, and Wilkinson.
No:	Martinez.
Abstain:	None.

The proposal (**See Attachment A**) was approved, effective Fall 2015.

#### VII. Other:

Dr. Gronnvoll mentioned that the CAA Executive Committee is planning to discuss the handling of IBHE program reviews at its next meeting.

Also, the council discussed clarifying the language in the course proposal format form directions, as well as possibly setting up a meeting with the college curriculum committee chairs to answer questions and to explain information the CAA members would like to see in the proposals.

#### VIII. Pending:

None.

#### IX. 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.)

#### X. 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 4:00 p.m.

The next meeting will be held at 3:00 p.m. on Thursday, January 29, 2015.

*–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 \*\*\*\*\*  
January 29, 2015  
Room 4440, Booth Library @ 3:00 p.m.

**Agenda:**

1. 15-02, BUS 3500, Management Information Systems (Revised Course; Added Technology-Delivery)

**Approved Executive Actions:**

**CAH**

**Effective Fall 2015**

1. Revise the course title for ENG 4761.

**ENG 4761. Creative Advanced Nonfiction Writing. (3-0-3) F or S.** Advanced practice in the writing and revising of creative nonfiction, with an emphasis on the development of the student's individual style. (Group 1 or 5). WC Prerequisites and Notes: ENG 1002G; and 2001 or, with permission of instructor, 2003, 2005, or 2007. May be repeated once with permission of the Department Chairperson. Credits: 3

2. Update the course title for ENG 4762.

**ENG 4762 – Advanced Poetry Writing. (3-0-3) S.** Extensive practice in the writing and revising of poetry, with an emphasis on the development of the student's individual style. (Group 1 or 5) WC Prerequisites and Notes: ENG 1002G; ENG 2003 or, with permission of instructor, 2001, 2005 or 2007. May be repeated once with permission of the Department Chairperson. Credits: 3

3. Change the course title for ENG 4763.

**ENG 4763 – Advanced Fiction Writing. (3-0-3) S.** Extensive practice in the writing and revising of prose fiction, with an emphasis on the development of the student's personal style. Each student will have the option of writing several short stories or one novella. (Group 1 or 5) WC Prerequisites and Notes: ENG 1002G; ENG 2007 or, with permission of instructor, 2001, 2003 or 2005. May be repeated once with permission of the Department Chairperson. Credits: 3

4. Amend the course title for ENG 4764.

**ENG 4764 – Play Advanced Dramatic Writing.**

(3-0-3) F. Advanced practice and instruction in dramatic writing. Though the course will review basic elements common to all dramatic writing, it will allow students to concentrate on the media of their choice: radio, theatre, TV, or film. (Group 1 or 5) WC Prerequisites and Notes: ENG 1002G; ENG 2005 or, with permission of instructor, 2001, 2003 or 2007. May be repeated once with permission of the Department Chairperson. Credits: 3

**COS**

**Effective Fall 2015**

1. Change the wording in Part VI of the course proposal for GEG 3810: Geographic Information Systems I.

**PART VI: COMMUNITY COLLEGE TRANSFER**

A community college course will not be judged equivalent to this course, **but may be accepted as a substitute; however, upper-division credit will not be awarded.**

**Pending Executive Actions:**

**COS**

**Effective Fall 2015**

1. Revise the course title and description for PLS 3253. (Note: The council requested clarification of this request. See page 2 of the January 15, 2015 CAA minutes.)

**PLS 3253 – Human Rights and International Criminal Law. (3-0-3) S.** This course examines the evolution in international **human rights and humanitarian criminal** law during the **19<sup>th</sup> and 20th** century. **and It** addresses efforts **by both leaders and average people's movements** to **codify establish** legal norms **involving concerning** genocide, crimes against humanity, **and war crimes racism, and political and economic rights**, as well as the institutions involved in the implementation of international **criminal** law. Prerequisites and Notes: Students must have completed PLS 2253 before taking this course. Credits: 3

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**Attachment A****Marketing Minor  
(18 Hours):**

The Marketing Minor offers a broad course of study in the field of marketing applicable to all interested majors. Marketing activities are found in all organizations and the discipline provides students with the ability to apply the knowledge and skills gained from their major with the realities of consumer and business markets. Marketing minor students gain skills that prepare them for both consumer and business interactions.

- BUS 3100 - Survey of Marketing Principles. Credits: 3  
or BUS 3470 - Principles of Marketing. Credits: 3
- MAR 3720 - Consumer Behavior. Credits: 3
- MAR 3875 - Retail Management. Credits: 3
- MAR 4470 - Professional Sales. Credits: 3

**Select two (2) additional courses from the following courses, one of which must have a MAR prefix:**

**MAR Electives**

- MAR 3780 - Promotion Management. Credits: 3
- MAR 3490 - Business-to-Business Marketing. Credits: 3
- MAR 3560 - Social Media Marketing. Credits: 3
- MAR 4400 - Services Marketing. Credits: 3
- MAR 4480 - Sales Management. Credits: 3
- MAR 4490 - International Marketing. Credits: 3

**Non- MAR Electives**

- MIS 3530 - Business Web Site Design. Credits: 3
- ENT 3500 - Marketing and Innovation for Entrepreneurial Ventures. Credits: 3
- CMN 3100 - Persuasion. Credits: 3
- CMN 3270 - Communication and Popular Culture. Credits: 3
- CMN 3560 - International Communication. Credits: 3
- CMN 3710 - Intercultural Communication. Credits: 3
- PSY 3870 - Social Psychology. Credits: 3
- JOU 3501 - Principles of Advertising. Credits: 3
- JOU 3705 - Public Relations Writing. Credits: 3
- JOU 3920 - Public Relations in Society. Credits: 3
- JOU 3820 - Publicity Methods. Credits: 3