Items Approved: None.

Items Pending: 17-08, DGT 4749, Capstone Project in Digital Media (New Course; Technology-Delivery Designation)
17-09, DGT 4763, Costing and Planning for Media Projects (New Course; Technology-Delivery Designation)
17-10, DGT 4773, Graphics for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
17-11, DGT 4783, Mobile Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
17-12, DGT 4793, Programming for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
17-13, DGT 4823, Web Content Management Systems (New Course; Technology-Delivery Designation; Technology-Delivery Designation)
17-14, DGT 4833, Web Search Engine Optimization (New Course; Technology-Delivery Designation)
17-15, DGT 4913, Emerging Technologies for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
17-16, DGT 4923, Emerging Web Technologies (New Course; Technology-Delivery Designation)
17-17, DGT 4933, Motion Capture for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
17-18, Digital Media (New Program)
17-34, IGP #46: Grades (Revised Policy)
17-39, OPD 4500, Organizational Interaction (New Course; Online Designation)
17-40, Program Name Change of Organizational and Professional Development TO Organizational Development (Revised Program Name)
17-41, Organizational Development Core (Revised Core)
17-42, Organizational Development Major (Revised Major)
17-43, Organizational Leadership Minor (New Minor)
17-44, Talent Development Minor (New Minor)
17-46, Biochemistry Option (New Option)
17-47, Remove the Biochemistry Concentration from the Chemistry Major (Revised Major)
17-48, CSM 3070, Programming Team (New Course)
17-49, CSM 3950, Introduction to Database Concepts (New Course)
17-50, CSM 3980, Parallel Programming (New Course)
17-51, CSM 4270, Principles of Programming Languages (New Course)
17-52, CSM 4980, Networking and Distributed Computing (New Course)
17-53, CSM 4985, Artificial Intelligence and Machine Learning (New Course)
17-54, Rename **Computer Science and Mathematics** to **Computer Science** and Revise the Major and Core
17-55, Photojournalism Minor (New Minor)

Ongoing: Multi-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
February 16, 2017

The February 16, 2017 meeting of the Council on Academic Affairs was held at 2:00 p.m. in the Room 4440 at Booth Library.

Members Present: Mr. Aydt, Dr. Aylesworth, Dr. Kronenfeld, Dr. Paulson, Dr. Rhoads, Dr. Ruholl, Dr. Wilkinson, Mr. Young, and Dr. Yordanov.

Members Absent: Dr. Bruehler and Dr. Throneburg.

Staff Present: Provost Lord and Ms. Fopay.

Guests Present: Dean Diane Jackman, CEPS; Dr. Stephen Lucas, Secondary Education & Foundations; Interim Associate Dean Chris Mitchell, CAH; Dr. Jonelle DePetro, Philosophy; Interim Dean Doug Klarup, College of Sciences; Ms. Chrissy Miller, *Daily Eastern News*; Interim Dean Anita Shelton, CAH; and Dr. Grant Sterling, Philosophy.

I.   Approval of the February 9, 2017 CAA Meeting Minutes.
Dr. Paulson moved and Dr. Rhoads seconded the motion to approve the minutes. The minutes of February 9, 2017, were approved as written.

II.   Communications:
  a.   College Curriculum Committee Minutes:
    1.   Minutes of the January 25, 2017 College of Arts & Humanities Curriculum Committee meeting.
    2.   Minutes of the February 10, 2017 Lumpkin College of Business & Applied Sciences Curriculum Committee meeting.

  b. **Executive Actions:**
   1. February 7, 2017 memorandum from Dean Izadi, LCBAS, requesting executive action to add MAR 4100 to the list of electives for the Marketing Minor.
   2. February 7, 2017 memorandum from Dean Izadi, LCBAS, requesting executive action to revise the prerequisites for MGT 3900, 4370, and 4500.
   3. February 7, 2017 memorandum from Dean Izadi, LCBAS, requesting executive action to delete MGT 3470, 3480, 4330, and 4550 from the catalog.
   4. February 10, 2017 memorandum from Interim Associate Dean Mitchell, CAH, requesting executive action to revise the course titles for ART 1110 and ART 1111.
   5. February 10, 2017 memorandum from Interim Associate Dean Mitchell, CAH, requesting executive action to change the prefix for CMN 4910 to HCM.
   6. February 14, 2017 memorandum from Interim Associate Dean Mitchell, CAH, requesting executive action to approve the online delivery mode for MUS 3562G and MUS 3592G.

  c. **Other:**
   1. February 9, 2017 email from Dr. Ochwa-Echel, Africana Studies, cancelling his presentation addressing CAA's questions in response to Workgroup #7's recommendations indicating it was repetitive of what had been provided to Workgroup #7. He attached a copy of the responses which were submitted to Workgroup #7.

III. **Items Added to the Agenda**
 1. 17-46, Biochemistry Option (New Option)
 2. 17-47, Remove the Biochemistry Concentration from the Chemistry Major (Revised Major)
 3. 17-48, CSM 3070, Programming Team (New Course)
 4. 17-49, CSM 3950, Introduction to Database Concepts (New Course)
 5. 17-50, CSM 3980, Parallel Programming (New Course)
 6. 17-51, CSM 4270, Principles of Programming Languages (New Course)
 7. 17-52, CSM 4980, Networking and Distributed Computing (New Course)
 8. 17-53, CSM 4985, Artificial Intelligence and Machine Learning (New Course)
 9. 17-54, Rename **Computer Science and Mathematics** to **Computer Science** and Revise the Major and Core
 10. 17-55, Photojournalism Minor (New Minor)

Dr. Rhoads moved and Dr. Yordanov seconded the motion to add these items to the agenda.

IV. **Items Acted Upon:**
None.

V. **Presentations addressing CAA's questions in response to Workgroup #7's recommendations:**
Dr. Wilkinson distributed a copy of the invitation from Dr. Ruholl, on behalf of CAA, which had been sent to individuals presenting today. The invitation indicated that the presenters would be permitted 15 minutes to present relevant information, followed by 10 minutes of questions from the Council. In addition, the information that the Council requests for the presentation is as follows:

- Describe the centrality of the program to the University mission.
- Outline what other majors, minors, or concentrations require courses in the program. If possible, provide numbers of students impacted as well.
- Describe the overall quality of the program, and describe if and/or how eliminating the program would impact the faculty's ability to provide service to the University.

 1. **B.S. in Adult and Community Education**
 Dr. Lucas presented information to the council members addressing the questions shown above. In addition he answered questions of the council members.

 2. **B.A. in Philosophy**
 Dr. DePetro gave a PowerPoint presentation addressing the questions listed above. Also, Drs. DePetro, Sterling and Aylesworth answered questions of the council members.

3. **B.A. in Africana Studies**
   There wasn't a presentation by the B.A. in Africana Studies program (See communication II.c.1 above.) since Dr. Ochwa-Echel, Africana Studies, felt all of the questions had been addressed in a report which was submitted to Workgroup #7. The council discussed that report (which Dr. Ochwa-Echel had shared prior to the meeting) and whether it addressed each question outlined above. In addition, Dean Shelton addressed some of the questions the council members had during their discussion.

VI. Discussion of the presentations.
   The council members discussed the presentations and materials which had been provided. As a result of that discussion, the council members came up with tentative recommendations. Dr. Ruholl will create a draft document of those tentative recommendations for the council's to examine at next week's meeting.

VII. Committee Reports:
   None.

VIII. Pending:
   1. 17-08, DGT 4749, Capstone Project in Digital Media (New Course; Technology-Delivery Designation)
   2. 17-09, DGT 4763, Costing and Planning for Media Projects (New Course; Technology-Delivery Designation)
   3. 17-10, DGT 4773, Graphics for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
   4. 17-11, DGT 4783, Mobile Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
   5. 17-12, DGT 4793, Programming for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
   6. 17-13, DGT 4823, Web Content Management Systems (New Course; Technology-Delivery Designation; Technology-Delivery Designation)
   7. 17-14, DGT 4833, Web Search Engine Optimization (New Course; Technology-Delivery Designation)
   8. 17-15, DGT 4913, Emerging Technologies for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
   9. 17-16, DGT 4923, Emerging Web Technologies (New Course; Technology-Delivery Designation)
   10. 17-17, DGT 4933, Motion Capture for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
   11. 17-18, Digital Media (New Program)
   12. 17-34, IGP #46: Grades (Revised Policy)
   13. 17-39, OPD 4500, Organizational Interaction (New Course; Online Designation)
   14. 17-40, Program Name Change of Organizational and Professional Development TO Organizational Development (Revised Program Name)
   15. 17-41, Organizational Development Core (Revised Core)
   16. 17-42, Organizational Development Major (Revised Major)
   17. 17-43, Organizational Leadership Minor (New Minor)
   18. 17-44, Talent Development Minor (New Minor)

IX. Ongoing:
   1. Multi-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 Dr. Kronenfeld seconded the motion to adjourn the meeting. The motion was approved by acclamation.

      The meeting adjourned 3:50 p.m.

The next meeting will be held at 2:00 p.m. on Thursday, February 23, 2017.

–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** **********
February 23, 2016
Room 4440, Booth Library @ 2:00 p.m.

Agenda:
1. 17-08, DGT 4749, Capstone Project in Digital Media (New Course; Technology-Delivery Designation)
2. 17-09, DGT 4763, Costing and Planning for Media Projects (New Course; Technology-Delivery Designation)
3. 17-10, DGT 4773, Graphics for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
4. 17-11, DGT 4783, Mobile Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
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9. 17-16, DGT 4923, Emerging Web Technologies (New Course; Technology-Delivery Designation)
10. 17-17, DGT 4933, Motion Capture for Gaming, Animation, and Simulation (New Course; Technology-Delivery Designation)
11. 17-18, Digital Media (New Program)
12. 17-55, Photojournalism Minor (New Minor)
13. 17-46, Biochemistry Option (New Option)
14. 17-47, Remove the Biochemistry Concentration from the Chemistry Major (Revised Major)
15. 17-48, CSM 3070, Programming Team (New Course)
16. 17-49, CSM 3950, Introduction to Database Concepts (New Course)
17. 17-50, CSM 3980, Parallel Programming (New Course)
18. 17-51, CSM 4270, Principles of Programming Languages (New Course)
19. 17-52, CSM 4980, Networking and Distributed Computing (New Course)
20. 17-53, CSM 4985, Artificial Intelligence and Machine Learning (New Course)
21. 17-54, Rename **Computer Science and Mathematics** to **Computer Science** and Revise the Major and Core

Pending:
1. 17-34, IGP #46: Grades (Revised Policy)
2. 17-39, OPD 4500, Organizational Interaction (New Course; Online Designation)
3. 17-40, Program Name Change of Organizational and Professional Development TO Organizational Development (Revised Program Name)
4. 17-41, Organizational Development Core (Revised Core)
5. 17-42, Organizational Development Major (Revised Major)
6. 17-43, Organizational Leadership Minor (New Minor)
7. 17-44, Talent Development Minor (New Minor)

Approved Executive Actions:
COS
Effective Summer 2017

1. Add the online delivery mode to PSY 3830.

Pending Executive Actions:
BAS
Effective Fall 2017

1. Revise the prerequisites for MGT 3900.

MGT 3900 - Employment Law. (3-0-3) S. A study of the social and legal framework governing regulation of human resources management, including ethical principles, case law, statutes, and administrative rules. Topics include common law employment principles, federal and state regulation including equal employment opportunity laws, sexual harassment law, workers' compensation, wage and hour statutes, and labor relations. Prerequisites and Notes: Sophomore standing, BUS 2750 and BUS 3010, or permission of the Associate Chair, School of Business. Credits: 3

2. Amend the prerequisites for MGT 4370.

MGT 4370 - Compensation Management. (3-0-3) F. A comprehensive analysis of the compensation management processes and practices in organizations. Prerequisites and Notes: Junior standing, BUS 2810 and MGT 3450, or permission of the Associate Chair, School of Business. Credits: 3

3. Change the prerequisites for MGT 4500.

MGT 4500 - Employee Staffing and Development. (3-0-3) S. A study of human resource management with an emphasis on staffing and development functions. Topics include workforce planning, recruitment, selection, training and development in human resource management. Prerequisites & Notes: Junior standing, **and** MGT 3450 and MGT 3900, or permission of the Associate Chair, School of Business. Credits: 3

4. Delete MGT 3470, 3480, 4330, and 4550 from the catalog.

MGT 3470 - Commercial Law. (3-0-3) On Demand. A survey of law of sales, commercial paper, secured transactions, debtor-creditor law, and bankruptcy. Prerequisites and Notes: Junior standing, BUS 2750, and a declared School of Business major, or permission of the Associate Chair, School of Business. Credits: 3

MGT 3480 - Law of Business Organizations. (3-0-3) On Demand. A survey of the law of agency, partnerships, corporations, insurance, real estate and estates. Prerequisites and Notes: Junior standing, BUS 2750, and a declared School of Business major, or permission of the Associate Chair, School of Business. Credits: 3

MGT 4330 - Entrepreneurial Law. (3-0-3) On Demand. A study of the laws, legal issues, and ethical issues affecting entrepreneurs and small businesses from business startup through daily operations to termination. Prerequisites and Notes: Junior standing, BUS 2750, or permission of the Associate Chair, School of Business. Credits: 3

MGT 4550 - Current Issues in Human Resources Management. (3-0-3) On Demand. A study of the current issues in Human Resource Management (HRM). Topics include current trends, issues and their applications in HRM. Prerequisites and Notes: MGT 3450 or permission of the Associate Chair, School of Business. Credits: 3

5. Add MAR 4100 to the list of electives for the Marketing Minor.

Marketing Minor

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.

Core Requirements (12 hours)

- 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 3490 - Business-to-Business Marketing. Credits: 3
- MAR 3560 - Social Media Marketing. Credits: 3
- MAR 3780 - Promotion Management. Credits: 3
- **MAR 4100 – Special Topics in 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 3820 - Publicity Methods. Credits: 3
- JOU 3920 - Public Relations in Society. Credits: 3

CAH
Effective Fall 2017
1. Change the course title for ART 1110.

ART 1110 - ~~Two-Dimensional Foundations~~ Design Fundamentals 2D. (0-6-3) F, S. A foundation studio course exploring the basic elements of visual organization through two-dimensional design principles and theories using a variety of materials and processes. Prerequisites and Notes: Art majors, minors, Special Education majors with art area or permission of instructor. Credits: 3

2. Revise the course titles for ART 1111.

   ART 1111 - ~~Three-Dimensional Foundations~~ Design Fundamentals 3D. (0-6-3) F, S. A Foundation studio course exploring the basic elements of visual organization through three-dimensional design principles and theories using a variety of materials and processes. Prerequisites and Notes: ART 1110 or permission of instructor. Credits: 3

3. Change the prefix for CMN 4910 to HCM.
   Note: The cross listing was removed from HST/CMN 4910 earlier. See the 2/2/17 CAA minutes: https://castle.eiu.edu/eiucaa/2016-17CAA/SP17/02-09-17/Minutes/02-02-17Minutes.pdf .

   ~~CMN~~ HCM 4910 - Applied Health Communication. (3-0-3) F, S. An application of health communication principles and competencies focusing on the development and implementation of health campaigns used by health communication professionals. ~~Cross-listed with HST 4910.~~ Credits: 3

4. Add the online delivery mode to MUS 3562G and MUS 3592G.