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## Agenda for the March 30, 2006 CAA Meeting

**Items approved:** 06-23, BUS 1000, Introductory Business Seminar (Revised Course)  
06-24, INT 2123, Digital Photography and Imaging (New Course)  
06-25, MAR 3550, Marketing Professionalism and Management (Revised Course)  
06-26, Marketing Major (Revised Program)  
06-27, MGT 3900, Employment Law (Revised Course)  
06-28, MGT 4340, Strategic Quality Management (Revised Course)  
06-29, MGT 4500, Employee Staffing and Development (Revised Course)  
06-30, MGT 4650, Management Seminar (New Course)  
06-31, MGT 4850, Project Management (New Course)  
06-32, Management Major (Revised Program)

**Items Pending:** None.

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### Council on Academic Affairs Minutes March 30, 2006

The March 03, 2006 meeting of the Council on Academic Affairs was held at 2:03 p.m. in Booth Library Conference Room 4440.

**Members present:** Dr. Carwell, Dr. Dietz, Ms. Dilworth, Ms. Frederick, Dr. French, Mr. Marcy, Dr. Reid, Dr. Roszkowski, Ms. Sterling, Dr. Stowell, and Dr. Upadhyay.

**Members absent:** Dr. Bower and Mr. Glenn.

**Staff present:** Dr. Lord and Ms. Fopay.

**Guests present:** Dr. Age, School of Technology; and Dr. Noll, School of Business.

#### I. Approval of the March 23, 2006 Meeting Minutes.

1. The minutes of March 23, 2006 were approved as written.

#### II. Communications:

1. Minutes from the March 10, 2006 College of Sciences Curriculum Committee meeting. *Dr. Reid noted an error with the meeting date listed under "minutes".*
2. March 23, 2006 memorandum from Provost Lord requesting CAA to appoint a replacement for Thomas Hawkins on the Enrollment Management Advisory Committee beginning Fall 2006. *No one was appointed today. Dr. Reid requested that the council members consider whether or not they might be interested in filling the position or know someone who would.*

#### III. Committee Reports:

1. Course Proposal Format Review Ad Hoc Committee. *Dr. Herrington-Perry was not available to attend today's meeting. However, Ms. Fopay reported that Dr. Herrington-Perry met with the Council on Graduate Studies Executive Committee members on Monday, March 27. At that meeting the executive committee, including Dr. Robert Augustine, Dean of the Graduate School, reviewed the proposed revisions to the course proposal format. The group did not request additional changes. As a result, Dr. Mary Herrington-Perry forwarded the document to the CAA Course Proposal Format Review Ad Hoc Committee for their review and comments.*
2. Professor Laureate Subcommittee. *The deadline to submit nominations to CAA for the Professor Laureate is Friday, March 31, 2006. Ms. Dilworth, Chair of the Professor Laureate Subcommittee, reported that no nominations have been received so far. Also, she explained someone asked the question as to whether or not the person nominated for the Professor Laureate had to be a full-time faculty member. After investigating it, Ms. Dilworth explained that it is the intent that the Professor Laureate be a full-time faculty member rather than a part-time faculty member.*

#### IV. Items to be Added to the Agenda:

None.

The agenda order was revised.

**V. Items Acted Upon:**

**1. 06-24, INT 2123, Digital Photography and Imaging (New Course)**

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

Ms. Dilworth moved and Dr. French seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, *effective Spring 2007*, pending course fee approval by the President's Council.

**2123 INT Digital Photography and Imaging (2-2-3) F, S. Digital Photo.** This course will cover digital photography and professional lighting techniques needed to produce commercial print and web images for promotional, retail signage, advertising and marketing themes, and business applications. WA

**2. 06-23, BUS 1000, Introductory Business Seminar (Revised Course)**

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

Mr. Marcy moved and Ms. Dilworth seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, *effective Fall 2006*.

**1000 BUS Introductory Business Seminar. (2-0-2) F, S. Intro Bus Sem.** Overview of business including the relationship between business and society, the global business environment, and the functional areas of business. Emphasizes academic and professional development for students intending to pursue a career in business.

**3. 06-25, MAR 3550, Marketing Professionalism and Management (Revised Course)**

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

Dr. Carwell moved and Dr. French seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, *effective Spring 2007*.

**MAR 3550 Marketing Professionalism and Management. (3-0-3) F, S. Mark Prof Mgmt.** This course is an intermediate course that builds on knowledge from principles of marketing to prepare students to make operational decisions within the product, place, promotion and price areas. The course develops student ability to find and organize information used for decision-making. The course introduces the format of a comprehensive marketing strategy and prepares students for the advanced, integrative, Marketing Strategies course. Prerequisite: BUS 3470, admission to the School of Business or permission of Associate Chair. This course is restricted to marketing majors and is a required course for the major. WI

**4. 06-26, Marketing Major (Revised Program)**

Dr. Roszkowski presented the proposal to the council. She indicated the following changes to the existing proposal: Delete the request to add MAR 3620 to the list of major courses and re-add MAR 4470. A revised course proposal requesting to renumber MAR 4470 to 3620 will be submitted to the council in the future and at that time there will be a request to drop MAR 4470 and add MAR 3630 to the Marketing major.

Dr. Dietz moved and Mr. Marcy seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment A**), with revisions, was approved, *effective Fall 2006*.

**5. 06-27, MGT 3900, Employment Law (Revised Course)**

Dr. Noll and Dr. Roszkowski presented the proposal and answered questions of the council.

Ms. Dilworth moved and Dr. Carwell seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, *effective Spring 2008*.

**3900 MGT Employment Law. (3-0-3) S. Emp Law.** 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. Prerequisite: BUS 2750, BUS 3010 and admission to the School of Business.

**6. 06-28, MGT 4340, Strategic Quality Management (Revised Course)**

Dr. Noll and Dr. Roszkowski presented the proposal and answered questions of the council.

Dr. French moved and Ms. Dilworth seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, *effective Fall 2006*.

**MGT 4340 Strategic Quality Management. (3-0-3) F. STRATEGIC QUAL.** Fundamentals of the principles, philosophies, and tools of quality management. This course provides an overview of historical and current approaches including Deming's principles, the Malcolm Baldrige Award, Six Sigma, and ISO 9000 with emphasis on understanding statistical process control, control charts, and acceptance sampling. Prerequisites: BUS 3010, BUS 3950, and admission to the School of Business or permission of the Chair.

**7. 06-29, MGT 4500, Employee Staffing and Development (Revised Course)**

Dr. Noll and Dr. Roszkowski presented the proposal and answered questions of the council

The following revision to the course prerequisite was requested.

1. Delete the word "Associate".

Prerequisite: MGT 3450 (Human Resource Management) and MGT 3900 (Employment Law) and admission to the School of Business or permission of the **Associate** Chair.

Dr. Stowell moved and Ms. Dilworth seconded the motion to approve the proposal. The motion passed unanimously.

The proposal, with revision, was approved, *effective Spring 2007*.

**4500 MGT Employee Staffing and Development. (3-0-3) S. EMP STAFF & DEV.** 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. Prerequisite: MGT 3450 (Human Resource Management) and MGT 3900 (Employment Law) and admission to the School of Business or permission of the Chair.

**8. 06-30, MGT 4650, Management Seminar (New Course)**

Dr. Noll and Dr. Roszkowski presented the proposal and answered questions of the council.

Dr. French moved and Dr. Carwell seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, *effective Spring 2008*.

**4650 MGT Management Seminar. (3-0-3) F, S. MGT Seminar.** Capstone seminar in management focusing on current issues. Students will integrate key management approaches into a framework for analyzing issues in the current global business environment. Prerequisites: MGT 3450, MGT 3830, MGT 4310, and senior standing. Course is limited to senior management majors.

**9. 06-31, MGT 4850, Project Management (New Course)**

Dr. Noll and Dr. Roszkowski presented the proposal and answered questions of the council.

The following revision to the course prerequisite was requested.

1. Add the following words to the end of the course prerequisites: "or permission of the chair."

Prerequisites: BUS 3010, BUS 3500, BUS 3950, and admission to the School of Business **or permission of the chair**.

Ms. Dilworth moved and Dr. French seconded the motion to approve the proposal. The motion passed unanimously.

The proposal was approved, *effective Fall 2007*, **pending approval from the Council on Graduate Studies**.

**4850 MGT Title: Project Management (3-0-3) F, S. PROJECT MGT.** An introduction to project management principles, methods, and tools used to plan, organize, and control projects. Students are required to use project management software. Prerequisites: BUS 3010, BUS 3500, BUS 3950, and admission to the School of Business or permission of the chair.

**10. 06-32, Management Major (Revised Program)**

Dr. Noll and Dr. Roszkowski presented the proposal to the council and answered questions of the council.

Dr. Upadhyay moved and Mr. Marcy seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment B**) was approved, *effective Fall 2006*.

**VI. Committee Reports Continued:**

1. Follow-up to last week's CAA discussion about Writing Across the Curriculum. *Dr. Reid reported that she and Dr. Daiva Markelis revised the Writing Across the Curriculum. Dr. Reid answered questions and provided an explanation of the revisions to the council members. Dr. Reid indicated that the revisions will be discussed by CASL at its meeting on April 18, 2006. In addition, Dr. Reid indicated that Dr. Markelis shared some ideas with Student Senate at its meeting on March 29 all of which were in response to the readers' reports and discussions with the Faculty Senate and CAA. Provost Lord indicated that the proposed revisions should also be presented to CAA and Faculty Senate.*

Ms. Frederick left the meeting at 2:55 p.m.

**VII. Other Business:****1. Discussion of General Education and Appointment of a General Education Review Committee**

*At the March 23, 2006 CAA meeting council members discussed general education and approved a motion to establish an October 21, 2006 deadline for submission of General Education course proposals, excluding Senior Seminar course proposals, to the Council on Academic Affairs.*

*Today, the general education discussion continued. Dr. Roszkowski distributed a handout to the council members which included two written motions and a rationale. She explained that she created this document per the council's request and based on discussion held by the council at its meeting on March 23, 2006.*

*Dr. Roszkowski moved and Dr. Dietz seconded the motion that CAA establish a subcommittee to assess whether the senior seminars are meeting the goals for which they were – as set forth in "Senior Seminar Mission" adopted by CAA on March 2, 2000 and modified on February 22 and April 26, 2001 – and to report its findings to CAA by Spring Break 2007.*

*The council members discussed this motion and requested that the words "for which they were" be removed from the motion.*

**The revised motion reads:**

CAA will establish a subcommittee to assess whether the senior seminars are meeting the goals ~~for which they were~~ – as set forth in "Senior Seminar Mission" adopted by CAA on March 2, 2000 and modified on February 22 and April 26, 2001 – and to report its findings to CAA by Spring Break 2007.

The motion, with revisions, passed unanimously.

*Mr. Marcy moved and Dr. French seconded the motion that during the next academic year (2006-07) CAA will act on new or revised course proposals for the general education curriculum only during November and December 2006 (with changes to become effective FA 07); however, CAA will consider no proposals for senior seminars pending review by the subcommittee.*

*The council members discussed this motion and requested that the words "and December" be removed from the motion.*

**The revised motion reads:**

During the next academic year (2006-07) CAA will act on new or revised course proposals for the general education curriculum only during November ~~and December~~ 2006 (with changes to become effective FA 07); however, CAA will consider no proposals for senior seminars pending review by the subcommittee.

The motion, with revisions, passed with the following vote:

**Yes:** Dietz, French, Marcy, Reid, Roszkowski, and Stowell.  
**No:** Carwell, Dilworth, and Upadhyay.  
**Abstain:** None.

Also, one change was made to the rationale provided in the written document submitted by Dr. Roszkowski. That rationale and change is shown below.

**Rationale:**

- In conjunction with the deadline for new general education course proposals (October 21, 2006) voted on at the March 23 meeting, this motion will enable CAA to review the proposals as a package so that the impact of the changes on the general education curriculum can be better evaluated.
- Because CAA will not have completed action on the proposals by **November December** 2006, departments will have adequate time to plan and schedule general education courses for AY 2007-08.
- The moratorium on senior seminar proposals will maintain the status quo while the subcommittee performs its review.
- Departments should be notified of both the deadline for submission of new and revised proposals as well as the limited window of time for review so that they have sufficient time to prepare and submit proposals.

**VIII. Pending:**

1. Review of IGP 45: Grade Appeals

**The April 6, 2006 face-to-face meeting was canceled due to a lack of agenda items. In the case agenda items are submitted to council, an electronic meeting will held sometime during the week of April 3, 2006.**

The meeting adjourned at 3:20 p.m.

--Minutes prepared by 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.edu.edu/~eiucaa/elibrary/>.

The CAA minutes, agendas, and summaries of CAA actions are distributed via a listserv, caa-list. To subscribe, go to the following web site: <http://lists.eiu.edu/mailman/listinfo/caa-list>. Locate the section "Subscribing to caa-list" and enter your email address and create a password. Next, click on the subscribe box. An email will be sent to you requesting confirmation. Once confirmation is received, your request will be held for approval by the list administrator. You will be notified of the administrator's decision by email.

\*\*\*\*\* ANNOUNCEMENT OF NEXT MEETING \*\*\*\*\*  
TO BE ANNOUNCED

**Agenda:**

None at this time.

**Approved Executive Actions:****LCBAS****Effective Fall 2006**

1. Delete BUS 1950 from the BS in FCS: Dietetics Option.

***FCS in Dietetics Option Requirements***

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 Courses required for the FCS in Dietetics Option include:

BIO 2001G - Human Physiology. Credits: 4  
 (also counted as general education)  
~~BUS 1950 – Computer Concepts and Applications for Business. Credits: 3~~  
 BUS 2101 - Financial Accounting. Credits: 3  
 BUS 3010 - Management and Organizational Behavior. Credits: 3  
 CHM 1310G - General Chemistry I. Credits: 3  
 (also counted as general education)  
 CHM 1315G - General Chemistry Laboratory I. Credits: 1  
 CHM 1410 - General Chemistry II. Credits: 3  
 CHM 1415 - General Chemistry Laboratory II. Credits: 1  
 CHM 2430 - Survey of Organic Chemistry. Credits: 3  
 CHM 2435 - Survey of Organic Chemistry Laboratory. Credits: 1  
 CHM 3300 - Survey of Biochemistry. Credits: 3  
 FCS 1120 - Food Selection and Preparation. Credits: 3  
 FCS 1121 - Food Service Sanitation. Credits: 1  
 FCS 1800 - Life Span Human Development. Credits: 3  
 FCS 2100 - Nutrition in a Global Society. Credits: 3  
 FCS 2140 - Quantity Food Production. Credits: 3  
 FCS 3120 - Food Science. Credits: 4  
 FCS 3151 - Community Nutrition. Credits: 3  
 FCS 3755 - Physiological Nutrition. Credits: 3  
 FCS 4150 - The Profession of Dietetics. Credits: 1  
 FCS 4275 - Internship. Credits: 3 to 9  
 FCS 4750 - Advanced Human Nutrition. Credits: 3  
 FCS 4751 - Nutrition Therapy. Credits: 4  
 FCS 4940 - Food Systems Management. Credits: 3  
 MAT 2250G - Elementary Statistics. Credits: 4  
 (also counted as general education)  
 PSY 1879G - Introductory Psychology. Credits: 3  
 (also counted as general education – social & behavioral sciences)  
 SOC 2710G - Introductory Sociology. Credits: 3 OR  
 (also counted as general education – social & behavioral sciences)  
 SOC 2750G - Social Problems in Contemporary Society. Credits: 3  
 (also counted as general education – social & behavioral sciences)

**Pending Executive Actions:**

None.

### **Attachment A**

## **Marketing Major**

Eastern's marketing program provides students with knowledge of marketing principles, concepts, and fundamentals. Graduates prepare for entry positions in careers such as marketing management, professional sales, and marketing research. Marketers are involved in both private and public sector organizations. Enrollment in this major requires admission to the School of Business.

The BSB in Marketing comprises:

- 46 semester hours in general education
- 36 semester hours in the business core
- ~~28~~ **27** semester hours in major courses; and
- ~~10~~ **11** semester hours in electives

## **Major Courses**

- MAR 3490 - Business-to-Business Marketing. Credits: 3
- MAR 3550 - Marketing **Professionalism and Management** as a Profession. Credits: ~~1~~ **3**
- MAR 3720 - Consumer Behavior. Credits: 3
- MAR 3860 - Marketing Research. Credits: 3
- MAR 4700 - Marketing Strategies. Credits: 3

**Plus ~~5~~ **3** courses selected from the following major electives (at least ~~four~~ **two** must have the MAR prefix):**

- CIS 3510 - Business Presentations and Document Design. Credits: 3
- CMN 3920 - Public Relations in Society Credits: 3
- JOU 3820 - Publicity Methods. Credits: 3
- JOU 3920 - Public Relations in Society. Credits: 3
- MAR 3780 - Promotion Management. Credits: 3
- MAR 3875 - Retail Management. Credits: 3
- MAR 4100 - Special Topics in Marketing. Credits: 3
- MAR 4275 - Internship in Marketing Credits: 1 to 12
- MAR 4470 - Professional Sales. Credits: 3
- MAR 4480 - Sales Management. Credits: 3
- MAR 4490 - International Marketing. Credits: 3
- MAR 4740 - Independent Study Credits: 1 to 3
- MGT 4320 - Small Business and Entrepreneurship. Credits: 3

## **Footnotes:**

Calculation of the major GPA is based on courses taken at EIU with the prefix BUS and MAR, plus CIS, JOU, MGT, or CMN course taken at EIU as a Marketing major elective.



## Attachment B

### Management (BS in Business)

Management majors take a core of basic management courses and then select major elective courses in the areas of human resource management, international business, general management, or related areas of business to meet their career objectives. Because the study of management lends itself to many disciplines, job opportunities are found in profit and not-for-profit, small and large organizations. Enrollment in this major requires admission to the School of Business.

The BSB in Management comprises:

1. 46 semester hours in general education
2. 36 semester hours in the business core
3. 27-**28** semester hours in major courses; and
4. 10-**11** semester hours in electives

#### Major Courses

- [MGT 3450 - Human Resource Management](#). Credits: 3
- **[MGT 3830 – Managerial Communications](#). Credits: 3**
- [MGT 4310 – Organizational Behavior](#). Credits: 3
- ~~[MGT 4320 – Small Business and Entrepreneurship](#). Credits: 3~~
- **[MGT 4650 – Management Seminar](#). Credits: 3**
- **[MGT 4850 – Project Management](#). Credits: 3**

~~Plus 6 courses selected from the following major electives (at least four must have the MGT prefix):~~ **Plus a minimum of 12 semester hours in courses as described below.**

- ~~[MAR 3720 – Consumer Behavior](#). Credits: 3~~
- ~~[MAR 4470 – Professional Sales](#). Credits: 3~~
- ~~[MAR 4490 – International Marketing](#). Credits: 3~~
- ~~[MGT 3470 – Commercial Law](#). Credits: 3~~
- ~~[MGT 3480 – Law of Business Organizations](#). Credits: 3~~
- ~~[MGT 3800 – Introduction to Operations Research](#). Credits: 3~~
- ~~[MGT 3830 – Managerial Communications](#). Credits: 3~~
- ~~[MGT 4275 – Internship in Management](#). Credits: 1 to 12~~
- ~~[MGT 4340 – Strategic Quality Management](#). Credits: 3~~
- ~~[MGT 4370 – Compensation Management](#). Credits: 3~~
- ~~[MGT 4450 – Labor Relations and Employment Law](#). Credits: 3~~
- ~~[MGT 4500 – Human Resource Development](#). Credits: 3~~
- ~~[MGT 4550 – Current Issues in Human Resources Management](#). Credits: 3~~
- ~~[MGT 4600 – International Business Policy and Operation](#). Credits: 3~~
- ~~[MGT 4700 – Special Topics in Management](#). Credits: 3~~
- ~~[MGT 4800 – Management of Innovation and Technology](#). Credits: 3~~
- ~~[MGT 4950 – Management Consulting Research](#). Credits: 3~~

**Management majors who choose a generalist approach (and do not declare a concentration) must complete the following courses:**

- [MGT 4600 – International Business Policy and Operation](#). Credits: 3
- [One elective from Group A of Approved MGT Electives](#). Credits: 3
- [One elective from Group B of Approved MGT Electives](#). Credits: 3
- [One elective from Group A, B, C, or D of Approved MGT Electives](#). Credits 3

**Human Resource Management Concentration:** Management majors who want to complete the Human Resource Management Concentration must complete the following courses:

- MGT 3900 – Employment Law. Credits: 3
- MGT 4370 – Compensation Management. Credits: 3
- MGT 4500 – Employment Staffing and Development. Credits: 3
- One elective from Group A, B, C, or D of Management Electives. Credits: 3

**International Concentration:** Management majors who want to complete the International Concentration must complete the following courses:

- MGT 4600 – International Business Policy and Operation. Credits: 3
- FIN 4820 – International Finance. Credits: 3

Or

MAR 4490 – International Marketing. Credits: 3

- Completion of a study abroad program approved in advance by the Chair of the School of Business and the EIU Study Abroad Office.\* Credits: 3

Or

Completion of an international internship, which includes an expatriate experience, approved in advance by the Chair of the School of Business. Credits: 3

- Completion of one of the following courses:
  - FLF 2202G – Intermediate French II. Credits: 4
  - FLG 2202G – Intermediate German II. Credits: 4
  - FLS 2202G – Intermediate Spanish II. Credits: 4

Or

Students who demonstrate proficiency in a foreign language at the Intermediate level (as determined by the Department of Foreign Languages) may substitute a MGT elective selected from Group A, B, or C of the Management Electives for FLF 2202G, FLG 2202G, or FLS 2202G. Credits: 3

\*Generally the study abroad program must be at least a semester in duration; a summer program comparable to a semester's work may be acceptable. (An EIU faculty-led study abroad class will not qualify as a study abroad program.)

## **Management Electives**

### **Group A Electives**

- MGT 3800 – Introduction to Operations Research. Credits: 3
- MGT 4340 – Strategic Quality Management. Credits: 3
- MGT 4800 – Management of Innovation and Technology Credits: 3

### **Group B Electives**

- MGT 3900 – Employment Law. Credits: 3
- MGT 4320 – Small Business and Entrepreneurship. Credits: 3
- MGT 4370 – Compensation Management. Credits: 3
- MGT 4500 – Employment Staffing and Development. Credits: 3
- MGT 4330 – Entrepreneurial Law. Credits: 3
- MGT 4600 – International Business Policy and Operation. Credits: 3

### **Group C Electives**

- ACC 3300 – Management and Cost Accounting. Credits: 3
- CIS 3510 – Business Presentations and Document Design. Credits: 3
- FIN 3770 – Working Capital Management. Credits: 3
- MAR 3720 – Consumer Behavior. Credits: 3
- MAR 4470 – Professional Sales. Credits: 3

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**Group D Electives**

- MGT 3970 – Study Abroad. Credits: 3
- MGT 4275 – Internship in Management. Credits: 3
- MGT 4550 – Current Issues in Human Resource Management. Credits: 3
- MGT 4700 – Special Topics in Management. Credits: 3
- MGT 4740 – Independent Study. Credits: 3
- MGT 4950 – Management Consulting Research. Credits: 3

**Footnotes**

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Calculation of the major GPA is based on courses taken at EIU with the prefix BUS and MGT and Approved MGT Electives with the prefix ACC, CIS, FIN, and MAR.