

## **Curriculum committee meeting minutes: September 25, 2020**

Meeting: 2-4 4pm.

Members present: Eric Fricke (Chair) Vish Hegde, T. T. Rajan Selvarajan, Ya You and Kai Ding

Guest: Lynn Sperry Bowles (Management)

### **Agenda:**

Approve application for Mgmt 300 (Business and Professional Ethics) changes with GE overlay

Discuss Removal of Bus 335 (communications and team building) course from the course core courses.

Marketing: Approve adding electives to marketing concentration.

### **Discussion**

Mgmt 300 (Business and Professional Ethics) – apply for GE certification along with overlay for diversity. Also change the prerequisite requirements for the course.

Vish: Bus 335 introduced during quarter to semester conversion. All the core classes had BUS prefix since it is a core for all business majors. Bus 335 caused confusion because the course is not attached to a particular department. Bus FTE is not included in the course count for the CBE and so had issues with getting the resources for the college. So, the college decided to revert back to departmental prefix for the core courses rather than BUS. But Bus 335 course was the only course that did not change the prefix since the course belonged to both marketing and management. The course was taught by faculty from management and also marketing.

Eric: Course did not have home and was introduced to fill the gap in the aacsb assurance of learning. We could not want to just remove the course since the aol objectives will not be met. The mediated solution was to take the existing class that has overlap with bus 335. The course chosen was Mgmt 300 (business and professional ethics) that can meet the aol objectives. The course was made GE so that it can help students to get credit as GE course with the diversity overlay and also they have to take one less core course and overall helps students to graduate sooner. The course learning objectives is modified to included goals for communication and teams.

Vish: During the semester conversion, GE course load was increased. By making Mgmt 300 GE course, the students have to take one less GE course in the university.

Eric: There is pressure on improving graduation rates and it makes sense to reduce courses that no one else is taking.

Vish: Students seem to be taking more courses than it is required to graduate.

Eric: We are going to remove BUS 335 from the program. But wait until Mgmt 300 is approved by the university CIC.

Vote for approving: Mgmt 300 with added objectives and also GE diversity overlay. Proposed by Rajan, seconded by Eric and Approved 5-0.

Eric: Marketing proposal: Adding two new elective courses (MKTG 432 Marketing for New Ventures; MKTG 434 Social and Digital Media Analytics ) to Business Administration, B.S.: Marketing Management Concentration. The course is already approved. The two courses are now officially part of the marketing concentration.

Vote for approving: Proposed by Rajan, Vish seconded, Approved 5-0.

Eric approved the proposals on curriculum.