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CURRICULUM COMMITTEE RECOMMENDATION

SR-00-01-(19) 60 (CC)

Recommends approval of the listed **COURSE CHANGES** for the **Elizabeth McDowell Lewis College of Business**:

1. ECN 100 Current Economic Problems and Controversies
Change in catalog description **FROM:** Offers a rudimentary conception of economic theory, contemporary issues and problems in economics by approaching from an issue and problem standpoint. **TO:** An introduction to economics that focuses on current economic problems, as well as why economists often disagree about the causes of, and solutions to these problems.
Rationale: Provides more description of course content.

2. ECN 440 History of Economic Thought
Change in catalog description **FROM:** Economic theories and ideas from the earliest economists to those of Marshall and Keynes. **TO:** Economic theories and ideas from the earliest economists to those of Marshall and Keynes. Focus is on the ideas of the Mercantilist, Classical, Marxian, Neoclassican and Keynesian economists. (PR: ECN 200 or 250 and 253).
Rationale: Provides more description of course content.

3. ECN 466 Senior Thesis I: Research Methods and Skills
Change in title to: Economics Workshop I
Rationale: More descriptive title name.
-AND-
Change in catalog description **FROM:** Focus on relationship between theory, reality and empirical research; development of research skills; written and oral presentation; group work. Development of thesis topic and bibliography. Capstone experience. (PR: Senior standing). **TO:** First semester of Capstone Experience. Emphasis on learning economics through public speaking exercises and evaluations of oral presentations. Development of multi-media presentation skills. (PR: ECN Major and Senior Standing).
Rationale: Provides more description of course content.

4. ECN 467 Senior Thesis II: Project Work and Writing
Change in title to: Economics Workshop II
Rationale: More descriptive title name.
-AND-
Change in catalog description **FROM:** Development of thesis topic via presentations, peer criticism, written revisions. Communications skills enhancement via oral presentation practice and guidance. Completion of written thesis. Capstone experience. (PR: ECN 466). **TO:** Capstone Experience. Writing intensive. Emphasis on learning economics through writing exercises. Opportunity for collaborative research with CBER staff. Development of skills necessary for success in the job market. (PR: ECN 466).
Rationale: Provides more description of course content.

5. FIN 323 Principles of Business Finance
Change in title to: Principles of Finance
Rationale: Similar course title used by PEER schools.

6. FIN 343 Corporate Financial Management
Change in title to: Intermediate Financial Management
Rationale: Similar course title used by PEER schools.
7. FIN 370 Principles of Investments
Change in catalog description FROM: A study of risks and returns of investment media in relation to the primary investment objectives of the investors. **TO:** A study of financial market operations, security analysis and portfolio selection. Models of capital market equilibrium, trade-off between risk and return, and how to evaluate portfolio performance are also discussed. (PR: FIN 323).
Rationale: Provides more description of course content.
8. FIN 425 Security Analysis and Portfolio Management
Change in title to: Portfolio Analysis and Management
Rationale: Similar course title used by PEER schools.
9. FIN 440 International Finance
Change in title to: International Financial Management
Rationale: Similar course title used by PEER schools.
10. FIN 470 Advanced Financial Analysis and Planning
Change in title to: Financial Policies and Strategies
Rationale: Similar course title used by PEER schools.
11. MIS 209 Visual Basic II
Change in title to: Business Programming II
Rationale: To make the title of this course conform with MIS 207, Business Programming I, its prerequisite.
-AND-
Change in course number FROM MIS 209 TO MIS 257
Rationale: Communication problems due to MIS 209 and MIS 290 having similar numbers. This should solve problems with confusion between the two courses.
12. MIS 330 Applied Business System Analysis and Design
Change in course number: FROM MIS 330 TO MIS 411
Rationale: To comply with changes in the MIS curriculum. MIS 310 is the basic systems analysis and design course; this is a second advanced course on the topic, so we want to make it a 400 level course.
13. MIS 410 Business Telecommunication Systems
Change in course number: FROM MIS 410 TO MIS 333
Rationale: To comply with changes in the MIS curriculum. This is an introduction to business telecommunications course and we are adding a new advanced course at the senior lever – MIS 433.
14. MIS 430 Business Decision Support Systems
Change in course number: FROM MIS 430 TO MIS 465
Rationale: To make the numbering of other courses in the MIS curriculum taken sequentially match (330 and 430).

15. MIS 440 Business Systems Development Project
Change in course number: **FROM** MIS 440 **TO** MIS 470
Rationale: To make the numbering of other courses in the MIS curriculum taken sequentially match (340 and 440).

16. MIS 441 Strategic Management Information Systems
Change in course number: **FROM** MIS 441 **TO** MIS 475
Rationale: To make the numbering of the MIS capstone course the highest number.

17. MGT 422 Human Behavior in Organizations
Change in title to: Organizational Behavior
Rationale: Realignment of the title and content closer to the real nature of the course.
-AND-
Change in catalog description FROM: Problems, methods, and analysis of various theories of behavior within organizations for purposes of integration and generalization. Emphasis will be upon the identification and investigation of the schools of thought concerning the behavioral sciences. (PR: MGT 320). **TO:** An interdisciplinary examination of the nature of individuals, groups, and organizations and their interactions. (PR: MGT 320).
Rationale: Realignment of content to be closer to what is the real nature of the course.

18. MGT 423 Organizational Change
Change in title to: Organizational Development
Rationale: Realignment of the title to closer to what is the real nature of the course.

19. MGT 424 Personnel Management
Change in title to: Human Resource Management
Rationale: Updates to language currently used in discipline.
-AND-
Change in catalog description FROM: A study of basic methodology, organizational structure, and techniques of manpower management involved in recruitment, selection, training, wage and salary administration, and personnel assessment. **TO:** Analyze the role of Human Resource Managers within strategic decision making. Topics include: selection, training, assessment, compensation, and employee relations. Current topics also covered. (PR: MGT 320).
Rationale: Updates language of discipline and puts it more in line with course content.

20. MGT 425 Industrial Relations
Change in catalog description FROM: A managerial perspective of the relationships between organized labor and management. Topics include: union organization and recognition, collective bargaining processes, grievance procedures, and current trends in labor-management relations. **TO:** A study of labor-management relations in union and non-union settings. Topics include: conflict resolution techniques, negotiation strategy, participative management, and labor theory. Labor laws and history are reviewed. (PR: MGT 320).
Rationale: Updates language of discipline and puts it more in line with course content.

21. MKT 231 Principles of Selling
Change in catalog description **FROM:** Elements of successful techniques and salesmanship designed for individuals who must influence or persuade, actuate, or lead other individuals now or in the future. **TO:** Elements of professional personal selling from prospecting through follow-up designed for individuals preparing for a career in sales/marketing and those desiring skills to influence, persuade, or lead others.
Rationale: To up-date language and bring catalog description more into line with course content.

22. MKT 340 Principles of Marketing
Change in catalog description **FROM:** Institutions, channels of distribution, functions, federal regulation, and economics of marketing. **TO:** Introduction to marketing as the central activity of organizations in creating exchanges with customers. Focuses on strategies related to environmental opportunities and threats using product, price, promotion and distribution tools.
Rationale: To up-date language and bring catalog description more into line with course content.

23. MKT 341 Advertising Management
Change in title to: Promotion Management
Rationale: The course has been broadened to reflect the changing roles of the promotion mix in industry and the changing perceptions of consumers.
-AND-
Change in catalog description **FROM:** A managerial analysis of the principles and practices of advertising from the viewpoint of the consumer, the firm, the industry, and the economy. Special emphasis is given advertising in relation to its role in the marketing mix. (PR: MKT 340). **TO:** A managerial analysis of the principles and practices of the promotion mix from the viewpoints of the consumer, the firm, the industry, and the macro-environment.
Rationale: Update language and bring catalog description more into line with course content.

24. MKT 350 Physical Distribution
Change in title to: Business Logistics
Rationale: To better reflect the changing nature of the discipline both domestically and internationally.
-AND-
Change in catalog description **FROM:** Introduction to the activities concerned with the efficient movement of products from the source of raw materials supply, through production to the ultimate consumer. These activities include procurement, inventory control, materials handling, transportation, order processing, site determination, warehousing and customer service. **TO:** A supply chain approach is used to explain activities that create an efficient flow of products from point of origin to point of consumption in order to satisfy customer requirements.
Rationale: To up-date language and bring catalog description more into line with course content.

25. MKT 371 International Marketing
Change in catalog description **FROM:** Designed to be a student's first exposure to foreign commerce and marketing in particular. Stresses cultural/environmental aspects and the integration of the regular foreign markets in strategic market planning. (PR: MKT 340). **TO:** A study of marketing across national borders. Emphasis is placed on international environments, methods of entry, and marketing mix development, including the conflict between standardization and adaptation. (PR: MKT 340).
Rationale: To up-date language and bring catalog description more into line with course content.

26. MKT 440 Sales Management

Change in catalog description **FROM:** Policies and procedures pertaining to product planning and pricing, choice of market, planning sales effort, and the control of sales operations. (PR: MKT 340). **TO:** An exploration of the duties and activities of sales managers. Topics typically include planning and forecasting as well as organizing, staffing, training, compensating, motivating, and evaluating the sales force. (PR: MKT 340).

Rationale: To up-date language and bring catalog description more into line with course content.

27. MKT 490 Internship

Change in catalog description **FROM:** A supervised internship in which the student works for a business firm/agency to gain practical experience in the student's major. The program of work and study will be defined in advance and the student's performance will be evaluated. This course may not be used as a marketing elective. (PR: Permission of Dean). **TO:** A supervised experience in which the student works for a business firm/agency to gain practical experience by completing a defined work program. Student performance is evaluated. (PR: Permission of Division Head).

Rationale: To allow students to use the course as a marketing elective.

FACULTY SENATE PRESIDENT:

APPROVED

BY SENATE: Donna Donathan DATE: 12-15-00

DISAPPROVED

BY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: Da [Signature] DATE: 1-03-01

DISAPPROVED: _____ DATE: _____

COMMENTS: _____

