

10-25-2018

SR-18-19-03 CC

Marshall University

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Recommended Citation

Marshall University, "SR-18-19-03 CC" (2018). *Recommendations*. 1868.
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UNIVERSITY CURRICULUM COMMITTEE

RECOMMENDATION

SR-18-19-03 CC

Recommends approval of the listed **UNDERGRADUATE COURSE CHANGES** in the following college and/or schools/programs:

College of Business

Name of Course: MGT360 Intro to Entrepreneurship

Rationale: The Management, Marketing and MIS Division, which housed the Entrepreneurship program has been partitioned into two divisions - 1 - Management and 2 - Marketing and MIS and Entrepreneurship.

In the negotiations that took place to determine how the Division would be divided, it was agreed that the Entrepreneurship major would become part of the Marketing/MIS area, that the Entrepreneurship faculty would move to the MKT/MIS area and that MGT360 would move to a ENT designation, while the remaining entrepreneurship course, MGT461, would remain in the Management area with a MGT designation. The details of the split were approved by then Dean Chen and forwarded to the Provost, who subsequently approved. The split became official Summer 2017.

Name of Course: MGT100 Introduction to Business

Rationale: 1. Alpha designator change - In order to build a better learning foundation for subsequent courses, the alpha designator is being changed to reflect the course's broadband relevance to all business functional areas and to the BBA degree. 2. Catalog description change - reflects the broadband foundational vantage point as a basis for more in-depth exploration in subsequent course, regardless of business major. The experiential learning component will prepare students at the outset to work in teams and engage in experiential learning expected in upper-level courses.

Name of Course: MKT465 Marketing Management

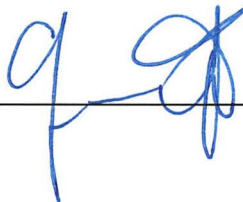
Rationale: The new course title more accurately reflects the focus of the course where students engage in strategic planning and developing marketing strategy

Name of Course: MKT340 Principles of Marketing

Rationale: The MKT340 course has currently, and in the past, an applications orientation as opposed to core knowledge. The title change will reflect more appropriately the content and PLO's of the course.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE: _____



DATE: _____

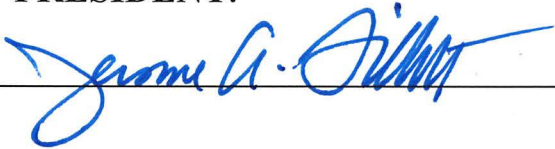
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**UNIVERSITY CURRICULUM COMMITTEE
RECOMMENDATION**

SR-18-19-03 CC

DISAPPROVED BY THE
FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:  DATE: 10-30-18

DISAPPROVED: _____ DATE: _____

COMMENTS: _____

NOTE: Recommendations should be sent to the Faculty Senate office via email. Recommendations longer than one page or those with attachments are to be sent in final format with this as a cover page. Any incomplete recommendations or those requiring extensive formatting changes will be returned to the recording secretary/committee.