

Marshall University

Marshall Digital Scholar

Recommendations

Faculty Senate

12-12-2019

SR 19-20-17 CC

Marshall University Faculty Senate

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University Curriculum Committee
RECOMMENDATION

SR 19-20-17 CC

Recommends approval of the listed **UNDERGRADUATE AREA OF EMPHASIS ADDITION, DELETION, CHANGE** in the following college and/or schools/programs:

College of Education and Professional Development

AOE Changes:

Art PreK-Adult
English 5-9
English 5-Adult
General Science 5-9
General Science 5-Adult
Mathematics 5-9
Mathematics 5-Adult
Social Studies 5-9
Social Studies 5-Adult
Wellness PreK-Adult

Rationale for all AOE: The material covered in the two middle school courses (CI 401 and 403) has some overload and can be covered in one 3-hour course. The middle school concept has transitioned over the last few years causing the need to update the middle school curriculum.

College of Business

AOE Additions:

Digital Marketing and analytics
HR Org Behavior
Sales
Supply Chain Analytics

Rationale: The Bachelor of Business Administration program will house 9 majors that are currently in 6 programs. This area of emphasis is being created within the management major. In the future, the area of emphasis and major will exist within the new Bachelor of Administration program.

AOE Deletions:

AOE Digital Marketing and analysis
AOE Sales

Rationale: The new Bachelor of Business Administration program will house 9 majors that are currently in 6 programs. The existing Marketing major, BM 30, and its areas of emphasis, BM 32 and BM33, as well as the BBA in Marketing program, are being deleted subject to the creation of a

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marketing major within the Bachelor of Business Administration program.

FACULTY SENATE CHAIR:

APPROVED BY THE
FACULTY SENATE:  DATE: 12/12/19

DISAPPROVED BY THE
FACULTY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED:  DATE: 12-19-19

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.