
Agenda for the December 9, 2010 CAA Meeting

Items approved: 10-91, Marketing (Revised Major)
10-92, School of Business Application Criteria (Revised Criteria)
10-93, CMN 3640, Advanced Interpersonal Communication (New Course)
10-94, Communication Studies: Communication Theory & Practice Option (Revised Option and Option Name Change to Communication Studies: Interpersonal Communication Option)

Items Pending: 10-95, Public Relations Minor (Revised Interdisciplinary Minor)

Council on Academic Affairs Minutes

December 9, 2010

The December 9, 2010 meeting of the Council on Academic Affairs was held at 2:02 p.m. in Room 4440, Booth Library.

Members Present: Ms. Green, Ms. Henry, Dr. Hoerschelmann, Dr. Klarup, Dr. Lucas, Dr. Mitchell, Ms. Prillaman, Ms. Ruholl, Dr. Sterling, Dr. Throneburg, and Dr. White.

Members Absent: Dr. Shelton.

Staff Present: Provost Lord, Dr. Herrington-Perry, and Ms. Fopay.

Guest Present: Mr. Bradd, Communication Studies; Dr. Borzi, Communication Studies; Ms. Holmgren, *Daily Eastern News*; Dean Irwin, College of Arts & Humanities; Dr. Noll, School of Business; and Dr. Sowa, Communication Studies.

I. Approval of the November 18, 2010 CAA Meeting Minutes.

The minutes of November 18, 2010 were approved as written.

II. Communications:

a. Curriculum Committee Minutes:

1. Minutes of the November 17, 2010 College of Arts & Humanities Curriculum Committee meeting.

b. Waiver Reports:

1. Academic Waiver Report for November 2010 from the Lumpkin College of Business & Applied Sciences, College of Arts & Humanities, College of Education & Professional Studies, and College of Sciences.

III. Committee Reports:

None.

IV. Items Added to the Agenda:

None.

V. Items Acted Upon:

1. 10-91, Marketing (Revised Major).

Dr. Noll presented the proposal and answered questions of the council. The council requested the following revision (changes are shown in red) to the proposal: Plus 3 courses (**at least 9 hours**) selected from the following major electives (at least two must have the MAR prefix).

Ms. Green moved and Dr. Lucas seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment A**), with revisions, was approved, *effective Fall 2011*.

2. 10-92, School of Business Application Criteria (Revised Criteria).

Dr. Noll presented the proposal. There were no questions.

Dr. Hoerschelmann moved and Ms. Ruholl seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment B**) was approved, *effective Fall 2011*.

3. 10-93, CMN 3640, Advanced Interpersonal Communication (New Course).

Dr. Borzi presented the proposal and answered questions of the council. The council requested that the words "and other qualified faculty members" be added to the list under Part V, 1 of the proposal listing faculty members who may be assigned to the course.

Dr. Klarup moved and Dr. Sterling seconded the motion to approve the proposal. The motion passed unanimously.

The proposal, with revisions, was approved, *effective Spring 2012*.

CMN 3640. Advanced Interpersonal Communication. (3-0-3) On Demand. Adv Interpersonal Comm. This course is designed to provide advanced understandings of interpersonal communication. Major theories and research findings are utilized to explain personal and professional interactions in multiple interpersonal contexts. Particular attention is given to communication with family, friends, romantic partners, and in the workplace. Prerequisite: CMN 2630 (Cannot be taken concurrently.)

4. 10-94, Communication Studies: Communication Theory & Practice Option (Revised Option and Option Name Change to Communication Studies: Interpersonal Communication Option).

Dr. Borzi presented the proposal and answered questions of the council. The council noted the following corrections:

- Change the course number CMN 3630 listed on the proposal in a couple of places to CMN 3640.
- Amend the course title for CMN 4765 on the proposal to "Communication in Families."

Dr. Sterling moved and Dr. Mitchell seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment C**), with revisions, was approved, effective Fall 2011. Note: The Communication Studies: Communication Theory & Practice Option will last be offered Summer 2011.

5. 10-95, Public Relations Minor (Revised Interdisciplinary Minor).

Dr. Borzi and Dr. Sowa presented the proposal and answered questions of the council. The council suggested that either:

- The proposal be revised to identify the prerequisites for courses in the Public Relations Minor that have different prerequisites for majors and non-majors and clarify course sequencing in cases where a Public Relations Minor course must be taken by students before enrolling in another Public Relations Minor course.
OR
- Revise the course descriptions of applicable minor courses identifying the different prerequisites required of both majors and non-majors in the Public Relations Minor and/or explaining course sequencing in the minor. The course revisions would then be submitted via executive action.

After council discussion, Dr. Mitchell moved and Ms. Green seconded the motion to table the proposal until a future CAA meeting. The motion passed unanimously.

Dr. Borzi and Dr. Sowa will take the council's suggestions under advisement and discuss it at the department level to decide on how to handle the proposal before bringing it back to CAA.

VI. Pending:

None.

VII. Other:

1. In response to a question asked by Dr. Throneburg at the November 18, 2010 CAA meeting, Ms. Green compiled an unofficial study/report with suggestions from the college certifying officers. At the meeting today, she distributed copies of the document, provided an explanation of it, and answered questions. In addition, to complement Ms. Green's work, Dr. Herrington-Perry explained there is a list in the EIU Student Handbook listing majors with special requirements for admission or continuation.
2. Dr. Herrington-Perry passed out a few copies of a document (which she later distributed to all council members via the CAA listserv) regarding EIU's new Schedule Planner. She provided an explanation of the product and indicated that it is now available for students' use. She explained that the product will be advertised more heavily for the upcoming orientation for fall registration.

VIII. Meeting Adjournment:

1. Dr. Hoerschelmann moved and Ms. Green seconded the motion to adjourn the meeting. The motion was approved by acclamation.

The meeting adjourned at 2:55 p.m.

The next meeting is tentatively scheduled for January 13, 2010.

–Minutes prepared by Ms. 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.eiu.edu/~eiucaa/elibrary/>.

***** ANNOUNCEMENT OF NEXT MEETING *****
TENTATIVE
January 13, 2010
Conference Room 4440 – Booth Library @ 2:00 p.m.

Agenda:

Pending: 10-95, Public Relations Minor (Revised Interdisciplinary Minor)

Approved Executive Actions:

COS

Effective Fall 2011

1. Revise the prerequisites for BIO 4892 and GEL 4892.

BIO 4892 - Introduction to Paleobotany.

(3-2-4) Introduction to the origin and theories of evolution, diversification, radiation, and paleogeography of plants through time, with special reference to vascular plants. Field work. Prerequisites and Notes: ~~GEL 1430 and BIO 3612~~ **BIO 1200G** or permission of instructor. Credit not granted for both GEL 4892 and BIO 4892. Credits: 4

GEL 4892 - Introduction to Paleobotany.

(3-2-4) On Demand. Introduction to the origin and theories of evolution, diversification, radiation, and paleogeography of plants through time, with special reference to vascular plants. Field work. Prerequisites and Notes: ~~GEL 1430 and BIO 3612~~ **BIO 1200G** or permission of instructor. Credit not granted for both GEL 4892 and BIO 4892. Credits: 4

Pending Executive Actions:

None.

Attachment A**Marketing (B.S.B.)****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:

1. 43 semester hours in general education
2. 38 semester hours in the business core
3. 27 semester hours in major courses; and
4. 12 semester hours in electives

Major Courses

- MAR 3550 - Marketing Professionalism and Management. Credits: 3
- MAR 3720 - Consumer Behavior. Credits: 3
- MAR 3860 - Marketing Research. Credits: 3
- MAR 3875 - Retail Management. Credits: 3
- MAR 4470 - Professional Sales. Credits: 3
- MAR 4700 - Marketing Strategies. Credits: 3

Plus 3 courses (at least 9 hours) selected from the following major electives (at least two must have the MAR prefix):

- CMN 3920 - Public Relations in Society Credits: 3
- JOU 3820 - Publicity Methods. Credits: 3
- JOU 3920 - Public Relations in Society. Credits: 3
- MAR 3490 - Business-to-Business Marketing. Credits: 3
- MAR 3780 - Promotion Management. Credits: 3
- **MAR 3970 - Study Abroad. Credits: 1 to 15**
- MAR 4100 - Special Topics in Marketing. Credits: 3
- MAR 4275 - Internship in Marketing Credits: 1 to 12
- MAR 4400 - Services Marketing. 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
(Course will be replaced by ENT 3300, effective Spring 2011)
- MIS 3515 - Information Presentation. Credits: 3

Footnotes:

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

Attachment B

School of Business

Programs and Policies

The School of Business academic programs are accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Vision Statement

To be the business school of choice by educating students who become effective and respected leaders in the global environment.

Mission Statement

We educate students to contribute positively to businesses, government, and nonprofit organizations in a diverse and dynamic world by:

- Embracing a culture focused on students, relationship driven learning, critical thinking, and personal discovery.
- Promoting collaborative learning through interaction among students, faculty, business and community partners.
- Enhancing student learning through applied and pedagogical business research and service activities.

Business Majors and Minors

The School of Business offers the Bachelor of Science in Business (B.S. in Business) degree with majors in the following areas:

- Accounting
- Business Administration (available only at Parkland College)
- Finance
- Management
- Management Information Systems
- Marketing

Freshmen and lower-division students wishing to pursue a B.S. in Business are classified as pre-business and cannot begin upper-division business courses until admitted to upper-division standing in the School of Business. Admission to the University does not guarantee admission to upper-division standing in the School of Business.

The School of Business offers five minors:

- Minor in Accountancy*
- Minor in Business Administration
- Minor in Entrepreneurship
- Minor in Finance*
- Minor in Management Information Systems

*The minor in Accountancy and minor in Finance are available only to students admitted to the School of Business.

Application Criteria

To apply for admission to the School of Business, a student must:

1. Be admitted to EIU;
2. **Be in good academic standing;**
3. Submit an application to the School of Business prior to the first day of classes for the semester of desired admission;
4. Have earned a cumulative GPA of at least 2.50 (2.75 for students applying to the accounting program) and have all transcripts on file at the time of application;
5. Have completed at least 60 semester hours by the end of the semester in which the student makes application; **and**

5. 6. Have completed (with a grade of C or better in each), or be enrolled in, the following four tool courses or acceptable equivalents at a transfer institution:

- o MAT 2120G Finite Mathematics
- o BUS 1950 Computer Concepts and Applications for Business
- o BUS 2102 Managerial Accounting
- o BUS 2810 Business Statistics I

~~6. Be in good academic standing; and~~

~~7. Be classified as pre-business.~~

Attachment C**Communication Studies: ~~Communication Theory and Practice Option~~ Interpersonal Communication Option (B.A.)**

The ~~Communication Studies: Communication Theory and Practice Option~~ is designed to provide students the opportunity to develop the knowledge, skills, and abilities necessary to effectively manage communication in their personal, professional, and public lives. The program provides for both breadth of study in communication and depth in a particular area of specialty. A ~~Communication Studies~~ graduate would be well prepared for positions in both the private and public sector, which have high communication demands, and where the use of sophisticated message strategies are necessary for success.

This Option is designed for students who are interested in developing knowledge, skills, and abilities that facilitate effective communication in personal, professional, and group contexts. Option Core requirements examine interpersonal communication processes of influence, support, conflict, and intimacy among friends, family, romantic partners, and in the workplace. Graduates with an Interpersonal Communication Option are particularly well-prepared for positions which require working with individuals and groups from varying backgrounds, with differing needs and interests, and where the goals of communication are to inform/explain, influence, and/or negotiate resolution of problems or disputes. Interpersonal Communication students can tailor the program so as to prepare themselves for work in multiple or multi-faceted communicative environments (e.g. as an advisor, educator, mediator, liaison, change agent in profit, non-profit, and national and international contexts).

Total Semester Hours: 45

Department Core

Total Semester Hours: 12

- CMN 2010 - Introduction to Communication Theories. Credits: 3
- CMN 2020 - Communication Research. Credits: 3
- CMN 2030 - Applied Communication. Credits: 3
- CMN 2040 - Argumentation and Critical Thinking. Credits: 3

Option Core

Total Semester Hours: ~~18~~ 21

- ~~CMN 2520 - Introduction to Mass Communication. Credits: 3~~
- CMN 2630 - Introduction to Interpersonal Communication. Credits: 3
- CMN 3100 - Persuasion. Credits: 3
- CMN 3470 - Small Group Communication. Credits: 3
- **CMN 3640 - Advanced Interpersonal Communication. Credits: 3**
- CMN 3660 - Communication and Conflict Management. Credits: 3
- CMN 3710 - Intercultural Communication. Credits: 3
- **CMN 4765 - Communication in Families. Credits: 3**

Electives

Total Semester Hours: ~~15~~ 12

Selected in consultation with an advisor.