Agenda for the March 27, 2014 CAA Meeting

Item Approved: 14-70, CMN 3750, Computer-mediated Communications I (Revised Course)

Items Pending: 11-132R, Course Proposal Format Form (Revised Form)

14-71, Gateway Program Admission Policy (Revised Policy)

14-72, CMN 3100, Persuasion (Revised Course)

Ongoing: Five-year plan regarding the University Learning Goals (For details concerning the plan,

see agenda Item 13-83, CAA Learning Goals Committee's Recommendations & Resolution,

which was approved by CAA at its 4/25/13 meeting)

Council on Academic Affairs Minutes

March 27, 2014

The March 27, 2014 meeting of the Council on Academic Affairs was held at 3:15 p.m. in the Martinsville Room at the University Union.

Members Present: Ms. Ahmad, Dr. Anthony, Ms. Duffin, Ms. English, Ms. Green, Dr. Gronnvoll, Dr. Lucas,

Dr. Reid, Dr. Rhoads, Dr. Ruholl, Ms. Sage, and Dr. Throneburg.

Members Absent: Dr. White.

Staff Present: Provost Lord and Ms. Fopay.

Guests Present: Dr. Borzi, Communication Studies; Mr. Cruikshank, Daily Eastern News; and Interim

Associate Dean Hild, College of Arts & Humanities.

I. Approval of the March 20, 2014 CAA Meeting Minutes.

Dr. Anthony moved and Ms. Green seconded the motion to approve the minutes with the following revisions:

Members Present: Ms. Ahmad, Dr. Anthony, Ms. Duffin, Ms. English, Ms. Green, Dr. Gronnvoll, Dr.

Lucas, Dr. Reid, Dr. Rhoads, Dr. Ruholl, Ms. Sage, Dr. Throneburg, and Dr.

White.

Members Absent: None Ms. Duffin.

The minutes of March 20, 2014 were approved as amended above.

II. Communications:

a. College Curriculum Committee Minutes:

1. Minutes of the March 24, 2014 Lumpkin College of Business & Applied Sciences Curriculum Committee meeting.

b. Executive Action:

- 1. February 7, 2014 memorandum from Dean Ornes, COS, requesting executive action to revise the option electives in the Biological Sciences: Environmental Biology Option major.
- February 7, 2014 memorandum from Dean Ornes, COS, requesting executive action to revise footnote 3 of the Cooperative Engineering catalog description to include specific direction on taking ECN 2801G.
- 3. February 7, 2014 memorandum from Dean Ornes, COS, requesting executive action to add PLS 3513 to the list of electives in the Political Science with International Studies Option.

III. Committee Reports:

None.

IV. Items Added to the Agenda:

1. 14-72, CMN 3100, Persuasion (Revised Course).

Ms. English moved and Ms. Duffin seconded the motion to add this item to the agenda.

Note: Later in the meeting the council discussed whether this item could be acted upon today since individuals from the Communications Studies Department were at the meeting to present another proposal (CMN 3750 – agenda item 14-70). At that time Dr. Gronnvoll indicated she could present it. As a result, Dr. Reid moved and Dr. Lucas seconded the motion to suspend CAA bylaws so the item could be acted upon today. There were no objections.

2. See number VI. below regarding other items to be added to the agenda.

V. Items Acted Upon:

1. 14-70, CMN 3750, Computer-mediated Communications I (Revised Course).

Dr. Borzi presented the proposal and answered questions of the council. The council requested revisions to the proposal.

Dr. Gronnvoll moved and Ms. English seconded the motion to approve the proposal. The motion passed unanimously.

The proposal, with revisions, was approved, effective Summer 2014.

CMN 3750. Computer-mediated Communication I. (3-0-3) On Demand. Computer Mediated Comm I. This course explores the role of message construction and delivery strategies in effective communication in technological environments. Prerequisite: "C" or better in CMN 2030.

2. 14-72, CMN 3100, Persuasion (Revised Course).

The council discussed whether this item could be acted upon today since individuals from the Communications Studies Department were at the meeting to present the CMN 3750 course proposal (See above.) Dr. Gronnvoll indicated she could present it.

Dr. Reid moved and Dr. Lucas seconded the motion to suspend CAA bylaws so the item could be acted upon today.

There were no objections.

Dr. Gronnvoll presented the proposal and answered questions of the council. However, while presenting the proposal Dr. Gronnvoll noticed that it wasn't the latest version of the document. As a result, the item was tabled until the correct document could be located and provided to CAA. Dr. Gronnvoll indicated she would follow up on it.

VI. Other Items to Add to the Agenda:

Dr. Throneburg motioned to add the revised syllabus policy proposal (agenda item 11-73) to the CAA agenda. In addition, Dr. Lucas requested that the revisions to the course proposal form (agenda item 11-132R) be moved from "pending" on the April 3 CAA agenda to "items to be acted upon."

There were no objections.

VII. Pending:

- 1. 11-132R, Course Proposal Format Form (Revised Form)
- 2. 14-71, Gateway Program Admission Policy (Revised Policy)

VIII. Ongoing:

1. Five-year plan regarding the University Learning Goals (For details concerning the plan, see agenda Item 13-83, CAA Learning Goals Committee's Recommendations & Resolution, which was approved by CAA at its 4/25/13 meeting.)

IX. Meeting Adjournment:

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

The meeting adjourned 3:28 p.m.

The next meeting will be held at 3:00 p.m. on Thursday, April 3, 2014.

-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 ********** April 3, 2014 Arcola/Tuscola Room – University Union @ 3:00 p.m.

Agenda:

- 1. 14-72, CMN 3100, Persuasion (Revised Course).
- 2. 14-73, CAA Syllabus Policy (Revised Policy)
- 3. 11-132R, Course Proposal Format Form (Revised Form)

Pending:

1. 14-71, Gateway Program Admission Policy (Revised Policy)

Approved Executive Actions:

BAS

Effective Fall 2014

- 1. Add a note to BUS 2710 regarding credit will not be granted if a student has already had credit for BUS 3710.
 - **BUS 2710 Survey of Finance. (3-0-3) F, S.** This course provides an overview of the finance function and the basic concepts of financial institutions, financial management, and investments. The course is not open to Business Majors. **Note: Credit for BUS 2710 will not be granted if the student already has credit for BUS 3710.** Prerequisites & Notes: BUS 2101. Credits: 3
- 2. Revise the prerequisites for FIN 3720.
 - **FIN 3720 Investments. (3-0-3) F, S.** The study of investment theories and practices for implementing investment goals in relation to risk-return tradeoffs. Prerequisites & Notes: BUS 2710 with a C or better or BUS 3710 with a grade of C or better, BUS 2810, and admission to the School of Business or to a minor offered by the School of Business, **or the Financial Literacy Concentration**, or permission of the Associate Chair, **School of Business**. Credits: 3
- 3. Update the prerequisites for FIN 3740.
 - **FIN 3740 Real Estate Fundamentals. (3-0-3) On Demand.** A study of theory and practice in real estate, with social, legal and economic implications. Prerequisites & Notes: BUS 3710 with a grade of C or better or BUS 2710 with a C or better; junior standing; admission to the School of Business or to a minor offered by the School of Business; **or the Financial Literacy Concentration; or Financial Literacy Minor**; or permission of the Associate Chair, School of Business. Credits: 3

4. Change the prerequisites for FIN 3750.

FIN 3750 - Management of Financial Institutions. (3-0-3) F, S. The management, organizational structure, regulatory environment, and risks of financial institutions. Prerequisites & Notes: BUS 3710 with a grade of C or better or BUS 2710 with a C or better, and admission to the School of Business, or the Financial Literacy Concentration, or to a minor offered by the School of Business, or permission of the Associate Chair, School of Business. Credits: 3

5. Revise the prerequisites for FIN 3900.

FIN 3900 - Risk and Insurance. (3-0-3) On Demand. The study of risk management to include life, health, property, and liability insurance. Prerequisites & Notes: BUS 2102 and BUS 3710 with a grade of C or better, ECN 2802G, junior standing, and admission to the School of Business or permission of the Associate Chair. BUS 2710 or BUS 3710 with a grade of C or better, junior standing, and admission to the School of Business, or admission to the Financial Literacy Minor, or admission to the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

6. Modify the prerequisites for MAR 3720.

MAR 3720 - Consumer Behavior. (3-0-3) F, S. A study of how and why people obtain, consume, and dispose of products: the role of the consumer in marketing. Prerequisites & Notes: BUS 3470 or BUS 3100 and admission to the School of Business or to a minor offered by the School of Business or the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

7. Update the prerequisites for MAR 3780.

MAR 3780 - Promotion Management. (3-0-3) F, S. Development of comprehensive, non-personal, promotional campaigns to effectively communicate product offerings and organizational messages to target audiences. Prerequisites & Notes: BUS 3470 or BUS 3100 and admission to the School of Business or to a minor offered by the School of Business or to the Advertising Minor or the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

8. Amend the prerequisites for MAR 3875.

MAR 3875 - Retail Management. (3-0-3) F, S. The objective of the course is to provide a framework for analyzing internal and external environment factors which affect the firm's retailing activities. Emphasis is placed on the firm's decisions and policies relating to demand analysis, spatial decisions, merchandise policies, pricing strategy, and promotion activities. Consideration is also given to retail control methods. Prerequisites & Notes: BUS 3470 or BUS 3100 and Admission to the School of Business or the Financial Literacy Concentration or to a minor offered by the School of Business or permission of the Associate Chair, School of Business. Credits: 3

9. Revise the prerequisites for MAR 4490.

MAR 4490 - International Marketing. (3-0-3) F, S. Study of marketing from the international perspective. Emphasis is placed on necessary modifications of marketing strategy and practice related to global pricing and distribution, product planning, and promotions due to cultural, economic, environmental and legal differences. Prerequisites & Notes: BUS 3470 or BUS 3100 and admission to the School of Business or the Financial Literacy Concentration or to a minor offered by the School of Business or permission of the Associate Chair, School of Business. Credits: 3

10. Update the prerequisites for MGT 3450.

MGT 3450 - Human Resource Management. (3-0-3) F, S. A survey of concepts relating to the personnel function: Recruitment, selection, compensation, labor relations, training and development, and performance appraisal. Prerequisites & Notes: BUS 3010 and admission to the School of Business or to a minor offered by the School of Business or the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

11. Change the prerequisites for MIS 3200.

MIS 3200 - Networking Fundamentals. (3-0-3) F, S. Study of business telecommunications, teleprocessing, and computer networks. Installing, configuring and administering local area networks. Prerequisites & Notes: BUS 1950 and junior standing and admission to the School of Business or to a minor offered by the School of Business or the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

12. Revise the prerequisites for MIS 3505.

MIS 3505 - Advanced Microcomputer Applications and Development. (3-0-3) On Demand. The advanced study of microcomputer business systems using databases and spreadsheets for problem solving and productivity. Customizing microcomputer operating environments. Emphasis on the development of applications for end-user computing. Prerequisites & Notes: BUS 1950, junior standing, and admission to the School of Business or to a minor offered by the School of Business or the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

13. Modify the prerequisites for MIS 3515.

MIS 3515 - Information Presentation. (3-0-3) On Demand. The study of design principles for business presentations and documents. Development of illustration skills to effectively use graphics. Photo editing for restoration, enhancement, and creation of digital images. Prerequisites & Notes: BUS 1950 and junior standing and admission to the School of Business or to a minor offered by the School of Business or the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

14. Update the prerequisites for FIN 3740.

MIS 3530 - Business Web Site Design. (3-0-3) F. Fundamentals of designing effective web sites including graphics and animation using web application software. Some HTML and JavaScript will be introduced. Students will develop web sites with a focus on information architecture and usability standards for business web sites. Prerequisites & Notes: BUS 1950 and junior standing and admission to the School of Business or to a minor offered by the School of Business or the Financial Literacy Concentration or permission of the Associate Chair, School of Business. Credits: 3

BAS

Effective Fall 2014

1. Add courses to the elective list of the Advertising Minor.

Advertising Minor

This minor provides students with a program of study designed to enhance their understanding regarding the promotion of products and services to various markets. Critical examination of campaigns and strategies, and their application of knowledge, are key components.

Total Semester Hours: 27

Required Coursework - Total Semester Hours: 15

AET 1363 - Graphic Communication Technologies. Credits: 3

- AET 3343 Digital Media Technologies. Credits: 3
- BUS 3470 Principles of Marketing. Credits: 3
- CMN 3100 Persuasion. Credits: 3
- CMN 3940 Advertising: Theory and Practice. Credits: 3

Electives - Total Semester Hours: 12

(Students with a major in AET, CMN, or MAR may not take more than 6 elective hours from their major area):

- AET 2123 Digital Photography and Imaging. Credits: 3
- AET 4333 Trends in Digital Media Technology. Credits: 3
- AET 4353 Print and Digital Media Production. Credits: 3
- AET 4813 Advanced Digital Media Technologies. Credits: 3
- AET 4865 Digital Media Publishing Technologies. Credits: 3
- BUS 2750 Legal and Social Environment of Business. Credits: 3 (See footnote *)
- CMN 2020 Communication Research Methods. Credits: 3 or MAR 3860
- CMN 2550 Broadcast Announcing. Credits: 3
- CMN 3520 Radio Production. Credits: 3
- CMN 3540 Videography. Credits: 3
- CMN 3650 Communication in Organizations. Credits: 3
- CMN 3750 Computer Mediated Communication I. Credits: 3
- CMN 3752 Computer Mediated Communication II. Credits: 3
- CMN 3920 Public Relations in Society Credits: 3 or JOU 3920
- CMN 4420 Mass Media Advertising-Sales. Credits: 3
- CMN 4500A Topics in Electronic Media Production I. Credits: 3 or CMN 4500B or CMN 4500D or CMN 4500E
- JOU 3501 Principles of Advertising. Credits: 3
- JOU 3820 Publicity Methods. Credits: 3
- JOU 3920 Public Relations in Society. Credits: 3 or CMN 3920
- MAR 3720 Consumer Behavior. Credits: 3 (See footnote *)
- MAR 3780 Promotion Management. Credits: 3 (See footnote *)
- MAR 3860 Marketing Research. Credits: 3 or CMN 2020 (See footnote *)
- MIS 3530 Business Web Site Design. Credits: 3 (See footnote *)

Footnotes:

*Students majoring in business (Accounting, Finance, Management, Management Information Systems, or Marketing) may not count BUS 2750 as an elective in the advertising minor. Management information systems majors may not use MIS 3530 to satisfy both the computer management information systems major and the advertising minor; management majors may not use MAR 3720 to satisfy both the management major and the advertising minor; Marketing majors may not use MAR 3720, MAR 3780, MAR 3860, JOU 3820, or CMN/JOU 3920 to satisfy both the marketing major and the advertising minor.

COS Effective Fall 2014

1. Remove the limit of 9 hours of PSY 4100A, 4100B, 4100D, and 4100E.

PSY 4100A - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. May be repeated for credit once and must be repeated prior to taking PSY 4100B. A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E). A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major in psychology. Prerequisites & Notes: PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6

PSY 4100B - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. May be repeated for credit once and must be repeated prior to taking PSY 4100D. A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E). A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major in psychology. Prerequisites & Notes: PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6

PSY 4100D - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. May be repeated for credit once and must be repeated prior to taking PSY 4100E. A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E). A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major in psychology. Prerequisites & Notes: PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6

PSY 4100E - Undergraduate Research.

(Arr.-Arr.-1-6) F or S. An opportunity to engage in empirical research in psychology under the guidance of a psychology faculty member. Approval of instructor is required prior to registration. May be repeated for credit once. A maximum of nine semester hours may be earned in Undergraduate Research (PSY 4100A-E). A maximum of three hours of Undergraduate Research (PSY 4100A-E) may be applied to the major. Prerequisites & Notes: PSY 2610 and PSY 3805 with a grade of C or better in both, or permission of the instructor. Credits: 1 to 6

Pending Executive Actions:

cos

Effective Fall 2014

1. Revise the option electives in the Biological Sciences: Environmental Biology Option major.

Biological Sciences: Environmental Biology Option (B.S.)

Option Electives

Option electives to choose from (15 semester hours required):

- BIO 3300 General Microbiology. Credits: 4
- BIO 3322 Dendrology. Credits: 3
- BIO 3450A Independent Study I. Credits: 1 to 3 or BIO 3450B
- BIO 3451A Undergraduate Research I. Credits: 1 to 3 or BIO 3451B
- BIO 3612- Plant Evolution and Diversity. Credits: 3
- BIO 3710 Plant Animal Interactions. Credits: 3

- BIO 3810 Freshwater Ecology. Credits: 3
- BIO 3950 Vertebrate Natural History. Credits: 3
- BIO 3952 Invertebrate Natural History. Credits: 3
- BIO 4400A Teaching in the Lab I. Credits: 1 or BIO 4400B
- BIO 4810 Plant Ecology. Credits: 3
- BIO 4812 Fisheries Ecology and Management. Credits: 3
- BIO 4814 Conservation Biology. Credits: 3
- BIO 4816 Study of Biotic Communities. Credits: 3
- BIO 4818 Environmental Microbiology. Credits: 4
- BIO 4820 Spatial Analysis for Environmental Sciences. Credits: 4
- BIO 4832 Animal Behavior. Credits: 4
- BIO 4840 Resource Management and Environmental Assessment Credits: 3
- BIO 4842 Wildlife Ecology and Management. Credits: 3
- BIO 4940 Phycology. Credits: 3
- BIO 4942 Mycology. Credits: 3
- BIO 4944 Lichens. Credits: 3
- BIO 4946 Bryology. Credits: 3
- BIO 4948 Plant Taxonomy. Credits: 3
- BIO 4950 Ichthyology. Credits: 3
- BIO 4952 Herpetology. Credits: 3
- BIO 4954 Ornithology. Credits: 3
- BIO 4956 Mammalogy. Credits: 3
- BIO 4958 Parasitology. Credits: 4
- BIO 4960 Wetland and Aquatic Vascular Plants. Credits: 3
- BIO 4964 Entomology. Credits: 4
- CHM 4750 Environmental Chemistry. Credits: 3
- ECN 3810 Economics of Natural Resources. Credits: 3
- ESC 3300 Soils, Credits: 3
- ESC 3550 Surface Water Processes and Resources. Credits: 3
- GEG 3780 Land Use Planning. Credits: 3
- GEG 3810 Geographic Information Systems I. Credits: 3
- GEG 3820 Remote Sensing I. Credits: 3
- GEG 3860 Geographic Information Systems II. Credits: 3
- GEG 3870 Remote Sensing II. Credits: 3
- GEL 4850 Environmental Geology. Credits: 3
- REC 3860 Environmental Interpretation. Credits: 2
- REC 3900 Operation of Leisure Facilities. Credits: 3
- REC 4600 Planning and Design of Leisure Facilities. Credits: 4

AND

- CMN 3920 Public Relations in Society Credits: 3
- JOU 3920 Public Relations in Society. Credits: 3
- 2. Update footnote 3 of the cooperative engineering degree program to include specific direction on taking ECN 2801G.

Engineering (B.S.)

Footnotes:

(Major GPA based on all courses in chemistry, Applied Engineering & Technology, mathematics, and physics taken from the list above.)

Students completing cooperative degree programs, i.e., Engineering and Clinical Laboratory Sciences, will not be required to take a senior seminar.

- This course should be repeated each semester that a student attends Eastern. In the case of course conflicts with this course, a waiver should be obtained from the Chair of the Pre-Engineering Studies Committee.
- Students are encouraged to take all of these courses, but one or more may not be required in certain engineering fields. SIUC electrical engineering majors take PHY 3410 instead of AET 2043.
- These courses should be selected in consultation with the chairperson of the Pre-Engineering Studies Committee to ensure that Eastern's General Education requirements and UIUC or SIUC requirements are both fulfilled. ECN 2801G is highly recommended in the Social and Behavioral Sciences since it is required in some UIUC and SIUC Engineering Programs.
- 3. Add PLS 3513 to the list of electives in the Political Science with International Studies Option.

Political Science with International Studies Option (B.A.)

Political Science Field Requirements (18 hours):

Students will take four courses (12 hours) from the Comparative Politics and International Relations group. Students will take one additional course from each of the other two subfields.

Comparative Politics & International Relations

- PLS 3100 Global Threats and Problems. Credits: 3
- PLS 3203 American Foreign Policy. Credits: 3
- PLS 3223 International Organizations. Credits: 3
- PLS 3233 International Terrorism. Credits: 3
- PLS 3253 International Criminal Law. Credits: 3
- PLS 3303 European Politics and Governments Credits: 3
- PLS 3333 Politics of Latin America and the Caribbean. Credits: 3
- PLS 3343 Government and Politics of the Middle East. Credits: 3
- PLS 3353 Politics of Sub-Saharan Africa. Credits: 3
- PLS 3363 Government and Politics in Asia-Pacific Rim. Credits: 3
- PLS 3373 International Political Economy. Credits: 3
- PLS 3863A Special Topics in Political Science. Credits: 3
- PLS 4823 International Policy Issues. Credits: 3

American Politics, Public Policy & Public Administration

- PLS 3653 American Indian Politics, Credits: 3
- PLS 3703 African American Politics. Credits: 3
- PLS 3713 Political Parties and Elections. Credits: 3
- PLS 3723 Political Behavior. Credits: 3
- PLS 3733 Interest Groups and Lobbying. Credits: 3
- PLS 3743 Congress. Credits: 3
- PLS 3753 The American Presidency. Credits: 3
- PLS 3763 Environmental Politics and Policy. Credits: 3
- PLS 3863B Special Topics in Political Science. Credits: 3
- PLS 4793 Public Organization Theory. Credits: 3
- PLS 4873 Human Resource Management in Government. Credits: 3
- PLS 4893 Government Budgeting and Politics. Credits: 3

Public Law & Political Theory

- PLS 3513 Politics and the Legal Process. Credits: 3
- PLS 3523 Criminal Law. Credits: 3
- PLS 3543 Civil Liberties in America. Credits: 3
- PLS 3553 Federal Indian Law and Policy. Credits: 3

- PLS 3863D Special Topics in Political Science. Credits: 3
- PLS 3903 Gender, Public Policy and the Law. Credits: 3
- PLS 4774 American Constitutional Law. Credits: 3
- PLS 4853 Contemporary Constitutional Development. Credits: 3
- PLS 4903 Classic Political Theory. Credits: 3
- PLS 4913 Contemporary Political Theory. Credits: 3
- PLS 4923 African American Political Thought. Credits: 3
- PLS 4933 Ideologies of the Developing World. Credits: 3
- PLS 4943 American Political Thought. Credits: 3