
Agenda for the January 15, 2015 CAA Meeting

Items Approved: None.

Items Pending: 15-01, BUS 1950, Computer Concepts and Applications for Business (Revised Course; Added Technology-Delivery)
15-02, BUS 3500, Management Information Systems (Revised Course; Added Technology-Delivery)
15-03, BUS 3950, Operations Management (Revised Course; Added Technology-Delivery)
15-04, Marketing Minor (New Minor)

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

January 15, 2015

The January 15, 2015 meeting of the Council on Academic Affairs was held at 3:00 p.m. in the Room 4440 at Booth Library.

Members Present: Ms. Ahmad, Dr. Anthony, Ms. Duffin, Ms. Green, Dr. Gronnvoll, Dr. Martinez*, Dr. Reid, Dr. Rhoads, Dr. Ruholl, Dr. Throneburg, and Dr. Wilkinson.

Members Absent: Ms. Burden and Mr. Ruiz.

Staff Present: Provost Lord, Ms. Fopay and Ms. Pickle.

Guests Present: Mr. Luis Martinez, *Daily Eastern News*; Dr. Shawn Peoples, Students Standards; and Dr. Heather Webb, Student Standards.

*NOTE: Dr. Robert Martinez was newly elected as an at-large CAA faculty member filling the vacant seat left by Dr. Stephen Lucas.

I. Discussion Item:

1. Dr. Heather Webb and Dr. Shawn Peoples answered questions of the council about policies and processes of the Office of Student Standards as they pertain to the syllabus guidelines, as well as student academic misconduct. In addition, the council members provided feedback regarding the Student Standards Office's website and academic misconduct forms (paper version and online version).

II. Approval of the December 11, 2014 CAA Meeting Minutes.

Dr. Rhoads moved and Dr. Ruholl seconded the motion to approve the minutes. The minutes of December 11, 2014 were approved as written.

III. Communications:

a. College Curriculum Committee Minutes:

1. Minutes of the December 8, 2014 College of Education & Professional Studies Curriculum Committee meeting.
2. Minutes of the December 10, 2014 Lumpkin College of Business & Applied Sciences Studies Curriculum Committee meeting.

b. Executive Actions:

1. December 18, 2014 memorandum from Interim Associate Dean Mitchell, CAH, requesting executive action to revised the course titles for ENG 4761, 4762, 4763 and 4764.
2. January 8, 2015 memorandum from Dean Ornes, COS, requesting executive action to change the wording pertaining to community college equivalency on the course proposal form for GEG 3810.

3. January 8, 2015 memorandum from Dean Ornes, COS, requesting executive action to revise the course title and description for PLS 3253.

While reviewing this executive action request, the council indicated the proposed course revisions appeared to be significant. The CAA Bylaws specify that executive actions will be accepted for minor changes to course titles and course descriptions, where course content remains generally the same. Given the CAA Bylaws, the council members requested an explanation be provided of how the course content will be changed. If the changes are significant, the council may need to see a revised course proposal for PLS 3253.

c. Waiver Reports:

1. Academic Waiver Reports for December 2014 from the Lumpkin College of Business & Applied Sciences, College of Arts & Humanities, College of Education & Professional Studies, and College of Sciences.

d. Other:

1. A list prepared by Ms. Fopay, Academic Affairs, of School of Continuing Education undergraduate special courses approved during the Fall 2014 semester.

e. Informational Item:

1. Year 1 Summary of the Learning Goals Committee work.

IV. Committee Reports:

None.

V. Item Added to the Agenda:

1. 15-01, BUS 1950, Computer Concepts and Applications for Business (Revised Course; Added Technology-Delivery)
2. 15-02, BUS 3500, Management Information Systems (Revised Course; Added Technology-Delivery)
3. 15-03, BUS 3950, Operations Management (Revised Course; Added Technology-Delivery)
4. 15-04, Marketing Minor (New Minor)

Dr. Anthony moved and Dr. Wilkinson seconded the motion to add these items to the agenda.

VI. Items Acted Upon:

None.

VII. Discussion Item:

1. Course Proposal Format Form.

There had been some questions at the last CAA meeting about the course proposal format form in regards to online courses and the completion of the form. At the meeting today, the council followed up on it and discussed how to clarify both the language in the course proposal format form and directions for it. The council members provided several suggestions.

Dr. Wilkinson and Ms. Pickle volunteered to review the course proposal format form and directions by taking into consideration the council members' suggestions. They will present proposed revisions to the course proposal format form/directions to the council at a future CAA meeting.

VIII. Pending:

None.

IX. 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.)

X. Meeting Adjournment:

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

The meeting adjourned 3:55 p.m.

The next meeting will be held at 3:00 p.m. on Thursday, January 22, 2015.

–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 *****
January 22, 2015
Room 4440, Booth Library @ 3:00 p.m.

Agenda:

1. 15-01, BUS 1950, Computer Concepts and Applications for Business (Revised Course; Added Technology-Delivery)
2. 15-02, BUS 3500, Management Information Systems (Revised Course; Added Technology-Delivery)
3. 15-03, BUS 3950, Operations Management (Revised Course; Added Technology-Delivery)
4. 15-04, Marketing Minor (New Minor)

Approved Executive Actions:**BAS****Effective Fall 2015**

1. Add MAR 3560 to the elective course list in the Marketing major.

Marketing (B.S.B.)

Total Semester Hours Required for the Degree: 120 semester hours

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 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 4 courses (at least 12 hours) selected from the following major electives:

- ENT 3300 - Foundations of Entrepreneurship. Credits: 3
- MAR 3490 - Business-to-Business Marketing. Credits: 3
- **MAR 3560 - Social Media 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 15
- 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 6

Footnotes:

Calculation of the major GPA is based on courses taken at EIU with the prefix BUS, MAR, plus ENT courses taken at EIU as a Marketing major elective.

Pending Executive Actions:

CAH

Effective Fall 2015

1. Revise the course title for ENG 4761.

ENG 4761. Creative Advanced Nonfiction Writing. (3-0-3) F or S. Advanced practice in the writing and revising of creative nonfiction, with an emphasis on the development of the student's individual style. (Group 1 or 5). WC Prerequisites and Notes: ENG 1002G; and 2001 or, with permission of instructor, 2003, 2005, or 2007. May be repeated once with permission of the Department Chairperson. Credits: 3

2. Update the course title for ENG 4762.

ENG 4762 – Advanced Poetry Writing. (3-0-3) S. Extensive practice in the writing and revising of poetry, with an emphasis on the development of the student's individual style. (Group 1 or 5) WC Prerequisites and Notes: ENG 1002G; ENG 2003 or, with permission of instructor, 2001, 2005 or 2007. May be repeated once with permission of the Department Chairperson. Credits: 3

3. Change the course title for ENG 4763.

ENG 4763 – Advanced Fiction Writing. (3-0-3) S. Extensive practice in the writing and revising of prose fiction, with an emphasis on the development of the student's personal style. Each student will have the option of writing several short stories or one novella. (Group 1 or 5) WC Prerequisites and Notes: ENG 1002G; ENG 2007 or, with permission of instructor, 2001, 2003 or 2005. May be repeated once with permission of the Department Chairperson. Credits: 3

4. Amend the course title for ENG 4764.

ENG 4764 – Play Advanced Dramatic Writing.

(3-0-3) F. Advanced practice and instruction in dramatic writing. Though the course will review basic elements common to all dramatic writing, it will allow students to concentrate on the media of their choice: radio, theatre, TV, or film. (Group 1 or 5) WC Prerequisites and Notes: ENG 1002G; ENG 2005 or, with permission of instructor, 2001, 2003 or 2007. May be repeated once with permission of the Department Chairperson. Credits: 3

COS

Effective Fall 2015

1. Change the wording in Part VI of the course proposal for GEG 3810: Geographic Information Systems I.

PART VI: COMMUNITY COLLEGE TRANSFER

A community college course will not be judged equivalent to this course, **but may be accepted as a substitute; however, upper-division credit will not be awarded.**

2. Revise the course title and description for PLS 3253. (Note: The council requested clarification of this request. See page 2 of these minutes.)

PLS 3253 – Human Rights and International Criminal Law. (3-0-3) S. This course examines the evolution in international **human rights and humanitarian criminal** law during the **19th and 20th** century. **and It** addresses efforts **by both leaders and average people's movements** to **codify establish** legal norms **involving concerning** genocide, crimes against humanity, **and war crimes racism, and political and economic rights**, as well as the institutions involved in the implementation of international **criminal** law. Prerequisites and Notes: Students must have completed PLS 2253 before taking this course. Credits: 3