

4-28-2011

April 28, 2011

Council on Academic Affairs

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## Agenda for the April 28, 2011 CAA Meeting

- Items approved:** 10-95, Public Relations Minor (Revised Interdisciplinary Minor)  
11-78B, Removal of the stipulation that EIU 2919 may not be repeated without permission of the Assistant Director, Academic Success Center  
11-79, Broadcast Meteorology (Revised Interdisciplinary Minor)  
11-80, PHY 1052G, Adventures in Physics (Revised Course; Added Technology Delivered)  
11-81, PHY 1053G, Adventures in Physics Lab (Revise Course; Added Technology Delivered)  
11-83, Entrepreneurship Minor (Revised Interdisciplinary Minor)
- Items Pending:** 11-82, PHY 3045G, Wonders of Astronomy (New Course; Technology Delivered Only)
- Item Denied:** 11-78A, Deletion of the requirement that students must complete EIU 2919 with a "C" or better
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### Council on Academic Affairs Minutes April 28, 2011

The April 28, 2011 meeting of the Council on Academic Affairs was held at 2:02 p.m. in Room 4440, Booth Library.

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

**Members Absent:** Ms. Henry and Ms. Ruholl.

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

**Guest Present:** Dr. Borzi, Communication Studies; Ms. Boyer, Academic Success Center; Mr. Bradd, Communication Studies; Dr. Bulla, Biological Sciences; Mr. Craig, Geology/Geography; Dr. Daniels, Physics; Dr. Flight, School of Business; Dr. Gaines, Biological Sciences; Mr. Ilic, Physics; Ms. Lynch, College of Sciences; and Dr. Kidd-Marshall, Nursing.

#### I. Approval of the April 21, 2011 CAA Meeting Minutes.

The minutes of April 21, 2011 were approved as written.

#### II. Communications:

##### a. Curriculum Committee Minutes:

1. Minutes from the April 20, 2011 Lumpkin College of Business & Applied Sciences Curriculum Committee meeting.
2. Minutes from the April 22, 2011 College of Sciences Curriculum Committee electronic meeting.
3. Minutes from the April 22, 2011 Writing Across the Curriculum Committee meeting.

##### b. Executive Action Requests:

1. April 13, 2011 executive action request from Associate Dean Poulter, CAH, requesting executive action to revise the course titles and descriptions for CMN/JOU 3610 and CMN/JOU 3620, and change the course prerequisites for JOU 4920.  
*Note: The request to revise the JOU 4920 course prerequisites is relevant to the Public Relations proposal (agenda item 10-95) which was discussed later in the meeting.*
2. April 18, 2011 executive action request from Associate Dean Poulter, CAH, requesting executive action to revise the course prerequisites of CMN 4920.  
*Note: This executive request is relevant to the Public Relations proposal (agenda item 10-95) which was discussed later in the meeting.*
3. April 22, 2011 executive action request from Dean Hanner, COS, requesting the addition of the following statement to the PHY 1055G course description: "Credit for PHY 1055G will not be granted if the student already has credit for PHY 3045G."  
*The executive action request was set aside at this point in the meeting and will be discussed with the PHY 3045G (agenda item 11-82) later.*

*Note: Later in the meeting the council discussed the PHY 3045G course proposal and requested revisions to it. The proposal will be revised and submitted to the council for discussion at the May 5, 2011 CAA meeting. The executive action request was not discussed today, so it will be included on the May 5, 2011 CAA meeting agenda for discussion along with the PHY 3045G proposal.*

4. Course deletions from the Lumpkin College of Business & Applied Sciences, College of Arts & Humanities, College of Education & Professional Studies, and College of Sciences.  
*An executive action request was submitted by Dean Jackman, College of Education & Professional Studies, on April 22, 2011 requesting the deletion of several courses that haven't been offered since 2008 and which are no longer needed by academic programs.*

*Currently, the other colleges are working on identifying courses that should be deleted and will submit executive action requests to CAA in the future.*

**c. Other:**

1. April 20, 2011 memorandum from Provost Lord concerning the need for a review and consideration of the future direction of EIU's initiatives on online course and degree offerings, regarding the formation of an Ad Hoc Committee on On-line Education, and seeking suggestions from the council of two individuals who would be thoughtful contributors to the discussions on the matter and possible candidates for the committee.  
*Dr. Olaf Hoerschelmann and Dr. Grant Sterling volunteered. Also, Dr. Shelton explained Dr. Debra Reid was interested in volunteering.*

**III. Committee Reports:**

**1. Ad Hoc Committee on General Education Segment Definitions and Study Abroad Senior Seminars.**

*Dr. Throneburg gave a report. She provided an update of the committee's activities, identified individuals who the committee met or communicated with, and explained the draft the document the committee created. Also, she indicated that the committee will have something to bring to the council in the fall.*

**2. Ad Hoc Committee to Select the Integrative Learning Awards.**

*Dr. Lucas gave a report summarizing the charge to the committee, announced the award recipients (See below), and provided feedback from the committee concerning this year's process and suggestions for next year.*

*The following is a list of the award categories in which nominations were submitted, along with the award recipients chosen for those categories:*

- **Curricular Innovation:**  
*Department of Philosophy ("Creation of the Religious Studies Minor")*
- **Making High Impact Experiences Central and Integrative with a Degree Program:**  
*Department of Biological Sciences ("Engagement of Students through Research and High Impact Practical Experiences")*

*Note: There were no nominations submitted for the following award categories:*

- *Partnership with Student Affairs*
- *Evaluation/Assessment of Integrative Learning Opportunities*

*Also, Dr. Lucas commended the School of Business for the Finance Degree Program ("Securities Analysis Center").*

*Provost Lord thanked Dr. Lucas and the committee members for their work. He indicated that the programs receiving the awards have been notified and a public announcement will be made in the near future.*

**IV. Items Added to the Agenda:**

None.

**V. Items Acted Upon:****1. 10-95, Public Relations Minor (Revised Interdisciplinary Minor).**

At the December 9, 2010 CAA meeting, the council tabled the proposal and 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.

Rather than revising the proposal, executive action requests were submitted (See communications II, 2, b., 1 and 2 on page one of these minutes) to CAA to revise the course prerequisites for JOU 4920 and CMN 4920.

At the meeting today, the Public Relations Minor proposal was revisited. Dr. Borzi and Dr. Tidwell presented the proposal and answered questions of the council. The council requested revisions to the proposal.

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

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

**2. 11-78, Revisions to EIU 2919 resulting in changes to the Academic Warning Policy and Reinstatement following Academic Dismissal Policy.**

Ms. Boyer presented the proposal and answered questions of the council.

Ms. Green moved and Ms. Prillaman seconded the motion to approve the proposal.

Next, Dr. Sterling moved and Dr. White seconded the motion to divide the proposal into two parts (See below) and then act upon each part separately.

**Part One (Agenda Item 11-78A):**

Motion to approve the deletion of the requirement that students must complete EIU 2919 with a "C" or better (See catalog text below.)

**Academic Warning**

If, at the end of a grading period, a student's cumulative GPA in courses taken at the University falls below 2.00, but not so low as to warrant academic dismissal, that student will be placed on academic warning.

Students placed on academic warning for the first time will be required to enroll in EIU 2919 the following fall or spring semester. **Students must complete the course with a "C" or better.** Failure to enroll in this course by the first day of classes will result in a hold being placed on the student's record. This course may not be dropped. It also may not be repeated without the approval of the Assistant Director, Success Center.

**Reinstatement Following Academic Dismissal**

Students who have been academically dismissed must remain out of the University for at least one regular semester. After the inactive semester, students who have been academically dismissed for the first time are automatically eligible for readmission provided that they meet the following conditions:

- The student applies for readmission at least 10 calendar days prior to the first class day of the term for which readmission is sought;
- Prior to the first class day of the term for which readmission is sought, the student, with the assistance of the Assistant Director of the Success Center, prepares a written academic plan signed by both the student and Assistant Director of the Success Center. Students who were dismissed and were never enrolled in EIU 2919 will be required to enroll in EIU 2919 the following fall or spring semester in lieu of making an academic plan with the Assistant Director of the Success Center. **Students must complete the course with a "C" or better.** Failure to enroll in this course by the first day of classes will result in a hold being placed on the student's record. This course may not be dropped; and
- If the student has attempted course work at one or more regionally accredited colleges or universities, he or she must provide official transcripts showing a composite GPA of at least 2.00 on a scale of 4.00 in all course work attempted at institutions other than EIU (or, if the student is attending the regionally accredited college or university at the time of application for readmission, a statement from that institution indicating that the student is earning at least a 2.00 on a scale of 4.00 will suffice until the official transcript can be sent at the end of the term).

**Part Two (Agenda Item 11-78B):**

Motion to approve the removal of the stipulation that EIU 2919 may not be repeated without permission of the Assistant Director, Academic Success Center (See catalog text below.)

**EIU 2919 - Strategies for Academic Success.**

(1-0-1) F, S. Enrollment required of student placed on academic warning for the first time. Topics will include self-assessment, goal-setting, time management, study skills, learning styles and motivation. **Course may not be repeated without permission of the Assistant Director, Academic Success Center.** Does not count toward graduation. Credits: 1

**Academic Warning**

If, at the end of a grading period, a student's cumulative GPA in courses taken at the University falls below 2.00, but not so low as to warrant academic dismissal, that student will be placed on academic warning.

Students placed on academic warning for the first time will be required to enroll in EIU 2919 the following fall or spring semester. Students must complete the course with a "C" or better. Failure to enroll in this course by the first day of classes will result in a hold being placed on the student's record. This course may not be dropped. **It also may not be repeated without the approval of the Assistant Director, Success Center.**

The council discussed both parts.

Next, the council members voted on **part one (agenda item 11-78A).**

The motion to approve **part one** (agenda item 11-78A) **failed** with the following vote:

YES: Green, Prillaman, Throneburg

NO: Hoerschelmann, Klarup, Lucas, Mitchell, Shelton, Sterling, White

After that the council voted on **part two (agenda item 11-78B).**

The motion to approve **part two** (agenda item 11-78B) **passed** unanimously.

The following was approved, effective Fall 2011.

**EIU 2919 - Strategies for Academic Success.**

(1-0-1) F, S. Enrollment required of student placed on academic warning for the first time. Topics will include self-assessment, goal-setting, time management, study skills, learning styles and motivation. ~~Course may not be repeated without permission of the Assistant Director, Academic Success Center.~~ Does not count toward graduation. Credits: 1

**Academic Warning**

If, at the end of a grading period, a student's cumulative GPA in courses taken at the University falls below 2.00, but not so low as to warrant academic dismissal, that student will be placed on academic warning.

Students placed on academic warning for the first time will be required to enroll in EIU 2919 the following fall or spring semester. Students must complete the course with a "C" or better. Failure to enroll in this course by the first day of classes will result in a hold being placed on the student's record. This course may not be dropped. ~~It also may not be repeated without the approval of the Assistant Director, Success Center.~~

**3. 11-79, Broadcast Meteorology (Revised Interdisciplinary Minor).**

Mr. Cameron and Mr. Bradd presented the proposal and answered questions of the council. The council requested revisions to the proposal.

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

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

**4. 11-80, PHY 1052G, Adventures in Physics (Revised Course; Added Technology Delivered).**

Dr. Daniels and Mr. Ilic presented the proposal and answered questions of the council. The council requested revisions to the proposal.

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

The proposal, with revisions, was approved, effective Fall 2011.

**PHY 1052G. Adventures in Physics. (3-0-3) F, S.** An introduction to the universal laws of nature, their governance of phenomena in everyday life, and their application to inventions in our technological society. PHY 1053G must be taken concurrently. Online sections are available to off-campus students only. WA

**5. 11-81, PHY 1053G, Adventures in Physics Lab (Revise Course; Added Technology Delivered).**

Dr. Daniels and Mr. Ilic presented the proposal and answered questions of the council. The council requested revisions to the proposal.

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

The proposal, with revisions, was approved, effective Fall 2011.

**PHY 1053G. Adventures in Physics Lab. (0-2-1) F, S.** Experimental work demonstrating physical principles and their applications. PHY 1052G must be taken concurrently. Online sections are available to off-campus students only. WA

**6. 11-82, PHY 3045G, Wonders of Astronomy (New Course; Technology Delivered Only).**

Dr. Daniels and Mr. Ilic presented the proposal and answered questions of the council.

Dr. Sterling moved and Dr. Hoerschelmann seconded the motion to approve the proposal. No voting took place. Rather, the council requested revisions to the proposal.

Dr. Daniels will revise the proposal and resubmit it to CAA for review at the May 5, 2011 CAA meeting.

**7. 11-83, Entrepreneurship Minor (Revised Interdisciplinary Minor).**

Dr. Flight presented the proposal and answered questions of the council.

Dr. Shelton moved and Dr. Hoerschelmann seconded the motion to approve the proposal.

Next, Ms. Green moved and Dr. Mitchell seconded the motion to amend the proposal by removing the word "and" between each foreign language course included in the list of Entrepreneurship Minor electives courses (See below.)

The motion to amend the proposal passed unanimously.

- FLF 3220 - French for Business. Credits 3  
and
- FLF - 3304 French Civilization. Credits 3
- FLG 3330 - German for Business. Credits 3  
and
- FLG 3200 - German Culture and Civilization. Credits 3
- FLS 3201 - Spanish for Business  
and
- FLS 4310 - Civilization and Culture of Spain or FLS 4320 - Civilization and Culture of Spanish America. Credits 3

Next, the council voted on the motion to approve the amended proposal.

The motion, including amendments, passed unanimously.

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

**VI. Program Review Presentation:**

**1. B.S. in Nursing**

Dr. Kidwell-Marshall gave a presentation on the B.S. in Nursing and answered questions of the council. She distributed a handout to the council members addressing questions listed on the document "Questions to Guide CAA's IBHE Program Review Discussion."

**2. B.S. in Biological Sciences**

Dr. Gaines, along with Dr. Bulla, gave a presentation on the B.S. in Biological Sciences and answered questions of the council.

**VII. Other Business:**

1. Election of 2011-12 CAA Officers.

The election for the 2011-12 CAA officers will take place at the May 5, 2011 CAA meeting.

**VIII. Pending:**

1. 11-82, PHY 3045G, Wonders of Astronomy (New Course; Technology Delivered Only).

**IX. Meeting Adjournment:**

1. Dr. Mitchell moved and Dr. Sterling seconded the motion to adjourn the meeting. The motion was approved by acclamation.

The meeting adjourned at 3:55 p.m.

The next meeting will be held Thursday, May 5, 2011.

*–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 \*\*\*\*\*  
May 5, 2011  
Conference Room 4440 – Booth Library @ 10:15 a.m.

**Agenda:**

1. 11-82, PHY 3045G, Wonders of Astronomy (New Course; Technology Delivered Only).

**Approved Executive Actions:**

**CAH**

**Effective Fall 2011**

1. Change the course title for MUS 0033.

**MUS 0033 - Baritone Euphonium.**

(Arr.-Arr.-1) F, S. Introductory study in music performance on a one-to-one basis with a studio instructor. Recommended for majors studying a secondary applied instrument or voice. Open to all university students. May be repeated for credit. Prerequisites & Notes: All students who wish to enroll in applied study must audition and demonstrate beginning-level music reading skills. Permission of instructor Credits: 1

2. Revise the course title for MUS 1133.

**MUS 1133 - Baritone Euphonium.**

(Arr.-Arr.-1, -2, or -4) F, S. Intermediate study in music performance on a one-to-one basis with a studio instructor. May be repeated for credit. Prerequisites & Notes: All students who wish to enroll in Intermediate Applied Study must audition and demonstrate intermediate-level music reading skills. Credits: 1, 2 or 4

3. Amend the course title for MUS 3333.

**MUS 3333 - Baritone Euphonium.**

(Arr.-Arr.-1, -2, or -4) F, S. Advanced study in music performance on a one-to-one basis with a studio instructor. Open to music majors only. May be repeated for credit. Prerequisites & Notes: MUS 2542, MUS 2544, and MUS 1110-1163. Achievement of Junior Standing. Credits: 1, 2, or 4



**Pending Executive Actions:**

CAH

Effective Spring 2012

1. Revise the course title, course description, and prerequisites for CMN/JOU 3610.

**CMN 3610 - Broadcast News Writing.**

(2-2-3) On Demand. Emphasis will be placed upon fitting news copy and coverage to station requirements and audience needs in varying market situations. This course will include news gathering, analysis, editing, and rewriting of wire service copy for broadcasting. **The study and practice of basic broadcast news skills with an emphasis on gathering, writing, producing and disseminating information via radio and television.** Cross-listed with JOU 3610. WC Prerequisites and Notes: JOU 2101 3002 or CMN 2575, or permission of instructor. Credit not granted for both JOU 3610 and CMN 3610. Credits: 3

**JOU 3610 - Broadcast News Writing.**

(2-2-3) On Demand. Emphasis will be placed upon fitting news copy and coverage to station requirements and audience needs in varying market situations. This course will include news gathering, analysis, editing, and rewriting of wire service copy for broadcasting. **The study and practice of basic broadcast news skills with an emphasis on gathering, writing, producing and disseminating information via radio and television.** Cross-listed with CMN 3610. WC Prerequisites and Notes: JOU 2101 3002 or CMN 2575, or permission of instructor. Credit not granted for both JOU 3610 and CMN 3610. Credits: 3

2. Change the course title and course description for CMN/JOU 3620.

**CMN 3620 - Electronic News Gathering Advanced Broadcast News.**

(2-2-3) On Demand. A study of the electronic news gathering process, editing, presentation and evaluation for radio and television. Creation of special programs for WEIU. **The study and practice of advanced broadcast news skills with an emphasis on writing, shooting, editing, anchoring, reporting and producing news for radio, television and online media.** Cross-listed with JOU 3620. Prerequisites and Notes: CMN/JOU 3610 or permission of instructor. Credit not granted for both JOU 3620 and CMN 3620. Credits: 3

**JOU 3620 - Electronic News Gathering Advanced Broadcast News.**

(2-2-3) On Demand. A study of the electronic news gathering process, editing, presentation and evaluation for radio and television. **The study and practice of advanced broadcast news skills with an emphasis on writing, shooting, editing, anchoring, reporting and producing news for radio, television and online media.** Creation of special programs for WEIU. Cross-listed with CMN 3620. Prerequisites and Notes: CMN/JOU 3610 or permission of instructor. Credit not granted for both JOU 3620 and CMN 3620. Credits: 3

3. Revise the course prerequisites for CMN 4920.

**CMN 4920 - Case Studies in Public Relations Problems.**

(3-0-3) On Demand. Public relations case problems in industry, business, labor, education, government, social welfare and trade associations; the application of public relations techniques. Prerequisites and Notes: **Completion of CMN 2010, 2020, 2030, 2040 with a grade of "C" or better, and CMN 3960** or permission of instructor. Credit will not be given for both CMN 4920 and JOU 4920. Credits: 3

4. Amend the course prerequisites for JOU 4920.

**JOU 4920 - Case Studies in Public Relations Problems.**

(3-0-3) On Demand. Public relations case problems in industry, business, labor, education, government, social welfare and trade associations; the application of public relations techniques. Prerequisites and Notes: JOU 4919 **or permission of the instructor.** Credit will not be given for both JOU 4920 and CMN 4920. Credits: 3

**CEPS****Effective Fall 2011**

1. Delete the following courses from the undergraduate catalog.

**College of Education and Professional Studies**

EDU 4985 General Education Accommodations

**Counseling and Student Development**

EDP 4770 Facilitation Interpersonal Relationships

EDP 4985 Social Justice in Society and Education

**Early Childhood, Elementary, and Middle Level Education**

MLE 2000 The Teacher and the School

**Health Studies**

HST 2100 Peer Health Education Training &amp; Certification

HST 3985 Dynamics of Health

**Kinesiology and Sports Studies**

KSS 0020 Baseball

KSS 0030 Basketball

KSS 0050 Soccer

KSS 0060 Volleyball

KSS 0090 Football

KSS 0100 Softball

KSS 0120 Golf

KSS 0140 Tennis

KSS 0150 Wrestling

KSS 0160 Cross Country and Track

KSS 0180 Swimming

KSS 1470 Lifeguard Instructor Training

KSS 1691 Jogging

KSS 1740 Soccer

KSS 1750 Softball

KSS 1810 Badminton

KSS 1930 Square Dance

KSS 1940 Jazz Dance

KSS 2145 Technique/Theory Teaching Swimming WSI

KSS 2260 Technique/Theory of Ballet

KSS 2700 Dimensions of Physical Performance

KSS 2960 Aesthetics of the Dance

**Recreation Administration**

REC 3985 Adaptive Sports for Disabilities

**Special Education**

SPE 4950 Instructional Strategies: LD

SPE 4960 Instructional Strategies: MRDD

SPE 4970 Instructional Strategies: BD/SED

**Student Teaching**

STG 3000 Preclinical Experience with Populations that are Culturally Diverse and Individuals with Disabilities

**COS**

**Effective Spring 2012**

1. Add the following sentence to the course description of PHY 1055G: "Credit for PHY 1055G will not be granted if the student already has credit for PHY 3045G."

**PHY 1055G - Principles of Astronomy.**

(3-0-3) An introduction to the solar system, planets, stars, galaxies, evolution of stars, neutron stars, black holes, cosmology, and the structure of the early universe. **Credit for PHY 1055G will not be granted if the student already has credit for PHY 3045G.** P1 906 Prerequisites and Notes: Co-requisite: PHY 1056G must be taken concurrently. Credits: 3

## Attachment A

### **Public Relations Minor**

Note: Advisement of Public Relations minors must be provided only by the Journalism or Communication Studies Department Public Relations advisors. Electives must be selected in consultation with and the approval of the Communication Studies and Journalism Department Public Relations advisors. Final approval of the Public Relations minor must be received in writing from a Public Relations advisor and the Department Chair of the Journalism or Communication Studies Department prior to graduation certification.

**Total Hours: 34 24**

#### **Required Courses - Total Semester Hours: 16 15**

- **CMN 2920 - Introduction to Public Relations. Credits: 3**  
or **JOU 3920 - Public Relations in Society. Credits: 3**
- **CMN 4920 - Case Studies in Public Relations Problems. Credits: 3**  
or **JOU 4920 - Case Studies in Public Relations Problems. Credits 3**
- CMN 3100 - Persuasion. Credits: 3
- ~~CMN 3500 - Electronic Media Relations. Credits: 3~~
- JOU 2101 - News Writing. Credits: 3  
*("B" or better in ENG 1001G or "C" in ENG 1001G & 1002G)*
- ~~JOU 2901 - Introduction to Copy Editing. Credits: 3~~
- **JOU 3705 - Public Relations Writing. Credits: 3**  
or **CMN 3960 - Advocacy and Message and Design. Credits: 3**
- ~~JOU 3300 - Publication Design. Credits: 3~~

#### **AND**

- ~~CMN 4275 - Internship. Credits: 1 to 12~~  
(one semester hour required)
- OR
- ~~JOU 4275 - Journalism Internship. Credits: 1 to 3~~  
(one semester hour required)

#### **Plus - Total Semester Hours: 6**

Select either JOU or CMN courses.

- ~~CMN 4919 - Public Relations Techniques. Credits: 3~~
- ~~CMN 4920 - Case Studies in Public Relations Problems. Credits: 3~~
- ~~JOU 4919 - Public Relations Techniques. Credits: 3~~
- ~~JOU 4920 - Case Studies in Public Relations Problems. Credits: 3~~
- Or

#### **Electives - Total Semester Hours: 9**

**Chosen from: (Selected from among the following in consultation with an advisor. Journalism and Communication Studies students can only take 3 hours from their home departments.)**

- AET 2123 - Digital Photography and Imaging. Credits: 3
- AET 3343 - Digital Media Technologies. Credits: 3  
*(AET 1363 prerequisite)*
- BUS 3010 - Management and Organizational Behavior. Credits: 3  
*(Junior standing prerequisite)*
- BUS 3470 - Principles of Marketing. Credits: 3  
*(Junior standing prerequisite)*
- CMN 3230 - Advanced Public Speaking. Credits: 3  
*(CMN 1310G prerequisite)*
- CMN 3300 - Interviewing. Credits: 3
- CMN 3470 - Small Group Communication. Credits: 3
- **CMN 3500 - Electronic Media Relations. Credits 3**

- CMN 3520 - Radio Production. Credits: 3  
*(CMN 2550 prerequisite)*
- CMN 3540 - Video Production. Credits: 3  
*(CMN 2525 & 2675 prerequisites)*
- CMN 3610 - Broadcast News Writing. Credits: 3  
**or JOU 3610 - Broadcast News Writing. Credits: 3**  
*(CMN 2525 prerequisite)*
- CMN 3620 - Electronic News Gathering. Credits: 3  
**or JOU 3620 - Electronic News Gathering. Credits: 3**  
*(CMN/JOU 3610 prerequisite)*
- **JOU 2901 - Introduction to Copy Editing. Credits: 3**  
*("C" or better in JOU 2101 prerequisite)*
- **JOU 3000 - Advanced Reporting and Research. Credits: 3**  
*("C" or better in JOU 2101 prerequisite)*
- **JOU 3001 - Photojournalism. Credits: 3**
- JOU 3102 - Feature Writing. Credits: 3  
*("C" or better in JOU 2101 prerequisite)*
- JOU 4760 - Advanced Publication Design. Credits: 3  
*("C" or better in JOU 3300 or permission of instructor)*
- **JOU 4919 - Public Relations Techniques. Credits: 3**  
*(JOU 3920 and a grade of "C" or better in JOU 3300 prerequisites)*

## Attachment B

### **Broadcast Meteorology Minor**

Local, regional, and national weather conditions are the most significant environmental factors affecting our activities. Current short and long-range weather information is an integral part of modern electronic media. This interdisciplinary minor prepares students to effectively communicate complex weather information to multiple audiences utilizing the electronic media.

**Total Semester Hours: 25**

#### **13 19 Semester Hours of Required Coursework**

- CMN 2525 – **Studio Production** Electronic Production I. Credits: 3
- CMN 2575 – **Field Production** Electronic Production II. Credits: 3
- **CMN 2550 - Broadcast Announcing. Credits: 3**  
**or CMN 2030 - Applied Communication**
- ESC 1400G - Weather and Climate. Credits: 4
- **ESC/GEG 3400 - Broadcast Meteorology Practicum. Credits: 3**
- ESC 3410 - Climatology. Credits: 3

#### **CMN Electives**

Select **6 3** semester hours from the following:

- ~~CMN 2550 – Broadcast Announcing. Credits: 3~~
- CMN 3540 – **Videography** Video Production. Credits: 3
- **CMN/JOU 3610 - Broadcast Newswriting. Credits: 3**
- **CMN 3750 - Computer Mediated Communication. Credits: 3**
- CMN 4275 - Internship. Credits: 1 to 12  
(See footnote 1)
- **CMN 4500 - Topics in Electronic Media Production. Credits: 3**
- CMN 4540 - Advanced Video Production. Credits: 3

#### **ESC Electives**

Select **6 3** semester hours from the following:

- ESC 2450G - Oceanography. Credits: 3
- ESC 3010G - Environmental Physical Sciences. Credits: 3
- **ESC/GEG 3415 - Restless Atmosphere. Credits: 3**
- **GEG/HIS 3500 - Climate, Environment, and History. Credits: 3**
- ESC 3550 - Surface Water Processes and Resources. Credits: 3
- ESC 3960 - Special Topics. Credits: 1 to 4  
(See footnote 2)
- ESC 4400 - Independent Study. Credits: 1 to 3  
(See footnote 2)

#### **Footnotes:**

<sup>1</sup> No more than 3 semester hours of CMN 4275 may apply to the minor.

<sup>2</sup> No more than 3 semester hours in a combination of ESC 3960 and ESC 4400 may apply to the minor.

### **Attachment C**

#### **Entrepreneurship Minor**

EIU's entrepreneurship minor provides students from across the university the perspectives and the critical tools for exploring the development of new and emerging ventures. Through the program, students learn to recognize new business opportunities, to apply creativity and innovation to develop those opportunities, to identify funding resources, and to develop skills to manage and sustain entrepreneurial ventures. Students learn the fundamental tools to identify and commercialize business opportunities in any type of organization.

Students in the minor complete a four-course core that culminates in the development of a venture plan in the capstone course plus two electives.

#### **Core Requirements (12 semester hours)**

- ENT 3300 - Foundations of Entrepreneurship. Credits: 3
- ENT 3500 - Marketing and Innovation for Entrepreneurial Ventures. Credits: 3
- ENT 3700 - Financing for Entrepreneurial Ventures. Credits: 3
- ENT 4500 - Entrepreneurial Management and Venture Plan Development. Credits: 3

#### **AND**

#### **Minor Electives (6 semester hours)**

Two electives selected from the following:

- XXX 4275 Internship (an internship completed through an appropriate university department)\*
- ACC 3400 - Introduction to Income Taxation. Credits: 3
- AET 4243 - Construction Project Management. Credits: 3
- AET 4800 - Management of Innovation and Technology. Credits: 3  
(cross listed with MGT 4800)
- AET 4843 - Statistical Quality Assurance. Credits: 3
- AET 4943 - Manufacturing Management. Credits: 3
- BUS 3500 - Management Information Systems. Credits: 3
- CTE 3000 - Consumers in the Marketplace. Credits: 3
- FCS 3300 - Consumer Education. Credits: 3
- FCS 3756 - Community Nutrition Credits: 3
- FCS 4846 - Aging and the Family. Credits: 3
- FCS 4926 - Public Presentation Techniques. Credits: 3
- FIN 3740 - Real Estate Fundamentals. Credits: 3
- FIN 3900 - Risk and Insurance. Credits: 3
- **FLF 3220 - French for Business. Credits 3**
- **FLF 3304 - French Civilization. Credits 3**
- **FLG 3330 - German for Business. Credits 3**
- **FLG 3200 - German Culture and Civilization. Credits 3**
- **FLS 3201 - Spanish for Business**
- **FLS 4310 - Civilization and Culture of Spain or FLS 4320 - Civilization and Culture of Spanish America. Credits 3**
- MAR 3780 - Promotion Management. Credits: 3
- MAR 3875 - Retail Management. Credits: 3
- MAR 4470 - Professional Sales. Credits: 3
- MGT 3450 - Human Resource Management. Credits: 3
- MGT 3830 - Managerial Communications. Credits: 3
- MGT 4330 - Entrepreneurial Law. Credits: 3
- MGT 4800 - Management of Innovation and Technology. Credits: 3  
(cross listed with AET 4800)
- MIS 3505 - Advanced Microcomputer Applications and Development. Credits: 3
- MIS 3515 - Information Presentation. Credits: 3

- MIS 3530 - Business Web Site Design. Credits: 3
- OPD 4860 - Facilitating Learning and Project Groups. Credits: 3
- OPD 4870 - Coaching and Mentoring for Critical Thinking in the Workplace. Credits: 3
- OPD 4880 - Productive Work Teams. Credits: 3

**Footnote:**

\*An internship used as an elective in the Entrepreneurship Minor must be approved in advance by the School of Business Chair upon recommendation of the Entrepreneurship Minor Committee.

**Total Semester Hours: 18**

**Required Coursework: Total Semester Hours: 18**