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March 25, 2010

Council on Academic Affairs

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Agenda for the March 25, 2010 CAA Meeting

Items approved: 10-55, Administrative Drop Policy (Revised Policy)
10-61, ENT 3300, Foundations of Entrepreneurship (New Course)
10-62, ENT 3500, Marketing and Innovation for Entrepreneurial Ventures (New Course)
10-63, ENT 3700, Financing for Entrepreneurial Ventures (New Course)
10-64, ENT 4500, Entrepreneurial Management and Venture Plan Development (New Course)
10-65, Entrepreneurship Minor (New Minor)

Items Pending: 09-13, Proposal to Add a New Requirement for Graduation: Writing-Intensive and/or Writing Centered Course Completion
Ad Hoc Committee on Integrative Learning (Ongoing)

**Council on Academic Affairs
Minutes
March 25, 2010**

The March 25, 2010 meeting of the Council on Academic Affairs was held at 2:00 p.m. in Room 4440, Booth Library.

Members Present: Dr. Bower, Dr. Campbell, Ms. Green, Dr. Hendrickson, Dr. Mitchell, Dr. Reid, Ms. Ruholl, Dr. Shelton, Dr. Sterling, and Dr. White.

Members Absent: Mr. Lambert and Mr. Pickham.

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

Guests Present: Mr. Arseneau, School of Business; Mr. Paul Brown, School of Business; Dr. Coit, History and Faculty Senate; Dr. Hank Davis, School of Business; Dr. Dively, Educational Leadership; Dr. Flight, School of Business; Dr. Grunhagen, School of Business; Ms Harvey, Office the Registrar; Dr. Izadi, School of Technology; Dr. Lach, School of Business; Dr. Nantz, School of Business; Dr. Noll, School of Business; Dr. Painter, Family & Consumer Sciences; Associate Dean Snyder, Lumpkin College of Business & Applied Studies; Dr. Ringuette, English; and Dr. Roszkowski, School of Business.

I. Approval of the March 11, 2010 CAA Meeting Minutes.

The minutes of March 11, 2010 were approved as written.

II. Communications:

a. Curriculum Committee Meeting Minutes:

1. Minutes of the March 8, 2010 Lumpkin College of Business & Applied Sciences Curriculum Committee meeting.
2. Minutes of the March 12, 2010 College of Sciences Curriculum Committee meeting.

b. Executive Action Requests:

1. March 12, 2010 memorandum from Dean Hanner, COS, requesting executive action to revise the prerequisites for BIO 2200.
2. March 22, 2010 memorandum from Dean Hoadley, LCBAS, requesting executive action to change the course title for MSC 1001.

c. Other:

1. March 11, 2010 memorandum from Provost Lord requesting the names of at least two tenured/tenure-track faculty willing to serve on the Achievement and Contribution Awards (ACA) Selection Committee.
Dr. Grant Sterling and Dr. Anita Shelton volunteered. However, the council was unsure whether a department chair could serve on the committee. As a result, Dr. Hendrickson will find out and report back to the council. Meanwhile, Dr. Chris Mitchell indicated he would be willing to serve on committee if Dr. Shelton could not.

III. Committee Reports:

None.

IV. Items to be Added to the Agenda:

None.

V. Items Acted Upon:**1. 10-55, Administrative Drop Policy (Revised Policy)**

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

Dr. Shelton moved and Dr. Campbell seconded the motion to approve the proposal. The motion passed with the following vote:

Yes: Bower, Campbell, Green, Hendrickson, Mitchell, Ruholl, Shelton, Sterling, White

No: None

Abstain: Reid

The proposal (**See Attachment A**) was approved, effective immediately.

2. Dr. Noll shared opening remarks regarding the proposed Entrepreneurial Minor and course proposals prior to the presentation of those items.**a.) 10-61, ENT 3300, Foundations of Entrepreneurship (New Course)**

Dr. Nantz presented the proposal and answered questions of the council. The council requested a minor revision to the outline of the course (Part III) and the addition of the statement "or other qualified faculty" to the statement in the proposal concerning faculty members whom the course may be assigned (Part IV).

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

The proposal, with revisions, was approved, effective Spring 2011. As a result, MGT 4320 will be deleted.

3300 ENT. Foundations of Entrepreneurship. (3-0-3) F, S. Entrepreneurship Foundations. Introduction to and overview of entrepreneurship and the entrepreneurial process. Seeks to develop an understanding of the role of the entrepreneur and new venture creation from a local/national/international perspective. Overview of the major functions of business as they relate to entrepreneurship. Prerequisite: Completion of 45 semester hours of coursework.

b.) 10-62, ENT 3500, Marketing and Innovation for Entrepreneurial Ventures (New Course)

Dr. Nantz presented the proposal and answered questions of the council. The council requested the addition of the statement "or other qualified faculty" to the statement in the proposal concerning faculty members whom the course may be assigned (Part IV).

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

The proposal, with a revision, was approved, effective Spring 2012.

3500 ENT. Marketing and Innovation for Entrepreneurial Ventures. (3-0-3) S. Entrepreneurial Marketing. A systematic exploration of market opportunities from an entrepreneurial perspective, including idea generation, development, and market launch. Content includes: domestic and foreign product development, legal considerations, market segmentation and analysis, and the evaluation of competition. Long-term marketing strategy is communicated through the marketing section of a venture plan. Prerequisites: ENT 3300 and enrollment in the Entrepreneurship Minor; or permission of the Chair, School of Business.

c.) 10-63, ENT 3700, Financing for Entrepreneurial Ventures (New Course)

Dr. Nantz presented the proposal and answered questions of the council. The council requested the addition of the statement "or other qualified faculty" to the statement in the proposal concerning faculty members whom the course may be assigned (Part IV).

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

The proposal, with a revision, was approved, effective Fall 2012.

3700 ENT. Financing for Entrepreneurial Ventures. (3-0-3) F. Entrepreneurial Financing. A study of financial and legal issues related to financing entrepreneurial ventures. Topics include sources of financing, working with attorneys and accountants, legal aspects of reducing owners' risk, fundamentals of financial statement analysis, and analyzing and developing the financial section of a venture plan. Prerequisite: ENT 3300 and enrollment in the Entrepreneurship Minor; or permission of the Chair, School of Business.

- d.) **10-64, ENT 4500, Entrepreneurial Management and Venture Plan Development (New Course)**
Dr. Nantz presented the proposal and answered questions of the council. The council requested the addition of the statement "or other qualified faculty" to the statement in the proposal concerning faculty members whom the course may be assigned (Part IV).

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

The proposal, with a revision, was approved, effective Spring 2013.

4500 ENT. Entrepreneurial Management and Venture Plan Development. (3-0-3) S. Entrepreneurial Venture Plan. An exploration and application of the venture development and operations process including start-up issues; organizing, planning, and launching the venture; management of people and growth; and other entrepreneurial challenges are explored. Course culminates in development and presentation of a venture plan. Prerequisites: ENT 3500 and ENT 3700 and enrollment in the Entrepreneurship Minor or permission of the Chair, School of Business.

- e.) **10-64, 10-65, Entrepreneurship Minor (New Minor)**
Dr. Nantz presented the proposal and answered questions of the council.

Dr. White moved and Dr. Bower seconded the motion to approve the proposal. The motion passed unanimously.

The proposal (**See Attachment B**) was approved, effective Fall 2010.

VI. Program Review Presentation

1. B.A. in English

Dr. Ringuette gave a presentation of the B.A. in English program addressing questions listed on the document "Questions to Guide CAA's IBHE Program Review Discussion." In addition, he answered questions of the council.

VII. Pending:

1. 09-13, Proposal to Add a New Requirement for Graduation: Writing-Intensive and/or Writing Centered Course Completion
2. Ad Hoc Committee on Integrative Learning (Ongoing)

The next meeting will be held Thursday, April 1, 2010.

The meeting adjourned at 3:06 p.m. *—Minutes prepared by Ms. Janet Fopay, Recording Secretary*

***** ANNOUNCEMENT OF NEXT MEETING *****

April 1, 2010

Conference Room 4440 – Booth Library @ 2:00 p.m.

Agenda:

1. B.S. in Family & Consumer Sciences Program Review Presentation
2. CASL Presentation

Approved Executive Actions:

LCBAS

Effective Fall 2010

1. Delete FCS 4760 from the Undergraduate Catalog. This action results in the deletion of all references to FCS 4760 in catalog including the course description and the listing of the course in the Hospitality Management Concentration within the Family & Consumer Sciences: Apparel & Textiles, Consumer Studies, Hospitality, and Merchandising Option.

~~**4760 FCS. Hospitality Franchising. (3-0-3) S.** Analysis of the franchise concept, the franchisee-franchisor relationship, legal regulations impacting the operation of a franchised hospitality business, and an analysis of current franchise opportunities in the hospitality industry. Prerequisites: FCS 2700, FCS 2740, FCS 3784, FCS 3786, BUS 2101, and BUS 2710.~~

Hospitality Management Concentration

Additional 15 hours from the following:

- FCS 2100 - Nutrition in a Global Society. Credits: 3
- FCS 2784 - Hospitality Sales and Service. Credits: 3
- FCS 3340 - Club Management. Credits: 3
- FCS 3740 - Professional Hospitality Meeting Management. Credits: 3
- FCS 4275 - Internship. Credits: 3 to 9
- FCS 4340 - Conventions and Trade Shows. Credits: 3
- FCS 4345 - Advanced Lodging Administration. Credits: 3
- FCS 4350 - Dining Room Management. Credits: 3
- ~~FCS 4760 - Hospitality Franchising. Credits: 3~~
- FCS 4940 - Food Systems Management. Credits: 3
- REC 3310 - Travel and Tourism. Credits: 3

COS

Effective Fall 2010

1. Add the writing-intensive designation to PLS 4943.

4943 PLS. American Political Thought. (3-0-3) F-odd-numbered years. This course investigates the evolution of American political thought and examines the social and political ideologies that have shaped the American political system, including Puritanism, Populism, Progressivism, and Reform Liberalism. This course also studies the role of American political thought in the development of American politics and policy. Prerequisites: PLS 1153G or permission of the instructor. **WI**

Pending Executive Actions:

LCBAS

Effective Fall 2010

1. Change the course title of MSC 1001.

1001 MSC. ~~Introduction to Military Science.~~ Leadership and Personal Development. (1-1-1) F, S. Make your first new peer group at college one committed to performing well and enjoying the experience. Increase self-confidence through team study and activities in basic drill; physical fitness; rappelling; leadership reaction course; first aid; basic marksmanship; Army rank structure; stress management; and nutrition. Learn fundamental concepts of leadership in a profession in both classroom and outdoor laboratory environments. PED 1000 and a weekend exercise are highly encouraged and required for ROTC Scholarship students.

COS

Effective Fall 2010

1. Revise the course prerequisites for BIO 2200.

2200 BIO. Human Anatomy. (3-3-4) Models and cadaver study of normal human structure of muscular, skeletal, respiratory, cardiovascular, lymphatic, nervous, digestive, and urogenital systems. Prerequisite: ~~BIO 1100 or equivalent and BIO 2001G or equivalent, or permission of the instructor.~~ **BIO 1001G or BIO 1100, and BIO 2001G or BIO 1300G, or permission of the instructor.**

Attachment A

Administrative Drop

In order to maximize student access to courses, to reduce empty classroom seats, and to ensure smooth financial aid processing, the following administrative drop procedure is suggested:

Department Chairs may initiate an administrative drop of a student based on the following criteria:

1. For a traditional course, the student has not attended class **by the time 5th day rosters are issued** and has not made successful contact with the instructor to explain the absence.
or
2. The student has not met course prerequisites, co-requisites, or registration restrictions.

~~The instructor may send a list of students to the Office of the Registrar and Enrollment Management who will forward the list to the Registration Office.~~

~~Students who are administratively dropped will be notified by EIU E-mail.~~

The department chair may administratively drop students through the 10th day. Beginning with the 11th day of the semester, any student that has not attended courses must submit a request for a Late Withdrawal.

Administrative drops may affect minimum load requirements, student financial aid status, student fees, graduation requirements or other areas. It is the responsibility of the student to meet financial aid requirements, initiate any refund processes, and follow university guidelines concerning other obligations that may be affected by the drop. Information on refunds, financial aid and other student obligations may be found in the EIU catalog.

Students auditing are subject to the same attendance policy as those taking classes for credit.

Students enrolled in technology-delivered courses are subject to the same attendance policy. Students not making contact with the instructor **by the time 5th day rosters are issued** may be administratively dropped from the course. **The department chair may administratively drop students through the last day to drop the online course. Any student who has not been removed from the course by the drop date must submit a request for a Late Withdrawal.**

Students taking weekend courses are subject to the same attendance policy. Students not making contact with the instructor by the end of the first day of class may be administratively dropped from the course.

Attachment B**New Course Prefix**

The Entrepreneurship Minor draws from the expertise and knowledge base of multiple disciplines. Program contributions can be expected from across campus through elective courses, teaching expertise, and the administration of discipline-specific internships. The approval of the proposal results in the creation of a new course prefix: ENT (Entrepreneurship) to differentiate it from other business programs.

Entrepreneurship Minor (Catalog Copy)

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:

ACC 3400 Introduction to Income Taxation

AET 4243 Construction Project Management

AET 4843 Statistical Quality Assurance

AET 4943 Manufacturing Management

AET/MGT 4800 Management of Innovation and Technology

BUS 3500 Management Information Systems

CTE 3000 Consumers in the Marketplace

FCS 3300 Consumer Education

FCS 3756 Community Nutrition

FCS 4846 Aging and the Family

FCS 4926 Public Presentation Techniques

FIN 3740 Real Estate Fundamentals

FIN 3900 Risk and Insurance

MGT 3450 Human Resources Management

MGT 3830 Managerial Communications

MGT 4330 Entrepreneurial Law

MIS 3505 Advanced Microcomputer Applications and Development

MIS 3515 Information Presentation

MIS 3530 Business Web Site Design

MAR 3780 Promotion Management

MAR 3875 Retail Management

MAR 4470 Professional Sales

OPD 4860 Facilitating Learning and Project Groups

OPD 4870 Developing Critical Thinking in the Workplace

OPD 4880 Productive Work Teams

XXX 4275 Internship (an internship completed through an appropriate university department)*

*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