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Minutes

Council on Academic Affairs

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6-16-2003

June 16, 2003

Council on Academic Affairs

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### **Agenda for the June 16, 2003 CAA Meeting**

**Items approved:** 03-57, Interdisciplinary Minor in Advertising  
03-58, Industrial Technology Major and Manufacturing Technology Option, Revision

**Items Pending:** 02-51, Policies for Awarding Undergraduate Course Credit (Revision to Internal Governing Policy # 46, Grades)  
03-59, MAR 3550, Marketing as a Profession, New Course  
03-60, B.S. in Business in Marketing, Program Revision  
03-61, Medieval Studies, New Minor  
03-62, MAT 2270, Technology in Mathematics, New Course  
03-63, BIO 1002G, Practical Botany, Revised Course  
03-64, BIO 3001G, Heredity and Society, Revised Course  
03-65, ECN 3890, Labor Economics, Revised Course  
03-66, Response to the Faculty Senate recommendation on the Honors Advisory Council

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## **Council on Academic Affairs**

### **Minutes**

*June 16, 2003*

The June 16, 2003 meeting of the Council on Academic Affairs was held at 9:10 a.m. in Booth Library Conference Room 4440.

**Members present:** Dr. Bock, Mr. Deedrick, Dr. Dietz, Dr. Fewell, Dr. Helsel, Dr. Marlow, Dr. Methven, and Dr. Owen.

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

**Guests present:** Dr. Borzi, SPC; Dr. Reid, HIS; and Dr. Sowa, SPC.

#### **I. Minutes**

The minutes of May 1, 2003 were approved as written.

#### **II. Communications:**

1. Academic Waiver Reports for April 2003 from the College of Arts & Humanities, Lumpkin College of Business and Applied Sciences, College of Education & Professional Studies, and College of Sciences.
2. Academic Waiver Reports for May 2003 from the College of Arts & Humanities, Lumpkin College of Business and Applied Sciences, College of Education & Professional Studies, and College of Sciences.

*Dr. Marlow will seek answers to questions brought up in the meeting regarding the May 2003 waiver reports from the College of Arts & Humanities, Lumpkin College of Business and Applied Sciences, and College of Sciences.*

3. May 2, 2003 memorandum from Dean Hoadley, LCBAS, requesting executive action for prerequisite changes to BUS 1950, BUS 3500, and CIS 3320 effective Fall 2004.  
**Note:** *Subsequent to the CAA's 6/16/03 meeting, the Lumpkin College of Business & Applied Sciences requested that BUS 1950 be withdrawn.*
4. May 7, 2003 memorandum from Dean Hanner, COS, requesting executive action to delete BIO 4820; change prerequisites to BIO 4956; and delete BIO 4960, and BIO 4962 effective Summer 2003.
5. June 2, 2003 memorandum from Dean Hanner, COS, requesting executive action to designate PLS 2003 as a writing intensive course effective Fall 2003.
6. Memorandum from Provost Lord requesting revisions to the policy on reinstatement.  
*The council concurred with the Provost's recommendations to change the language on the policy on reinstatement so that it reads ... "Any student dismissed from EIU for academic reasons should enroll in General Studies 1000 during the term in which he or she re-enters the University as a condition of reinstatement." This action is effective immediately.*
7. Memorandum from Provost Lord requesting a CAA representative to serve on the TEAM Grants Council for the Academic Year 2003-2004.

*Dr. Bock nominated Dr. Mark Borzi to serve as the CAA representative for the TEAM Grants Council during the Academic Year 2003-2004. The nomination was approved with CAA consensus.*

8. Memorandum from Provost Lord regarding the Faculty Senate recommendation on the Honors Council.  
*After a brief discussion, Dr. Bock moved and Dr. Methven seconded the motion to place this item on the July 7 CAA agenda.*
9. April 28, 2003 Minutes from the College of Education & Professional Studies Curriculum Committee.
10. May 2, 2003 Minutes from the College of Sciences Curriculum Committee.
11. May 9, 2003 Minutes from the Lumpkin College of Business & Applied Sciences Curriculum Committee.
12. May 20, 2003 memorandum from Dr. Robert Augustine and Dr. Jill Owen regarding the NCA Self Study.
13. Announcement of the 2003 Faculty Laureate.  
*Upon the recommendation of the CAA Faculty Laureate subcommittee, CAA voted unanimously to accept the nomination of Dr. Jean Wolski as the 2003 Faculty Laureate.*

### III. Items to be Added to the Agenda:

1. 03-59, MAR 3550, Marketing as a Profession, New Course
2. 03-60, B.S. in Business in Marketing, Program Revision
3. 03-61, Medieval Studies, New Minor
4. 03-62, MAT 2270, Technology in Mathematics, New Course
5. 03-63, BIO 1002G, Practical Botany, Revised Course
6. 03-64, BIO 3001G, Heredity and Society, Revised Course
7. 03-65, ECN 3890, Labor Economics, Revised Course
8. 03-66, Response to the Faculty Senate recommendation on the Honors Advisory Council.

Dr. Dietz moved and Mr. Deedrick seconded the motion to add these items to the agenda.

### IV. Items to be Acted Upon.

#### 1. 03-57, Interdisciplinary Minor in Advertising

Dr. Sowa presented the proposal and answered questions of the council. After discussion of the item, the wording of the Learning Objectives was slightly modified. The word "demonstrate" was added before "Awareness of ethical issues faced by advertising professionals." The motion passed unanimously.

This item (**See attachment A**) was approved, *effective Fall 2003*.

#### 2. 03-58, Industrial Technology Major and Manufacturing Technology Option, Revision

Dr. Helsel presented the proposal and answered questions of the council. The motion passed unanimously.

The following revision was approved, *effective Fall 2003*.

#### **INDUSTRIAL TECHNOLOGY (B.S.)**

The Industrial Technology program provides a broad education that emphasizes the study of materials, processes, and management. The program is designed to prepare technical or technical management-oriented professionals for employment in business, industry, and government. Individuals interested in working with people, materials, and processes will find Industrial Technology provides an excellent foundation for a challenging career.

**Major**

Industrial Technology comprises BUS 1950 or CIS 2000 or MAT 2170 or 2310; CHM 1310G, 1315G; ECN 2800G or 2801G; ENG 3005; HST 3350; INT 1263, 1413, 2043, 2324, 3703, 4002, 4843, 4943; BUS 3010; MAT 1340 AND 2110G OR ~~1440G~~ 1441G; PHY (1151G, 1152G, 1161, 1162) or (1351G, 1352G, 1361, 1362); 9 hrs. electives chosen from the list below; and one of the concentrations listed below.

**MANUFACTURING TECHNOLOGY OPTION**

The Manufacturing Technology option comprises the following requirements: BUS 1950 or CIS 2000 or MAT 2170; CHM 1310G, 1315G; ECN 2800G or 2801G; INT 1263, 2043, 2064, 2324, 2953, 3113, 3143, 3703, 4002, 4023, 4803, 4843, 4943; 12 hours from the list of electives below; MAT (1340 and 2110G) or ~~1440G~~ 1441G; PHY (1151G, 1152G, 1161, 1162) or (1351G, 1352G, 1361, 1362). A suggested plan of study follows:

**3. 02-51, Policies for Awarding Undergraduate Course Credit, Revision to Internal Governing Policy # 46, Grades**

Dr. Hesel distributed a handout (**See Attachment B**) to the council members. No action was taken on this item so that departments would have time to review and comment on the proposal before the next meeting.

The meeting adjourned at 10:00 a.m.

--Minutes prepared by Janet Fopay

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.edu.edu/~eiucaa/elibrary/>.

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

Monday, July 7, 2003

Conference Room 4440 - Booth Library @ 9:00 a.m.

**Agenda**

1. 02-51, Policies for Awarding Undergraduate Course Credit (revision)
2. 03-59, MAR 3550, Marketing as a Profession, New Course
3. 03-60, B.S. in Business in Marketing, Program Revision
4. 03-61, Medieval Studies, New Minor
5. 03-62, MAT 2270, Technology in Mathematics, New Course
6. 03-63, BIO 1002G, Practical Botany, Revised Course
7. 03-64, BIO 3001G, Heredity and Society, Revised Course
8. 03-65, ECN 3890, Labor Economics, Revised Course
9. 03-66, Response to the Faculty Senate recommendation on the Honors Advisory Council.

**Approved Executive Actions:****COS**

**Effective Fall 2003**

- Change course credit for BIO 1300G as follows:  
**From:** 3-2-4  
**To:** 3-3-4
- Designate ECN 3853 as writing intensive.
- Designate ECN 3873 as writing intensive.

**LCBAS****Effective Fall 2003**

Designate INT 4002, Materials Testing, and INT 4943, Manufacturing Management, to be writing intensive.

**Pending Executive Actions:****COS****Effective Summer 2003**

1. BIO 4820 – Delete course from the curriculum.
2. BIO 4956 – Change prerequisite from “BIO 3800 or 3950 or permission of the instructor” to “BIO 3800 or permission of the instructor.”
3. BIO 4960 – Delete course from the curriculum.
4. BIO 4962 – Delete course from the curriculum.

**COS****Effective Fall 2003**

Designate PLS 2003 as a writing intensive course

**LCBAS****Effective Fall 2004**

1. Prerequisite changes to BUS 3500.

**3500 BUS. Management Information Systems. (3-0-3)** An introduction to MIS by management level and functional area. Among the topics are: types of information systems, approaches to systems development, and security. Prepackaged software will be used in case problem solving and simulation situations. **Prerequisites:** BUS 1950, and junior standing, **concurrent enrollment or prior credit in BUS 3010, and admission to the School of Business or to a minor offered by the School of Business, or permission of Associate Chair.** Not open to Computer Information Systems majors.

2. Prerequisite changes to CIS 3320.

**3320 CIS. Business Programming with C. (3-0-3) F, S.** A study of the program structure, data types, operators, input/output statements, functions, and arrays and pointers in the C language. Emphasis is on efficiency in business programming. Prerequisites: Junior standing, **Prerequisites:** Junior standing **and either** CIS 2000, **with a grade of C or better**, or ~~successful completion of one college-level programming course~~ with a grade of C or better and admission to the School of Business or to a minor offered by the School of Business or permission of the Associate Chair.

*Attachment A*

**Eastern Illinois University  
Interdisciplinary Minor in Advertising**

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.

**Learning Objectives**

- Understand advertising as a form of persuasive communication.
- Understand the role of advertising in marketing strategy.
- **Demonstrate** awareness of ethical issues faced by advertising professionals.
- Demonstrate knowledge and ability to use some or all of the various media technologies (print, broadcast, electronic)

**Methods of Assessment and Related Consideration**

- Testing
- Case Analyses
- Group Problem Solving
- Discussion Questions
- Critical Analysis of Campaign  
SPC 3940 as a capstone course

**Required Coursework . . . . .15 hrs**

BUS 3470 Principles of Marketing  
SPC 3100 Persuasion  
SPC 3940 Advertising Theory and Practice  
INT 1363 Graphic Communication Technologies  
INT 3343 Digital Prepress Technologies

***Electives (Students with a major in MAR, SPC, or INT may not take***

*more than 6 elective hours from their major area).* . . . . .12 hrs

BUS 2750 Legal and Social Environment of Business  
CIS 3530 Business Web Design and Development  
INT 3123 Foundation of Photography  
INT 3353 Print and Digital Media Production  
INT 4813 Advanced Digital Media Technologies  
JOU 3820 Publicity Methods  
JOU 3501 Principles of Advertising  
MAR 3720 Consumer Behavior\*  
MAR 3780 Promotion Management\*  
MAR 3860 Marketing Research\* or SPC 2020 Speech Communication Research  
SPC 2550 Broadcast Announcing  
SPC 3520 Radio Production  
SPC 3540 Video Production  
SPC 3650 Organizational Communication  
SPC 3750 Computer Mediated Communication I  
SPC 3752 Computer Mediated Communication II  
SPC/JOU 3920 Public Relations in Society  
SPC 4420 Media Sales and Advertising  
SPC 4500 Topics in Electronic Media Production

**Total Hours** .....27 hrs

*\*\*Marketing majors may not use BUS 2750, MAR 3720, MAR 3780 or MAR 3860 to satisfy both the marketing major and the advertising minor.*

**Approved by the Department of Speech Communication:** January 15, 2003

**Approved by The College of Arts and Humanities Curriculum Committee:** February 26, 2003

**Approved by the Lumpkin College of Business and Applied Sciences Curriculum Committee:** April 10, 2003

*Attachment B*

Internal Governing Policy # 46

GRADES

UNDERGRADUATE GRADING SYSTEM

Credit

The unit of measure is the semester hour. One semester hour approximates the effort expended in 50 minutes of class work and 100 minutes of study during each week of the semester. One semester hour also approximates the effort expended in at least 50-minute laboratory or other scheduled class activity per week (for example; art studio). Laboratories or other scheduled class activities often require more scheduled instruction and fewer minutes of study outside the time scheduled; therefore, laboratories or other scheduled class activities may be scheduled for more instructional minutes for one semester hour of credit depending on the discipline and nature of the laboratory. Any exception of these policies requires approval of the ~~Council on Graduate Studies~~ **Council on Academic Affairs**; exceptions will appear in the course descriptions approved through the established curricular process.

The number of contact hours for any undergraduate course should not exceed the number of semester hours of credit by more than 2. The number of semester hours of credit for any undergraduate course will not exceed the number of contact hours.

Example: a 2-3 (2 hours of lecture and 3 hours of lab) course should not generate fewer than 3 sh of credit and cannot generate more than 5 sh of credit.

This policy applies to new course proposals and course revisions submitted after July 1, 2003.