

**College of Business Administration**  
**Faculty Meeting**  
**November 18, 2005**

The College of Business Administration Faculty met in Admin 2-48 at 1:00 p.m. with 42 faculty present. Dr. Ronald L. Berry, Dean, presided.

Dr. Stephen Richters met with the CBA Faculty to discuss the budget issues. The University will experience a 2.2 million dollar cut at this time. Dr. Richters believes that the financial situation will begin to improve in three years. If you have any comments or concerns, please send an e-mail to [provost@ulm.edu](mailto:provost@ulm.edu).

**Undergraduate Curriculum Proposals:**

**Economics:**

A motion was made to change the following Economics course descriptions:

**1. Change course description of Economics 202**

(New description includes discussion of international trade issues)

**(Current) Microeconomic Principles. 3 cr.** Focuses on such concepts as demand, supply, cost, and the determination of prices through analyses of market models of competition, monopoly, and oligopoly. Applies concepts to real-world problems of pollution, shortages, surpluses and prices of inputs. F, Sp, Sum

**(Proposed) Microeconomic Principles. 3 cr.** Focuses on such concepts as demand, supply, elasticity, production and cost. Analyzes market models of perfect competition, monopoly and imperfect competition. Includes discussion of international trade issues and government interventions. F, Sp, Sum

**2. Change course description for Economics 311**

(update of course description)

**(Current) Intermediate Microeconomic Analysis. 3 cr.** Theory of consumption, analysis of production, behavior of the firm in competitive, monopolistic and imperfectly competitive markets; distribution of income, general equilibrium of the price system, and concepts of optimum allocation of resources. Prerequisite: 201, 202.

**(Proposed) Intermediate Microeconomic Analysis. 3 cr.** Theory and behavior of consumers, analysis of production and costs, optimal decision making by the firm in competitive, monopolistic and imperfectly competitive markets, optimal resource allocation. Prerequisite: 201, 202.

**3. Change course description of Economics 313**

(Update of course description)

**(Current) International Trade. 3 cr.** The theory of international trade; the techniques of control over investment and trade, foreign exchange, balance of payments, cartels and other international combinations. Examination of world interdependence. Prerequisites: 201, 202.

**(Proposed) International Trade. 3 cr.** The theory of international trade from Mercantilism and the Classical world to modern Neo-classical theories; the impacts of trade policies; economic integration. Prerequisites: 201, 202.

#### 4. Change course description of Economics 321

**(Current) Managerial Economics. 3 cr.** Determination of optimal prices, output and input utilization. Estimation of demand and cost. Description of markets and the behavior of firms in different market settings. Prerequisites: 202, QMDS 210. F, Sum

**(Proposed) Managerial Economics. 3 cr.** Determination of optimal price, output and input utilization. Estimation of demand and cost. Decision making in the presence and absence of market power. Prerequisites: 202, QMDS 210. F, Sum

The motion passed.

#### **Insurance:**

A motion was made to remove Insurance 423 and 491 as options in the major and minor:

**Rationale:** Insurance 423 (senior seminar) is not taught and no plans for teaching in the near future. 491 is an independent study and should not be used to meet the major requirements.

**(Current)** Required for a major in Insurance: Accounting 319, Economics 301, Finance 401, Insurance 205, 307, 308, 309, 408, 311 or 423 or 491, and either Construction 101 or a Business Administration Elective – Total of 30 semester hours.

Required for a minor in Insurance: Insurance 205, 307, 308, 309, 408, and 311 or 423 or 491 – Total of 18 semester hours.

**(Proposed)** Required for a major in Insurance: Accounting 319, Economics 301, Finance 401, Insurance 205, 307, 308, 309, 311, and 408 and either Construction 101 or a Business Administration Elective – Total of 30 semester hours.

Required for a minor in Insurance: Insurance 205, 307, 308, 309, 311, and 408 – Total of 18 semester hours.

The motion passed.

A motion was made to change the title of the Insurance major to “Risk Management and Insurance”

#### **Rationale:**

- Insurance is a tool not a discipline. The discipline that we teach is Risk Management.
- It is common for most programs of Insurance to be termed “RMI”

#### **Examples (University and title of similar major)**

Appalachian State:	Risk and Insurance
Florida State U:	Risk Management/Insurance
Georgia State University:	Risk Management and Insurance
Illinois State:	Insurance and Risk Management
Temple:	Risk, Insurance, and Healthcare Management
University of South Carolina:	Insurance and Risk Management

The motion passed.

## **Computer Science:**

A motion was made to change the course titles of the following Computer Science courses:

**1. Change course title of CSCI 200**

Current Title: Introduction

Proposed Title: Introduction to Computer Programming

**2. Change course title of CSCI 253**

Current Title: Assembly Language Programming

Proposed Title: Computer Organization and Assembly Language Programming

**3. Change course title of CSCI 273**

Current Title: Introduction to File Organization

Proposed Title: File and Data Structures

The motion passed.

## **Management:**

A motion was made to require management majors to earn a “C” in MGMT 301.

The motion passed.

A motion was made to change prerequisites for MGMT 308, 315, 320, 402, 410 to “MGMT 301 or 305 or consent of the instructor.”

Current: 308 – 307 & QMDS 210  
315 - 307  
320 – 307  
402 – Senior Standing  
410 – 320 or consent

The motion passed.

A motion was made to change the prerequisites for MGMT 413 to “MGMT 301 or MRKT 301 or consent of the instructor.”

Current: None

The motion passed.

A motion was made to change the course description for MGMT 410

(Current) **Advanced Human Resource Management. 3 cr.** Contemporary personnel and human resources problems covering staffing, compensation and benefits, human resources development, health and safety, employee and labor relations, and personnel research.  
Prerequisites: 320 or consent of the instructor.

(Proposed) **Seminar in Human Resource Management. 3 cr.** Contemporary personnel and human resources problems such as staffing, compensation and benefits, human resources development, health and safety, employee and labor relations, and personnel research. Prerequisites: 301 or 305 or consent of the instructor.

The motion passed.

A motion was made to change the course description for MGMT 309.

(Current) **Operations Management. 3 cr.** The planning and controlling of key business operations: forecasting, designing worker tasks, designing quality into the processes and into the service/product, capacity management, and total resource management (personnel, materials, equipment, capital). Prerequisites: 301; Math 116; or consent of the instructor.

(Proposed) **Operations Management 3 cr.** The efficient and effective management of key operational activities involved in running a business. Forecasting future demands, calculating capacity needed, designing the service or good to meet customers' needs, designing the process for providing the good or service, designing workers' tasks/jobs, setting fair work standards, scheduling and assigning the work, arranging the layout of facilities/workplaces, ordering materials, controlling inventories, scheduling inbound and outbound transportation. Prerequisites: 301, MATH 116, or consent of instructor. F, Sp, Sum

The motion was tabled.

A motion was made to change the name and course description for MGMT 413.

(Current) **Purchasing and Materials Management. 3 cr.** Management of the purchasing activity in industrial, governmental and institutional organizations, includes procurement systems and procedures, determination and control of quantity and quality, vendor selection and evaluation, price policies, value analysis, make or buy problems, ethical and legal aspects, inventory management and materials handling, and purchasing research. F

(Proposed) **Supply Chain Management 3 cr.** Management and integration of the supply chain over the entire channel of distribution. Proactive procurement and control of materials and services in a global environment. Topics include: inventory control, quality control, production scheduling, materials handling, storage, contracting, make or buy analysis, value analysis, outsourcing, transportation, and salvage. Prerequisite: 301 or MRKT 301 or consent of instructor. F

The UCC approved a title change and a change in course description for MGMT 413. Since it is a title change there needs to be a new course. The UCC approved a new course, number to be obtained, and the deletion of the old MGMT 413.

The motion was tabled.

## **Marketing:**

A motion was made to create two new Marketing courses:

**410. Professional Selling. 3 cr.** An in-depth study of professional selling. Particular emphasis is placed on negotiating skills and customer relationship management (CRM) as well as general sales-related topics including sales automation, team selling, handling conflicts and ethical issues, and time/territory management. Students will be required to spend time in the field with professional salespeople and to prepare and deliver effective informational and persuasive sales presentations. Prerequisites: 301, 305. F

**411. Integrated Marketing Campaigns. 3 cr.** The study of the integrated marketing communication campaign strategies used by businesses and non-profit organizations. Students will develop advertisements, public relations releases, sales promotion tools, and direct marketing pieces to coincide with their campaign plan. Prerequisites: 301, 407. Sp.

The motion passed.

A motion was made to drop MGMT 309, Operations Management, as a required course in the marketing curriculum.

The motion was tabled.

A motion was made to require marketing majors to take one of the following new courses as a replacement for MGMT 309:

- a. MRKT 410, Professional Selling
- b. MRKT 411, Integrated Marketing Campaigns

The motion was tabled.

### **Computer Information Systems:**

A motion was made to change the prerequisites for CINS 306 to be updated to reflect the course number change of CINS 201 to CINS 220. Prerequisite will now read "220"

The motion passed.

A motion was made to create a new course: CINS 344 Information Security Management. The course will be an elective.

**CINS 344. Information Security Management. 3 cr.** Principles of information security and assurance, with an emphasis on the managerial component. A lifecycle approach is used to identify, assess and develop responses to security threats to organizational assets. Prerequisite: 340 or permission of the instructor.

The motion passed.

### **Editorial Change:**

Specify the options for "Business Administration elective."

### **Graduate Committee Proposals:**

A motion was made to change the catalog statement on page 62 regarding admission:

(Current) Decisions by the Graduate Admissions Committee are based on a broad range of criteria, and no particular level of academic performance or test scores will guarantee acceptance or ensure rejection.

(Proposed) Decisions by the Graduate Admissions Committee are based on a broad range of criteria, and no particular level of academic performance or test scores will guarantee acceptance.

The motion passed.

A motion was made to change admission requirements for admission:

- |            |   |
|------------|---|
| (Current)  | 2.5 GPA, 400 GMAT, and 950 Formula (GPA X 200 + GMAT) |
| (Proposed) | 2.5 GPA, 450 GMAT, and 1000 Formula                   |

The motion passed.

A motion was made to create conditional admission requirements:

Calculate GPA on last 60 hours of course work towards the degree and require 1050 formula.  
Minimum 2.2 GPA and 450 GMAT required.

The motion passed.

### **Research Reward Program**

In an effort to encourage and reward publications in peer-reviewed journals, the College has established a Research Reward Program. Five hundred dollars will be awarded for each journal article published in a peer-reviewed journal between January 1, 2006 and July 31, 2007.

#### Stipulations:

1. The article must appear in print during the time period of the program (letters of acceptance will not be funded).
2. A total of \$500 per print journal article will be awarded. In cases of multiple authors, amount will be prorated per author, even if co-authors are external.
3. Limit of \$1,000 per faculty member over the program period.
4. Journal must be listed in Cabell's or other comparable source and have no higher than a 50% acceptance rate. If the journal is not in Cabell's or comparable source, the author must document peer review process and acceptance rate.
5. Preference is for reward to be used for professional development purposes.

The Quarterly Safety Meeting was conducted by Miguel Perez. The topics were Americans with Disabilities Act, Anti-Discrimination and Harassment Policies, Evacuation Procedures and Equal Employment Opportunities. The information will be e-mailed to the College of Business.

The meeting was adjourned at 3:00 p.m.