Curriculum Committee
Meeting Agenda
October 30, 2012
3:30PM-5:00PM
Moody Room

Martha Joyce Brandon Green David Farrington Bettie Wright
Gregg Smith Mary Stinnett Nancy Nowak Deborah Meyer
Charles Young

Business to be reviewed by Curriculum Committee:

Approval of the following Curriculum Committee Minutes-
Tuesday, October 11, 2012
Tuesday, October 30, 2012

New Courses:
  • None

New Programs:
  • None

Program Revisions
Course Revision to be presented by Martha Joyce:
  • BA 206 - Management Fundamentals
  • BA 232 - Instruction to Business Statistics
  • BA 238 - Salesmanship

Course Revisions:
  • None

Informational Items:
  • The Business Department is requesting that the following classes be removed from
the catalog.
    o BA 062B: AMA Managing and Resolving Conflict
    o BA 062C: AMA-Communication Skills for Managers
    o BA 062D: AMA-First Line Supervision
    o BA 062F: AMA-What Managers Do
    o BA 062I: AMA-Manager’s Guide to Human Behavior
    o BA 062K: AMA-Leadership Skills for Managers
  • The Business Department is requesting that the following classes be removed from
the catalog.
    o OA259 Machine Transcription II - Legal
Curriculum Committee
Meeting Minutes
3:30PM-5:00PM
October 11, 2012

 ✓ Martha Joyce, Chair ✓ Brandon Green ✓ David Farrington ✓ Bettie Wright
 Gregg Smith ✓ Mary Stinnett ✓ Nancy Nowak ✓ Deborah Meyer
 Charles Young ✓ Lisa Davis (by invitation)

Business to be reviewed by Curriculum Committee:

Approval of Curriculum Committee Minutes- Tuesday, October 2, 2012 - Approved

New Courses:

Following to be presented by Marie Gambill and April Hamlin:
- HD 103- Pathways to Career Planning
  Recommendations:
  - To look at HD 101 to see if HD 103 would fall under this course
  - Not going to forward to IC until option is explored further; however, enough time to bring back to CC, if it will be a separate course

New Programs:

- None

Program Revisions

- None

Course Revisions:

Following to be presented by Steve Cable:
- SOC 225- Social Aspects of Addiction
  Comments:
  - Missing week 11 due to format issues
  - No specific implementation date
  - Grading option needs to be fixed – Lisa Fields will fix

Following to be presented by Martha Joyce:
  Comment:
  - All approved with noted minor changes below
  - Most need their Activities codes updated
    10 = 100
    20 = 200
    21 = 210
  - BA 101- Introduction to Business
Comments:
  o *Is the “I” in “Internet” capitalized?*
  • BA 129- Accounting Applications II
  • BA 151- Practical Accounting I
  • BA 152- Practical Accounting II
  • BA 160- Accounting for Managers
  • BA 177- Payroll Accounting
  • BA 181- Business Mathematics II
  • BA 207- Introduction to E-Commerce
  • BA 215- Cost Accounting
  • BA 218- Personal Finance
  • BA 222- Financial Management
  • BA 223- Marketing
  Comment:
  o **Official Name:** “Principles of Marketing”
  • BA 226- Business Law
  • BA 238- Salesmanship
  • BA 239- Advertising
  Comment:
  o *Instruction needed for Week 5*
  o *Delete Mid-Term Exam for Week 5*
  • BA 249- Retailing
  • BA 250- Managing the Small Business
  Comments:
  o *Instruction needed for Week 6*
  o *Delete Mid-Term Exam for Week 6*
  • CWE 161- CWE Seminar I
  Comments:
  o *Check “elective”*
  o *“and” vs. “or” on instructor approval*
  • CWE 162- CWE Seminar II
  Comments:
  o *Check “elective”*
  o *“and” vs. “or” on instructor approval*
  • CWE 163- CWE Seminar III
  Comments:
  o *Check “elective”*
  o *“and” vs. “or” on instructor approval*
  • MED 140- Electronic Health Records
  Comments:
  o *Bettie Wright will remove “Chapter 1”, “Chapter 2”, etc. from Outline*
  • OA 115- Administrative Office Professional
  • OA 116- Records Management
  • OA 121- Keyboarding
  Comments
Elaborate on “Reason for request” to state “Update outcomes to reflect Bloom’s Taxonomy; update textbook/materials”

OA 123- Formatting
  Comments
    Elaborate on “Reason for request” to state “Update outcomes to reflect Bloom’s Taxonomy; update textbook/materials”

OA 128- Editing for Business
  Comments
    Elaborate on “Reason for request” to state “Update outcomes to reflect Bloom’s Taxonomy; update textbook/materials”

OA 201- Word Processing Applications
OA 225- Machine Transcription I
  Comments
    Elaborate on “Reason for request” to state “Update outcomes to reflect Bloom’s Taxonomy; update textbook/materials”

OA 245- Office Administration
  Comments
    Elaborate on “Reason for request” to state “Update outcomes to reflect Bloom’s Taxonomy; update textbook/materials”
    Banner Enforced Prerequisite: Banner cannot verify “Second Year Standing”
    Change pre-requisite to: Pre / Co required with OA225”

OA 250- General Office Procedures
  Comments
    Elaborate on “Reason for request” to state “Update outcomes to reflect Bloom’s Taxonomy; update textbook/materials”

OA 260- Principles of Office Management
  Comments
    Elaborate on “Reason for request” to state “Update outcomes to reflect Bloom’s Taxonomy; update textbook/materials”

SDP 112- Communicating Effectively in the Workplace
SDP 204- Labor and Management Relations
SDP 215- Equal Employment Opportunity
SDP 223- Employee Development and Performance Management

Informational Items:

- Question brought to committee: “If department is just changing a course title without any other modification, what needs to occur?” Lisa Davis will follow up on the answer.
- Lisa Davis, Career Pathways Liaison and representative for WebForms (portal to report CCWD changes in programs / certificates) welcomes questions / concerns regarding creating a new programs and certificates and presenting it to the State Board. She is located in the Jackson Hall Offices, Room 10, M-F 7:30 – 4:30. Lisa will attend CC meetings as needed (will be invited)
- David Farrington will be responsible for the CIPS codes
Curriculum Committee
Meeting Minutes
3:30PM-5:00PM
October 30, 2012

✔ Martha Joyce, Chair ✔ Brandon Green ✔ David Farrington ✔ Bettie Wright
Gregg Smith ✔ Mary Stinnett ✔ Nancy Nowak ✔ Deborah Meyer
Charles Young ✔ Lisa Davis (by invitation)

Business to be reviewed by Curriculum Committee:

Approval of Curriculum Committee Minutes - Tuesday, October 11, 2012 – TABLED

New Courses:
- None

New Programs:
Following to be presented by Bettie Wright:
- AAS- Medical Office Administration Move to IC
  With Recommended Changes
- Certificate- Front Office Medical Assistant Move to IC
  With Recommended Changes

Program Revisions
- None

Course Revisions:
- None

Informational Items:
- Discussion over Changes to the AAS – AMA, which is an option off the AAS – AA, to make it a standalone degree program
  - Discussion of WR 115 o above requirement. Keep “as is”
  - Discussion on changing “MTH 60” to “MTH 60 or above”, but not required to make changes
  - The changes will need state 90 day after NOI filing approval, thus, most likely will not be entered into the catalogue until 2013. Unclear if it can be offered if not in the catalogue
- Lisa Davis joined us to discuss “What exactly goes into WebForm?”
Lisa received email from ODE CTE Quality Assurance suggesting that we do what we have been doing at our institution, then submit to WebForm.

This brought up discussion on “How does Lisa ‘get’ the documents to be put onto WebForm?

Lisa developed forms (attached) and presented them to committee:
- UCC / Webforms New Program / Certificate Application Worksheet
- Notice of Intent (NOI)
- Career Pathways Certificate Internal Tracking Process
- UCC Timeline for Program Development / Changes

Recommendations of the Committee:

- For Lisa to go forward to IC with the forms
- To have a protocol created for creating a new Program, including a person (committee?) overseeing that the NOI reaches Lisa after appropriate approvals have been granted, thus, going onto the State. Debate on is this a CC or IC responsibility to create?
- To have the documents in an easily accessible location, allowing program developers the ability to access them from off campus computers and / or accessible with the programs currently on our UCC computers.
Notice of intent (NOI)

UCC/Webforms Application

*The NOI must be received no later than the first Friday of a month to be distributed by the second Friday of the month.*

**Is this a Statewide Notice of Intent?** Yes___N o_____ (The answer is usually no unless it offered at all colleges)

**Program Name:** (Name of program or certificate)

**First Offered Date:**

**Credits**

**Students estimated:**

**Business and Industry?** YES___ NO___ (The answer is usually no unless offered by all colleges)

**Awards:** ____________ (ex; AAS, certificate of completion etc..)

**CIP Family:** ____________ (The first two numbers of the six digit CIP code. Please contact David Farrington 4616 for the appropriate CIP code)

**CIP Code:** ____________

**Associated Program:** (AAS or Parent Program as listed in UCC Catalog and/or Webforms)

**College Program description:** (Brief description of the certificate as related to the Parent Program)

**Labor Market Information (LMI):** (For the certificate not the Parent Program from OLMIS)

**Target Population:** (For the certificate not the Parent Program)

**Program Contact Info:** (For the Certificate)

Name:
Department:
Title: Program
Contact E-mail:
Contact phone:
Contact fax:

**Please return this completed application:** [lisa.davis@umpqua.edu](mailto:lisa.davis@umpqua.edu).

For Questions please contact: Lisa Davis, Jackson Hall Office #10 (541) 440-7773 (O)
Title: (name of program or certificate)

Award: (ex. AAS, certificate of completion etc.)

(*Please consult with David Farrington ext. 4616 for assignment of appropriate program or certificate CIP Codes.)

*CIP Family:
*Major CIP Code:
*CIP 7:
*CIP 8:
Credits:
Career Area: Select one

<table>
<thead>
<tr>
<th>Arts, Communication and Information</th>
<th>Business and Management</th>
<th>Food and Natural Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health services</td>
<td>Human Resources</td>
<td>Industrial and Engineering Systems</td>
</tr>
</tbody>
</table>

Business & Industry? Yes___ No____ (This answer is normally no, unless offered by all colleges.)
Program Length: _____ <6 months _____>6 months but less than 1 year _____1 year or more
Date Implemented:
Term Implemented:
Year Implemented:

Summary:

Program Contact Information
Contact Name:
Contact Dept:
Contact Title:
Contact Email:
Contact Phone:
Contact Fax:

Financial Assistance Options Available to Students in this Program (Check all that apply)

<table>
<thead>
<tr>
<th>Source</th>
<th>Yes</th>
<th>No</th>
<th>Description (name and nature of program)</th>
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<tbody>
<tr>
<td>Federal</td>
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<td>Workforce Investment Act - ITA</td>
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<td>Veterans Benefits</td>
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<td>State of Oregon</td>
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<td>College</td>
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<td>Private (business; foundations)</td>
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<td>Other</td>
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Standards
For each of the Standards listed below, using the New or Parent program information, create or insert a short description that provides the requested data. These descriptions will be cut and pasted into Webforms as the official record.

**Note:** For Career Pathways Certificates simply put “See Parent Program” under each standard.

**Standard A: Need:**
(The community college provides clear evidence of the need for the program)

**Standard B: Collaboration:**
(The community college utilizes systemic methods for meaningful and ongoing involvement of the appropriate constituencies.)

**Standard C: Alignment:**
(The program is aligned with appropriate education, workforce development, and economic development activities.)

**Standard D: Design:**
(The program leads to student achievement of academic and technical knowledge, skills, and related proficiencies.)

**Standard E: Capacity:**
(The community college identifies and has the resources to develop, implement, and sustain the program.)
Course Outcomes: (Please insert the program or certificate outcomes below.)

PROGRAM OUTCOME I:

PROGRAM OUTCOME II:

PROGRAM OUTCOME III:

PROGRAM OUTCOME IV:

PROGRAM OUTCOME V:

PROGRAM OUTCOME VI:
Table 1: PROGRAM/ CERTIFICATE COURSE SUMMARY

Please fill out the following table with course information.

<table>
<thead>
<tr>
<th>Course Name</th>
<th>*Term Offered 1,2,3, or 4</th>
<th>**Course Group 1,2,3,4 etc.</th>
<th>Credits Default Course Y/N</th>
<th>***Course Use See table 2 (below) for list of course uses</th>
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*Term Offered- 1=Su, 2=F,3=W,4=Sp

**Course group only necessary if default course is offered.

***See Table 2 (next page) for list of course uses
Table 2:  

**Course Use List**  
Please use this list to answer the “course use” question located in Table 1.

- Accounting Elective
- Anatomy Elective
- Biology Elective
- Chemistry Elective
- College Work Experience
- Computer Science Elective
- General Science Elective
- Humanities or Communication Elective
- Humanities or Fine Arts Elective
- Humanities or Psychology Elective
- Humanities or Social Science Elective
- Humanities/Arts/Literature Elective
- Humanities/Fine Arts/Elective
- Math Elective
- Network Tech Elective
- Physical Education Elective
- Physics Elective
- Pre-Requisite
- Program Elective
- Program core course
- Program practicum
- Psychology Elective
- Related Instruction
- Social Science Elective
- Sociology Elective
- Speech Elective
- Writing Elective
- Writing or Communication Elective
## Advisory Committee Information

**Committee Name:**

<table>
<thead>
<tr>
<th>Member name</th>
<th>Title</th>
<th>Business</th>
<th>Phone</th>
<th>E-mail</th>
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Please return this completed application and supporting documents to: lisa.davis@umpqua.edu.

For Questions please contact:

**Lisa Davis**  
Career Pathways Liaison  
Umpqua Community College  
Jackson Hall  
Office #10  

(541) 440-7773 (O)
## Certificate Name:

<table>
<thead>
<tr>
<th>Step</th>
<th>Item</th>
<th>Date Begun</th>
<th>Date Finished</th>
<th>Responsibility</th>
<th>Data or Process Steps</th>
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<tbody>
<tr>
<td>1.</td>
<td>Proposed Certificate Name</td>
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<td>2.</td>
<td>Parent Program Name (Indicate Degree)</td>
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<td>3.</td>
<td>Department Name</td>
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<td>4.</td>
<td>Authorizing Dean</td>
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<td>5.</td>
<td>Processing Department Head</td>
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<td>6.</td>
<td>Developing Faculty Member</td>
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<td>7.</td>
<td>Number of Certificate Hours</td>
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<td>8.</td>
<td>LMI Information from Parent Program</td>
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<td>9.</td>
<td>Identify full list of courses within certificate</td>
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<td></td>
<td>Steps 1 – 9 form the Certificate Application Packet which begins the instructor development.</td>
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<td>10.</td>
<td>Instructor initiates meeting with Pathways Coordinator and reviews Certificate Application Packet.</td>
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<td>Pathways Coordinator will provide basic training and a packet of processing documents.</td>
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<td>11.</td>
<td>Instructor and Pathways Coordinator identify projected timeline for creation and approval.</td>
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<td>Timelines will be based upon State calendar and UCC IC protocols.</td>
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<td>12.</td>
<td>Instructor develops pathway certificate.</td>
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<td>13.</td>
<td>Instructor reviews certificate with Pathways Coordinator.</td>
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<td>15.</td>
<td>Instructor completes the NOI and Program Amendment Documents.</td>
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<td>16.</td>
<td>Certificate Application Packet, NOI, and Program Amendment documents along with CP Roadmap are delivered to Department Chair for review.</td>
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<td>17.</td>
<td>Certificate and all supporting documents are approved by Department Chair.</td>
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<td>18.</td>
<td>Certificate is approved by Department Dean.</td>
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<td>19.</td>
<td>CC Packet prepared by Chair or Faculty.</td>
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<td>20.</td>
<td>CC Packet reviewed with Pathways Coordinator.</td>
<td>Comments or modifications to be incorporated.</td>
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<td>21.</td>
<td>CP Packet presented to CC</td>
<td>NOI due date is 5:00 PST the first Friday of each month.</td>
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<td>22.</td>
<td>Certificate reworked if necessary.</td>
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<td>23.</td>
<td>CP Packet presented to IC</td>
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<td>24.</td>
<td>IC acceptance notification delivered to Pathways Coordinator for NOI input.</td>
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<td>26.</td>
<td>CCWD posts the NOI for comment/review.</td>
<td>Postings occur the second Friday of each month.</td>
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<td>27.</td>
<td>Waiting period for any other college to file Notice of Objection.</td>
<td>Colleges have 12 business days to file an objection.</td>
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<tr>
<td>28.</td>
<td>POC receives CCWD electronic notice of approval.</td>
<td>Courses or programs may be published as pending once calendared on an SBE agenda.</td>
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<td></td>
<td>Note – New Courses or Programs cannot be published until the SBE schedules and holds a review meeting.</td>
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<td>29.</td>
<td>Notification of rejection or modification will be given to CP Coordinator who will return it to the Approving Dean. Requires re-start of the process.</td>
<td>Notification will be made to the IC for record keeping.</td>
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<td>30.</td>
<td>New course or program approval received from SBE.</td>
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<td>31.</td>
<td>Final Pathways Certificate approval received.</td>
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<td>32.</td>
<td>CP Coordinator publishes the Pathways Roadmap to uccpathways.org via the Web Tool.</td>
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</tbody>
</table>
33. UCC Catalog update process.
Document brought forward by: Martha Joyce

X Date October 30, 2012

Supervisor Signature (Please type in the box with the X by it.)

<table>
<thead>
<tr>
<th>Action</th>
<th>Division</th>
<th>Department</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revise</td>
<td>CTE</td>
<td>Business</td>
<td>Entry Management AAS, Entrepreneurship Certificate; Retail Management Certificate</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Current course number</th>
<th>Revised Course Number</th>
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<tbody>
<tr>
<td>BA206</td>
<td>_____</td>
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<table>
<thead>
<tr>
<th>Current Course Title</th>
<th>Revised Course Title</th>
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<tbody>
<tr>
<td>Management Fundamentals</td>
<td>_____</td>
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<table>
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<th>Credits</th>
<th>Revised Credits</th>
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<th>Lecture Hrs/Wk</th>
<th>Revised Lecture Hrs/Wk</th>
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<th>Lec /Lab Hrs/Wk</th>
<th>Revised Lec /Lab Hrs/Wk</th>
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<th>Lab Hrs/Wk</th>
<th>Revised Lab Hrs/Wk</th>
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<th>Practicum</th>
<th>Revised Practicum</th>
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<thead>
<tr>
<th>Banner/Instr. Prerequisites</th>
<th>Revised Banner/Instruc. Prerequisites</th>
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<tbody>
<tr>
<td>BA101 with C or better</td>
<td>none</td>
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<tr>
<th>Co-requisites</th>
<th>Revised Co-requisites</th>
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<th>Length (Wks)</th>
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<td>11 weeks or variable</td>
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Proposed implementation date: Term W Year 2013 Grading Option A-F Load Factor 3.0


Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision:

- No additional instructional costs (staff, materials, equipment, or facilities) are required.

  The cost of this course will be covered by (i.e. fewer sections of course):

- Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).
Course Title: Management Fundamentals
Developed By: Karen Fager
Development Date: September 1994
Revision Date: January 2012

COURSE DESCRIPTION: This is a basic course in management with emphasis on the application of sound managerial practices and techniques. Managerial functions including planning, organizing, leading, and controlling are studied in the framework of this course.

COURSE OBJECTIVES: The successful student, at course completion, will be able to:

- Describe the management functions of planning, organizing, leading, and controlling.
- Discuss management concepts as they relate to the global environment.
- Debate ethical dilemmas in management.
- Demonstrate appreciation for diversity as a business management strategy.
- Identify future trends in management.


OUTLINE: [Topics taught by week 1-10.]

Week 1 Managing
Week 2 The Environment of Business
Week 3 Ethics and Corporate Responsibility; Strategic Planning
Week 4 Entrepreneurship
Week 5 Organizing
Week 6  Managing Human Resources; Managing the Diverse Workforce

Week 7  Leadership

Week 8  Motivating People

Week 9  Teamwork; Communicating

Week 10 Managerial Control; Innovating and Changing

Week 11 Final exam
Document brought forward by: Martha Joyce

X Date
Supervisor Signature: (Please type in the box with the X by it.)

Course Number  BA206        Course Name  Management Fundamentals

Student need for course: required in programs noted on page one of this document

Course Information:
• AA      • AS      • AAS      • Below 100 level      • Elective      • Certificate

• AAOT (Area of distribution):

Cost of this course:
• No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of ________ course):

• Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

Course impact on:

a. Student enrollment in other courses: n/a

b. Current program: n/a

Replacement course for: Course Number:        Title:

Disposition:        Signature        Date        Recommendation

______________________________  __________________________  __________________________  __________________________
Director of Curriculum Support        Vice President of Instruction
Document brought forward by: M. Joyce / M. Stinnett

X  Date 11/08/2012

Supervisor Signature (Please type in the box with the X by it.)

Revise  Division: CTE

Reactivate  Department: Business

Delete  Program: Entry Management AAS

Current course number BA232  Revised Course Number _____

Current Course Title  Introduction to Business Statistics  Revised Course Title _____

Credits 3  Revised Credits _____

Lecture Hrs/Wk 3  Revised Lecture Hrs/Wk _____

Lec /Lab Hrs/Wk _____  Revised Lec /Lab Hrs/Wk _____

Lab Hrs/Wk _____  Revised Lab Hrs/Wk _____

Practicum _____  Revised Practicum _____

Banner/Instr. Prerequisites BA181 or MTH065 or equivalent  Revised Banner/Instruc. Prerequisites _____

Co-requisites _____  Revised Co-requisites _____

Length (Wks) 11  Revised Length (Wks) _____

Terms Offered Sp  Revised Terms Offered _____

Proposed implementation date: Term Sp Year 2013 Grading Option A-F Load Factor 3.0

Reason for request: Update course description and outcomes. Update textbook; update week-by-week schedule.

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision: $0

No additional instructional costs (staff, materials, equipment, or facilities) are required.

The cost of this course will be covered by (i.e. fewer sections of _____ course):

Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).
Course No: BA232
Course Credit: 3
Lecture Hrs/wk: 3
Lab Hrs/Wk: 
Lecture/Lab Hrs/Wk: 
Practicum Hrs/Wk: 
Clock Hours: 33
Length of Course 11 wks.
Banner enforced Prerequisite: BA181 or MTH065 or equivalent
Instructor enforced Prerequisite: 
Co-Requisite: 
Load Factor: 3.0
Activity Code: 100
CIPS: 520201

Course Title: Introduction to Business Statistics
Developed By: unknown
Development Date: unknown
Revision Date: November 2012

**COURSE DESCRIPTION:** This course is a balance between descriptive statistics (tables, charts, frequency distribution, etc.) and inferential statistics, primary tools in business decision making. It is mostly a “how to do it” and “what does it mean” approach of problem solving with little emphasis on the actual theory of statistics. This course will begin with an overview of statistics and foundational concepts. The remainder of the course will include such topics as organization of data, probability, probability of various distributions, sampling distributions and estimations, large sample estimation, and ending on an overview of linear regression analysis.

**COURSE OUTCOMES:** Upon completion of this course, the successful student will be able to:
- Describe data by means of tables, charts, and graphs
- Calculate mean, mode, median, and standard deviation for individual and grouped data
- Apply counting and probability techniques to real life problems
- Apply concepts of binomial and normal probability distributions to various applications
- Construct confidence intervals and examine their significance
- Compute equation of a regression line, discuss its significance, and estimate predictions
- Recognize and precisely state a statistical problem so that when the problem is beyond the student’s scope, it may be intelligibly and clearly presented to a statistician for solution


**OUTLINE:** Topics by week.

Week 1 An Overview of Statistics, data classification and experimental design
Week 2  Descriptive Statistics

Week 3  Measures of Central Tendency, Position and Spread / Variation

Week 4  Measures of Central Tendency, Position and Spread / Variation

Week 5  Probability and Counting Rules

Week 6  Probability and Counting Rules

Week 7  Discrete Probability Distributions

Week 8  Normal Distribution and Central Limit Theorem

Week 9  Confidence Intervals

Week 10  Correlation and Regression

Week 11 Final Exam
Document brought forward by: Martha Joyce

X          Date   November 8, 2012
Supervisor Signature: (Please type in the box with the X by it.)

Course Number  BA232    Course Name  Introduction to Business Statistics

Student need for course: Required in the Entry Management AAS program.

Course Information:
☐ AA     ☐ AS     ☑ AAS     ☐ Below 100 level  ☐ Elective  ☐ Certificate
☐ AAOT (Area of distribution):

Cost of this course:
☒ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of ________ course):
☐ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

Course impact on:

a. Student enrollment in other courses: none
b. Current program: none

Replacement course for: Course Number:    Title:

Disposition:    Signature                        Date     Recommendation

Director of Curriculum Support    Vice President of Instruction
Document brought forward by: Toni Clough

X Date October 30, 2012
Supervisor Signature (Please type in the box with the X by it.)

☑ Revise Division: CTE
☑ Reactivate Department: Business
☐ Delete Program: Marketing AAS; Entrepreneurship Certificate elective;
Supervision Certificate elective; Public Relations Specialist Certificate

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<tr>
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<th>BA238</th>
<th>Revised Course Number</th>
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<tr>
<td>Current Course Title</td>
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Proposed implementation date: Term F Year 2013 Grading Option A-F Load Factor 3.0

Reason for request: Change in course title to remove gender bias.

Revision(s) requested: ATTACH NEW COURSE OUTLINE SHOWING REVISIONS

Cost of revision: $0

☑ No additional instructional costs (staff, materials, equipment, or facilities) are required.

The cost of this course will be covered by (i.e. fewer sections of course):

☐ Additional instructional costs (staff, materials, equipment, or facilities) are needed to offer this course. Itemize and estimate cost(s).
Course No: BA238
Course Credit: 3
Lecture Hrs/wk: 3
Lab Hrs/Wk:
Lecture/Lab Hrs/Wk:
Practicum Hrs/Wk:
Clock Hours: 33
Length of Course 11 wks.

Banner enforced Prerequisite:
Instructor enforced Prerequisite:
Co-Require:
Load Factor: 3.0
Activity Code: 100
CIPS: 520201

Course Title: Professional Selling
Developed By: Karen Fager
Revised By: Toni Clough and Matt Goff
Development Date: 1994
Revision Date: 2012

**COURSE DESCRIPTION:** Professional Selling is a basic course dealing with the fundamentals of trust-based personal selling. Areas specifically studied include understanding the sales industry and selling occupations; promoting self-leadership, building trust, and conducting sales dialogue; prospecting, qualifying, communicating, and relationship building; buyer motivation; creating value; handling resistance; earning commitment; customer concerns; and sales management.

**COURSE OUTCOMES:** Upon completion of this course, students will be able to:

- Explain the evolution of personal selling and sales careers.
- Describe the fundamentals of trust-based selling.
- Explain the importance of building partnering relationships with potential customers.
- Examine the ethical and legal issues in selling.
- Explain buyer motivations and how they relate to buying behavior.
- Examine various communication skills such as questioning, listening, and observing.
- Identify the elements of effective sales dialog.
- Identify specific techniques involved in the selling process, i.e. prospecting, needs-based questioning, planning and making a sales presentation, creating value, negotiating buyer resistance, earning commitment, assessing customer satisfaction, and managing time.
- Describe alternative selling approaches.
- Identify the various ways of expanding customer relationships.
- Discuss the value of self-leadership and teamwork.
- Discuss effective sales management strategies.

OUTLINE: [Topics taught by week 1-10.]

Week 1  Introductions and Overview of Personal Selling
Week 2  Building Trust, Sales Ethics, and Understanding Buyers
Week 3  Communication Skills
Week 4  Strategic Prospecting, Preparing for Sales Dialogue, and Planning Sales Dialogues and Presentations
Week 5  Prospecting, Planning, and understanding Buyer Motivation
Week 6  Sales Dialogue: Creating and Communicating Value, Addressing Concerns, and Earning Commitment
Week 7  Creating and Communicating Value and Handling Sales Resistance by Overcoming Objections
Week 8  Expanding Customer Relationships, and Adding Value through Self-Leadership and Teamwork
Week 9  Customer Relations, Follow-up and Dealing with Customer Concerns and Complaints
Week 10 Management and Sales 2.0
Week 11 Final Exam
Document brought forward by: Toni Clough

X    Date  October 11, 2012
Supervisor Signature: (Please type in the box with the X by it.)

Course Number  BA238  Course Name  Professional Selling

Student need for course: Required in Marketing AAS; elective in Entrepreneurship and Supervision Certificates; required in Public Relations Specialist Certificate

Course Information:

☐ AA  ☐ AS  ☒ AAS  ☐ Below 100 level  ☒ Elective  ☒ Certificate

☐ AAOT (Area of distribution):

Cost of this course:

☒ No additional instructional costs (staff, material, equipment, or facilities) are required. The cost of this course will be covered by (i.e. fewer sections of _______ course):

☐ Additional instructional costs (staff, materials, equipment or facilities) are needed to offer this course. Itemize and estimate:

Course impact on:

a. Student enrollment in other courses: none

b. Current program: none

Replacement course for:  Course Number:  Title:

Disposition:  Signature  Date  Recommendation

________________________________________  ______________________  _____________  ______________________

Director of Curriculum Support  Vice President of Instruction
The Business Department is requesting that the following classes be removed from the catalog. These classes are not a part of any program and have not been offered in over 10 years.

BA 062B: AMA Managing and Resolving Conflict
BA 062C: AMA-Communication Skills for Managers
BA 062D: AMA-First Line Supervision
BA 062F: AMA-What Managers Do
BA 062I: AMA-Manager’s Guide to Human Behavior
BA 062K: AMA-Leadership Skills for Managers

Submitted on behalf of the Business Department
by Martha Joyce
The Business Department is requesting that the following class be removed from the catalog. This class was part of the Administrative Legal Assistant AAS degree that was sunset a number of years ago (not to be confused with the Paralegal AAS or the Legal Assistant Certificate both of which are existing, current programs). Since it is no longer attached to a current program and we have taught out the ALA, we’re requesting that the class be removed from the catalog.

OA259 Machine Transcription II - Legal

Submitted on behalf of the Business Department
by Martha Joyce