Accounting

1. Drop the following course [Effective: Summer 2014]

   **Acct 310 Accounting for Business Decisions I (2 cr)**
   May only be repeated once. Student may petition to repeat a second time in consultation with the college dean and course instructor. Accounting concepts and theories with emphasis on the role of accounting information in decision making within and about business; effect of accounting information on behavior; recognition and valuation issues and analysis of financial statements; and use of cost management accounting systems to support product and process planning. May include evening exams.
   **Coreq:** Bus 340

   Recommended Equivalent Course: Acct 482

   Rationale: The College of Business and Economics Common Program Requirements are being significantly revised. In that revision Acct 310 has been dropped.

2. Change the following course [Effective: Summer 2014]

   **Acct 440 Fraud Examination (3 cr)**
   Fraud prevention, detection, investigation, and resolution. May include evening exams.
   **Prereq:** Acct 201 and Acct 310

   Rationale: Acct 310 is dropped as part of the revisions to the College of Business and Economics’ Common Program Requirements, and so we have dropped it here as a prerequisite for Acct 440. Acct 201 on its own provides adequate preparation for this course.

3. Change the curricular requirements of Accounting (B.S.Bus.) [Effective: Summer 2014]

   Required course work includes the university requirements (see regulation J-) the general requirements for graduation from the College of Business and Economics, and:
   
   **Acct 305** Accounting Information Systems (3 cr)
   **Acct 315** Intermediate Financial Accounting I (3 cr)
   **Acct 385** Cost and Management Accounting (3 cr)
   **Acct 414** Intermediate Financial Accounting II (3 cr)
   **Acct 483** Fundamentals of Federal Taxation (3 cr)
   **Acct 492** Auditing and Controls (3 cr)

   Accounting electives chosen from the following (6 cr):
   **Acct 415** Advanced Financial Accounting and Reporting (3 cr)
   **Acct 440** Fraud Examination (3 cr)
   **Acct 484** Federal Taxation of Entities (3 cr)
   **Acct 486** Contemporary Management Accounting Issues (3 cr)
   **Acct 530** Accounting for Public Sector Entities (3 cr)
   **Acct 585** Estate Planning (3 cr)
   **BLaw 420** Commercial Law (3 cr)
   **BLaw 425** Law of Business Entities (3 cr)

   **One additional courses** in communication or writing beyond the UI general education requirements (6-3 cr)
   **Comm 235** Organizational Communication (3 cr)
   **Comm 332** Communication and the Small Group (3 cr)
   **Comm 335** Intercultural Communication (3 cr)
   **Comm 347** Persuasion (3 cr)
   **Comm 410** Conflict Management (3 cr)
   **Comm 431** Applied Business and Professional Communication (3 cr)
   **Engl 207** Persuasive Writing (3 cr)
   **Engl 313** Business Writing (3 cr)
   **Engl 316** Environmental Writing (3 cr)
   **Engl 317** Technical Writing (3 cr)
   **Phil 201** Critical Thinking (3 cr)
   **Phil 361** Professional Ethics (3 cr, max 6)

   **One of the following CBE courses may be substituted for one of the communication/writing elective courses:**
   **Bus 353** Data and Information Management (3 cr)
   **Bus 355** Systems Analysis and Design (3 cr)
   **Bus 378** Project Management (3 cr)
   **Bus 412** Human Resource Management (3 cr)
Courses to total 128-120 credits for this degree

Rationale: In order to comply with the reductions of the required credits for B.S. Business degree to 120 credits, the accounting faculty voted to reduce the Communication/Writing electives to 3 credits. Based on the review of accounting majors’ transcripts, it was determined that most of the students took a business elective in lieu of the second communication/writing course. The accounting faculty members think that the proposed change will not negatively affect the students’ communication skills. The accounting faculty will continue to assess the communication skills of the accounting majors to monitor the effect of the reduction of communication elective credits. Act 486 course has been changed to a required Master of Accountancy seminar that is restricted to only MACCT students and so has been dropped from the list of accounting electives that undergraduate students have to choose from.

Business

1. Drop the following courses [Effective: Summer 2014]

**Bus 340 Team Building and Group Dynamics (2 cr)**
May only be repeated once. Student may petition to repeat a second time in consultation with the Dean and course faculty team. Open only to undergraduate CBE majors. Issues in the formation, development, and management of work groups and teams; problems and characteristics common to group situations and strategies for improving team productivity; specific topics include increasing self-awareness, clarifying and managing team-member roles, understanding intercultural communication, capitalizing on the potential of diverse work groups, problem-solving and decision-making, project planning, and identifying the role of leadership in teams. May involve evening exams.
Coreq: Bus 339, Bus 341, Bus 342, and Econ 340
Recommended Equivalent Course: Bus 290

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, Bus 340 – 345 are being eliminated and replaced with a set of 8 courses (Bus 190, 252, 290, 301, 321, 350, 370, 390). The above noted “equivalent” course is the closest of this set of new courses to the previous Bus 340.

**Bus 341 Business Systems (4 cr)**
May only be repeated once. Student may petition to repeat a second time in consultation with the Dean and course faculty team. Open only to undergraduate CBE majors. Introduction to business as a general system; consideration of external environmental issues using an economy-industry-company framework of analysis and its extension to global scanning; discussion of socio-political forces, domestic and foreign financial markets, the role of technology in organizations; discussion of valuation models and legal issues facing organizations; examination of organizational subsystems including those responsible for generating revenues, producing the product or service, and providing support; a comprehensive integrative case is used to illustrate these ideas. May involve evening exams.
Coreq: Bus 340 and 342
Recommended Equivalent Course: Bus 350

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, Bus 340 – 345 are being eliminated and replaced with a set of 8 courses (Bus 190, 252, 290, 301, 321, 350, 370, 390). The above noted “equivalent” course is the closest of this set of new courses to the previous Bus 341.

**Bus 342 Product and Process Planning (3 cr)**
May only be repeated once. Student may petition to repeat a second time in consultation with the Dean and course faculty team. Open only to undergraduate CBE majors. An overview of the marketing, engineering, financial, and production decisions involved in developing new products and determining the product mix; examination of the theory, tools, and approaches that can be used to assist managers in making effective new product and process decisions; specific topics include consumer behavior, business research, optimization techniques, capital budgeting, and product and process design using Total Quality Management; a comprehensive integrative case is used to illustrate these ideas. May involve evening exams.
Coreq: Bus 340 and Bus 341
Recommended Equivalent Course: Bus 321

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, Bus 340 – 345 are being eliminated and replaced with a set of 8 courses (Bus 190, 252, 290, 301, 321, 350, 370, 390). The above noted “equivalent” course is the closest of this set of new courses to the previous Bus 342.

**Bus 343 Planning and Decision Making in Organizations (2 cr)**
May only be repeated once. Student may petition to repeat a second time in consultation with the Dean and course faculty team. Open only to undergraduate CBE majors. An overview of the managerial planning process with a focus on business decision making through the collection and analysis of data; decision-making models and approaches, sources of information, value of information, pro-forma financial analysis, and forecasting; a comprehensive integrative case is used to illustrate these ideas. May involve evening exams.

**Prereq:** Bus 339, Bus 340-342 and Econ 340

**Prereq or Coreq:** Engl 207, Engl 208, Engl 313 or Engl 317

**Coreq:** Acct 310, Bus 344, and Bus 345

Recommended Equivalent Course: Bus 390

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, Bus 340 – 345 are being eliminated and replaced with a set of 8 courses (Bus 190, 252, 290, 301, 321, 350, 370, 390). The above noted “equivalent” course is the closest of this set of new courses to the previous Bus 343.

**Bus 344 Managing the Firm's Resources (3 cr)**
May only be repeated once. Student may petition to repeat a second time in consultation with the Dean and course faculty team. Open only to undergraduate CBE majors. An overview of the decisions necessary for the effective management of the firm's financial, human, and information resources; topics include: management of the firm's financial structure, dividend policy, and working capital; attracting, maintaining, and developing the work force; systems planning, requirements analysis, and data design; a comprehensive integrative case is used to illustrate these ideas. May involve evening exams.

**Prereq:** Bus 339, Bus 340-342 and Econ 340.

**Prereq or Coreq:** Engl 207, Engl 208, Engl 313 or Engl 317

**Coreq:** Acct 310, Bus 343, and Bus 345

Recommended Equivalent Course: Bus 301

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, Bus 340 – 345 are being eliminated and replaced with a set of 8 courses (Bus 190, 252, 290, 301, 321, 350, 370, 390). The above noted “equivalent” course is the closest of this set of new courses to the previous Bus 344.

**Bus 345 Business Operating Decisions (3 cr)**
May only be repeated once. Student may petition to repeat a second time in consultation with the Dean and course faculty team. Open only to undergraduate CBE majors. An overview of the business operating decisions associated with creating demand for the firm's products and services as well as producing the system outputs; a systems approach is used to illustrate how the various business functions and support staff interact in executing these decisions; examination of the use of information technology to facilitate integration; a comprehensive integrative case is used to illustrate these ideas. May involve evening exams.

**Prereq:** Bus 339, Bus 340-342 and Econ 340.

**Prereq or Coreq:** Engl 207, Engl 208, Engl 313 or Engl 317

**Coreq:** Acct 310, Bus 343, and Bus 344

Recommended Equivalent Course: Bus 370

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, Bus 340 – 345 are being eliminated and replaced with a set of 8 courses (Bus 190, 252, 290, 301, 321, 350, 370, 390). The above noted “equivalent” course is the closest of this set of new courses to the previous Bus 345.

2. Add the following courses [Effective: Spring 2014]

**Bus 190 Integrated Business and Value Creation (3 cr)**
Explores the environment of business and the management of business systems to understand how an organization turns opportunity into value. This course uses an integrated, cross-disciplinary perspective including working in teams. Includes international and ethical issues. May involve evening exams.
Recommended Short Course Title: Integ Bus & Value Creation

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 – 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses. This course provides earlier and more focused coverage of formal, quantitative decision making models that was previously spread across the Bus 340 – 345 courses.

Bus 252 Formal Models of Decision Making (3 cr)
Introduction to formal models of decision making including modeling and sensitivity analysis. Topics include psychology of problem solving, optimization, decision theory, simulation, regression, and related issues. May involve evening exams.
Prereq: Stat 251 or Stat 301

Recommended Short Course Title: Formal Decision Making Models

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 – 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses. This course provides earlier and more focused coverage of formal, quantitative decision making models that was previously spread across the Bus 340 – 345 courses.

Bus 290 Leading Organizations and People (3 cr)
Great leaders are made, not born. This course prepares students to effectively acquire and deploy human capital, lead individuals and teams, inspire and motivate people to perform the tasks needed to achieve ambitious goals, and inspire innovation. Includes international and ethical issues. May involve evening exams and presentation practices.
Prereq: Bus 190 and Sophomore Standing

Recommended Short Course Title: Leading Organizations & People

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 – 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses, including Bus 290. This course serves as a replacement for the leadership-oriented topics that have been covered in Bus 340, 341 & 344. This course also moves some content that has been taught in the junior year into the sophomore year to better engage students in the business curriculum across all four years of study. In addition, section sizes for this course are planned to be low (i.e., approximately 45 students per section) in order to help deliver the teamwork and leadership oriented learning objectives and to help produce the cohort-based outcomes that were previously produced by the intensive nature of Bus 340-345. A central tenet of the course is the position that leaders are made, not born; and that because it is possible for anyone to become an effective leader, students in this course will learn how to develop their leadership skills. The results from hundreds of research studies on leadership traits (i.e., the “born” part of the phrase ‘leaders are made, not born’), have consistently found no relationship between traits and leader effectiveness. However, the myth persists that leadership is something you are born with; and one of the key goals of this course is to dispel this myth.

3. Add the following courses [Effective: Summer 2014]

**Bus 390 (s) Integrated Topics in Business (3 cr, max 6)**
Each section of the course will offer an in depth study of an integrating topic spanning the business functions. International and ethical issues related to the topic will be explored. May be repeated once with a different topic for credit. See the current course schedule for specific section titles and descriptions.
Prereq: BLaw 265, Bus 301, Bus 321, Bus 350, Bus 370, and Econ 201; and Engl 207, Engl 208, Engl 313, Engl 317, or Phil 201

Editor’s Note: Course descriptions are not displayed in the course schedule.

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 – 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses. Bus 390 provides a mechanism to insur that students see how the content from the more functionally focused courses are integrated through the exploration of a cross-disciplinary topic in business (e.g., business dynamics, negotiation, sustainability, etc.). Topical variation is patterned after the UI core seminars, and as the proposal is for the courses to be subtitleable. Individual topics and subtitles will be approved by the DBE curriculum committee.

4. Change the status of the following course from dormant to active [Effective: Summer 2014]

**Bus 425 Retail Distribution Management (3 cr)**
Analysis of retail operations including location, market selection, capital and physical requirements, store layout, merchandise management, customer relations, channel structure, and channel member relations. May involve evening exams.
Prereq: Bus 321; OR Prereq or Coreq: Bus 343
Rationale: Bus 425 Retail Distribution Management was appropriately added to the list of dormant courses in 2012-2013 due to the fact that it had not been offered over the past four consecutive years. Through changes in the common CBE core, additional teaching capacity will be available to allow for this course to be taught on a regular basis in the future. A significant change to the required marketing coursework was approved last year and this course is now an important component of that coursework.

5. **Change the following courses [Effective: Summer 2014]**

**Bus 301 Financial Resources Management (3 cr)**

This course examines the policies and practices involved in the allocation of financial resources in business organizations; develops the tools needed to use financial data for analysis and financial decision making. Cannot be taken for credit by CBE Majors either concurrently or after completion of Bus 340-345. Policies and practices involved in acquisition, control, and allocation of financial resources in business organizations. May involve evening exams.

Prereq: Acct 201 and Acct 202; and Stat 251 or Stat 301; and Econ 202 or Econ 272; and Bus 252 or Math 330

**Prereq or Coreq:** Bus 343-345

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students' understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses, including Bus 301. The proposed new version of Bus 301 allows for more in-depth coverage of the introductory finance topics that are most important for students majoring in business.

**Bus 302 Intermediate Financial Management (3 cr)**

Advanced course in managerial finance that addresses more complex issues such as risk in capital budgeting, working capital management, mergers, business failure and reorganization, and lease financing. May involve evening exams.

Prereq: Bus 301; or Bus 340-342 and Econ 340

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students' understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses that were prerequisites to Bus 302 are being eliminated and so are being dropped as prerequisites for Bus 302. Bus 301 provides the necessary introductory financial management concepts needed for Bus 302 and will be a required component of the new business core, so it will suffice as the lone prerequisite for this course.

**Bus 321 Marketing (3 cr)**

Explores marketing as an integrating function of the firm. Includes the study of product, price, place, and promotions in the creation of customer value, international marketing, and the roles of corporate social responsibility and ethics in marketing decision making. Cannot be taken for credit by CBE Majors either concurrently or after completion of Bus 340-345. Marketing institutions and relationships with economic, political, legal, and social environments; principles, functions, concepts, and issues of marketing within a firm and the relationship of marketing to other business disciplines. May involve evening exams.

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students' understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses, including Bus 321. The change in the description of this course supports this change in the college core curriculum and attempts to capture how marketing is taught as an integrating function across the business disciplines, not as a silo function of the firm. In addition, the new course description is consistent with all other 300- and 400-level marketing courses in that emphasis is placed on ethics as it applies to the marketing function. No additional workload will result from this course change.

**Bus 324 Consumer Behavior (3 cr)**

Behavioral science theories, concepts, and methods applied to the understanding and prediction of consumer behavior, including industrial buyer behavior; emphasis on structuring marketing policy to fulfill consumer requirements. May involve evening exams.

Prereq or Coreq: Bus 321; OR Prereq or Coreq: Bus 343

Rationale: The change in Bus 324 prerequisite and co-requisite is due to a change in the College of Business and Economics' core curriculum. Material covered in Bus 343 has been integrated into Bus 321, thereby making Bus 321 the appropriate prerequisite and co-requisite course for Bus 324.

**Bus 350 Management Managing Information Systems (3 cr)**

Introduction to use and management of data to support decision making. Includes discussion of relevant international and ethical issues. Cannot be taken for credit by CBE Majors either concurrently or after completion of Bus 340-345. Data processing applications for business; intro to information systems; data base concepts; analysis, design, and implementation of computer-based information systems and consideration of associated problems. May involve evening exams.

Prereq: Stat 251 or Stat 301; and Bus 252

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students' understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of
constrained faculty resources. As part of this process, the team-taught Bus 340 – 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses, including Bus 350.

**Bus 370 Introduction to Operations Process Management (3 cr)**
This course examines the concepts and tools used to design, implement, manage, evaluate and improve the business processes used to create and deliver value to customers. International and ethical issues associated with process management will also be considered. Cannot be taken for credit by CBE Majors either concurrently or after completion of Bus 340-345. Introduction to operations management, including overviews of product and process design, forecasting, inventory management, total quality management, project management, master scheduling, material and capacity requirements planning, theory of constraints, production activity control, and lean manufacturing. May involve evening exams.
Prereq: Acct 202, Bus 252, and Bus 290; and Stat 251 or Stat 301.
Prereq or Coreq: Bus 301, Bus 321, and Bus 350

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team taught Bus 340 – 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses, including Bus 370. The proposed new version of Bus 370 tightens the range of topics covered in Bus 370, allowing for more in-depth coverage of the topics that are most important for students majoring in business.

**Bus 408 Security Analysis (3 cr)**
Emphasis on theory and practice of security analysis and other techniques of financial analyses; may involve management of actual portfolios.
Prereq: Acct 310, Bus 302, Bus 340-345 and Econ 340

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 – 345 courses are being dropped and Econ 340 is being removed from the college’s core curriculum. These courses had served as prerequisites to this course. This change deletes them as prerequisites - Bus 302 and the courses students are required to complete to get into Bus 302 should provide a more than sufficient foundation for taking this course.

**Bus 409 Problems in Financial Management (3 cr)**
Analysis of selected topics in financial management; asset allocation; capital budgeting and valuation; synthesis of financial management skills through case analysis; written and oral reports and computer simulations. May involve evening exams.
Prereq: Acct 310, Bus 302, Bus 340-345 and Econ 340

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 – 345 courses are being dropped and Econ 340 is being removed from the college’s core curriculum. These courses had served as prerequisites to this course. This change deletes them as prerequisites - Bus 302 and the courses students are required to complete to get into Bus 302 should provide a more than sufficient foundation for taking this course.

**Bus 412 Human Resource Management (3 cr)**
Human resource/personnel management functions including recruitment, training, compensation, performance appraisal, health and safety, labor relations, and legal issues.
Prereq: BLaw 265, and Bus 290 or Bus 311 and Bus 311; OR Prereq or Coreq: Bus 343

Rationale: One set of courses that previously served as prerequisites (i.e., Bus 340-342) is being eliminated. The new prerequisite (i.e., Bus 290) is a newly created course that delivers the management and human resources learning objectives previously delivered by Bus 340-342.

**Bus 413 Leadership and Organizational Behavior (3 cr)**
Micro oriented treatment of areas including communication, motivation, group process, conflict, leadership style.
Prereq: AgEc 278, Bus 390 or Bus 311; or Prereq or Coreq: Bus 343-345

Rationale: One set of courses that previously served as prerequisites (i.e., Bus 340-342) is being eliminated. The new prerequisite (i.e., Bus 290) is a newly created course that delivers the management and human resources learning objectives previously delivered by Bus 340-342.

**Bus 418 Organization Design and Changes (3 cr)**
A study of design and change in effective organizations, including: organization processes, and learning organizations.
Prereq: Bus 290 or Bus 311; OR Prereq or Coreq: Bus 343

Rationale: One set of courses that previously served as prerequisites (i.e., Bus 340-342) is being eliminated. The new prerequisite (i.e., Bus 290) is a newly created course that delivers the management and human resources learning objectives previously delivered by Bus 340-342.
Bus 420  Promotional Strategy (3 cr)
Marketing management point of view; objectives, methods, strategies, budgets, and measures of effectiveness; campaign management including advertising, public relations, sales promotion, reseller support, personal selling. May involve evening exams.
Prereq: Bus 321
Rationale: The change in Bus 420 prerequisite and co-requisite is due to a change in the College of Business and Economics' core curriculum. Material covered in Bus 343 has been integrated into Bus 321, thereby making Bus 321 the appropriate prerequisite course for Bus 420.

Bus 421  Marketing Research and Analysis (3 cr)
Applied research focusing on marketing information needs for managerial decision making; includes research design, data collection methods, statistical analysis, and use of marketing information systems to forecast market and sales potential, measure effectiveness of promotions, and analyze new products and distribution of goods and services. May involve evening exams.
Prereq: Stat 251 or Stat 301; and Bus 321
Rationale: The change in Bus 421 prerequisite and co-requisite is due to a change in the College of Business and Economics' core curriculum. Material covered in Bus 343 has been integrated into Bus 321, thereby making Bus 321 the appropriate prerequisite course for Bus 421.

Bus 422  Personal Selling and Sales Force Management (3 cr)
Personal Selling including prospecting, approaching customers, consultative sales presentations, closing techniques, and servicing the sale. Sales Management including recruiting, selecting, training, compensating, motivating, supervising, and directing selling efforts. May involve evening exams.
Prereq: Bus 321
Rationale: The change in Bus 422 prerequisite and co-requisite is due to a change in the College of Business and Economics' core curriculum. Material covered in Bus 343 has been integrated into Bus 321, thereby making Bus 321 the appropriate prerequisite course for Bus 422.

Bus 424  Pricing Strategy and Tactics (3 cr)
Formulation of pricing strategies and tactics for new and existing products and services; survey of pricing dynamics; competitor response to pricing strategies at the firm and product level; assessment of buyer price sensitivity.
Prereq: Bus 321 or Bus 345, and Econ 202 or Econ 272
Rationale: The change in the Bus 424 prerequisite is due to a change in the College of Business and Economics' core curriculum. Material covered in Bus 343 and Bus 345 has been integrated into Bus 321, thereby making Bus 321 the appropriate prerequisite course for Bus 424. There is no change in the Econ prerequisite.

Bus 426  Marketing Channels Management (3 cr)
Analysis of planning, organization, and control issues related to distribution of goods and services; topics include retail and wholesale institutions, channel member behavior patterns, and vertical marketing systems.
Prereq: Bus 321 or Bus 340-345
Rationale: The change in the Bus 426 prerequisite is due to a change in the College of Business and Economics' core curriculum. Material covered in Bus 340-345 and Bus 342 has been integrated into Bus 321, thereby making Bus 321 the appropriate prerequisite course for Bus 426.

Bus 427  Services Marketing (3 cr)
Survey of concepts addressing distinctive marketing problems and opportunities in service industries, as well as current issues and trends in the service sector; includes discussion of strategies for marketing services, emphasizing the distinctive challenges and approaches that make the marketing of services different from marketing manufactured goods. May involve evening exams.
Prereq: Bus 321
Rationale: The change in Bus 427 prerequisite and co-requisite is due to a change in the College of Business and Economics' core curriculum. Material covered in Bus 343 has been integrated into Bus 321, thereby making Bus 321 the appropriate prerequisite course for Bus 427.

Bus 439  Systems and Simulation (4 cr)
Distribution theory, random numbers, modeling concepts and simulation of queuing and inventory systems. Students must have access to a laptop computer for use in class. 3 lectures and one 3 hour lab a week. May involve evening exams. May involve field trips. (Spring only)
Prereq: Acct 310, Econ 340, and Bus 340-345 or Bus 370; Bus 370, ChE 453, ME 313, or MSE 453; or Permission
Rationale: The College of Business & Economics is changing its core undergraduate curriculum. Acct 310 and Bus 340 – 345 are being eliminated and Econ 340 is being altered and made an elective. The only critical prerequisite for Bus 439 for business students is Bus 370, which under the changes to the core curriculum of the college will be required of all business students. Some engineering students in selected engineering majors also take this course and we are adding selected engineering courses as
alternative prerequisites to Bus 370 as these courses provided equally appropriate preparation for taking the course. We are also eliminating the “spring only” qualifier on the description as growth in demand for this course will lead to its being offered in the both the fall and spring semester in at least some academic years beginning in 2014.

**Bus 441 Labor Relations (3 cr)**
Evolution, structure, and procedures of contemporary labor-management relations; unionization, other concerted activity and employment at will.

*Prereq: Bus 290 or Bus 311 or 340-345*

Rationale: One set of courses that previously served as prerequisites (i.e., Bus 340-342) is being eliminated. The new prerequisite (i.e., Bus 290) is a newly created course that delivers the management and human resources learning objectives previously delivered by Bus 340-342.

**Bus 452 Business Telecommunications Management (3 cr)**
Survey of telecommunications management issues in a business environment; topics include local and wide area networks, telephony, public networks, and application of telecommunications technology in strategic business management.

*Prereq: Bus 250 and Bus 350, Bus 343, Bus 344, Bus 345, and Bus 355*

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses are being dropped. Some of these courses had served as prerequisites to this course. We are replacing them here with prerequisite of Bus 350 which is the course in the new CBE core where the introductory IS material will be taught. It should provide a more than sufficient foundation for taking this course. As part of this change, Bus 355 is also being dropped as a prerequisite as content from this course was found to not be critical to understanding of the content in Bus 452.

**Bus 453 Database Design (3 cr)**
Introduction to modern database management systems and their use in solving business problems. May involve evening exams.

*Prereq: Bus 250 and Bus 350, Bus 343, Bus 344, Bus 345, and Bus 355*

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses are being dropped. Some of these courses had served as prerequisites to this course. We are replacing them here with prerequisite of Bus 350 which is the course in the new CBE core where the introductory IS material will be taught. It should provide a more than sufficient foundation for taking this course. As part of this change, Bus 355 is also being dropped as a prerequisite as content from this course was found to not be critical to understanding of the content in Bus 453.

**Bus 463 Portfolio Management (3 cr)**
Application of security selection, portfolio theory and construction; financial futures; risk and return in investments; may involve management of actual portfolios.

*Prereq: Acct 310, Bus 340-345 and Econ 340, Bus 302*

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses are being dropped and Econ 340 is being removed from the college’s core curriculum. These courses had served as prerequisites to this course. We are replacing them here with Bus 302 which should provide a more than sufficient foundation for taking this course.

**Bus 464 Derivatives and Risk Management (3 cr)**
This course will cover methods used to establish the fair price of derivative securities and the creation of synthetic securities, demonstrate the practical uses of derivatives in speculation, hedging and arbitrage, and examine the process of measurement and management of financial risk. (Fall only)

*Prereq: Acct 310, Acct 311, Bus 302, Bus 340-345, and Econ 340*

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses are being dropped and Econ 340 is being removed from the college’s core curriculum. Acct 311 was eliminated earlier. These courses had served as prerequisites to this course. This change deletes them as prerequisites - Bus 302 and the courses students are required to complete to get into Bus 302 should provide a more than sufficient foundation for taking this course.

**Bus 469 Risk and Insurance (3 cr)**
Examines risk and insurance, covering risk identification and measurement, risk reduction and hedging, and insurance pricing.

*Prereq: Acct 310, Bus 302, Bus 340, Bus 341, Bus 342, Bus 343, Bus 344, Bus 345, and Econ 340, or instructor permission*

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students’ understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of
constrained faculty resources. As part of this process, the team-taught Bus 340 - 345 courses, and the related Acct 310 are being dropped and Econ 340 is being removed from the college's curriculum. These courses had served as prerequisites to this course. This change deletes them as prerequisites - Bus 302 and the courses students are required to complete to get into Bus 302 should provide a more than sufficient foundation for taking this course.

Bus 470 Supply Chain Management (3 cr)
In-depth study and analysis of the supply chain management integrated approach to business with emphasis on the transportation, purchasing, packaging, inventory management, and international logistics functions, as well as issues in negotiation and relationship management. May involve evening exams.

Prereq: Acct 310 and Econ 340; and Bus 370 or Bus 340-345

Rationale: In-depth study and analysis of the supply chain management integrated approach to business with emphasis on the transportation, purchasing, packaging, inventory management, and international logistics functions, as well as issues in negotiation and relationship management. May involve evening exams.

Bus 472 Operations Planning and Scheduling (3 cr)
In-depth study of planning and scheduling techniques with emphasis on material requirements planning. May involve evening exams and field trips.

Prereq: Bus 370 or 340-345

Rationale: The College of Business & Economics is changing its core undergraduate curriculum and Bus 340 - 345 are being eliminated. The critical prerequisite for Bus 472 from the new core is Bus 370, which under the changes to the core curriculum of the college will be required of all business students.

Bus 490 Strategic Management (3 cr)
May be used as general education credit in J-3-d. Capstone, integrative senior experience course; focusing on the formulation and implementation of competitive strategies; both written and oral reports and case analysis. Emphasizes the development of strategies in both domestic and international contexts. Emphasizes approaches that executives take to provide ethical and strategic leadership to an organization. May involve evening exams.

Prereq: Engl 207, Engl 208, Engl 313 or Engl 317; and Bus 301, Bus 311, Bus 321, or Bus 340-345; and Acct 310 and Econ 340; Bus 390 and Senior standing.

Rationale: The College of Business & Economics is changing its core undergraduate curriculum of which Bus 490 is a part. The changes to the course description here reflect an updating and clarification of course content and emphasis in light of changes throughout the core. Most of the content of the previously required prerequisites will be covered in courses that are now prerequisites to Bus 390 or its predecessor courses, allowing simplification of the prerequisites to Bus 490.

Econ 340 Managerial Economics (2-3 cr)
May only be repeated once. Student may petition to repeat a second time in consultation with the Dean and course faculty team.

This course covers fundamental economic principles in applied business decisions from both micro and macroeconomic perspectives.

Prereq: Econ 201 and Econ 202; or Econ 272
Coreq: Bus 340

Rationale: This was previously a 2-credit required course in the CBE integrated business curriculum program. This program has been revised and the course is no longer required of all CBE majors. We are adding material to bring it to 3 credits and offering the course as a general economics elective.

6. Change the curricular requirements of All Business Majors (B.S.Bus.) [Effective: Summer 2014]

General College Requirements for Graduation

University Requirements. See regulation J-3 for requirements that all students in the university must meet.

College Requirements. Before proceeding to upper-division work, students registered majoring in the College of Business and Economics (CBE) must have junior standing and have good academic standing. To enroll in Bus 390, a student may not have more than two courses in the College of Business and Economics Common Requirements in which he or she has a D grade and must have good academic standing. If a student retakes a class in which he or she earned a grade of either F or D, the second grade will be used to determine compliance with the requirement that the student have no more than two CBE Common Requirement courses with a D. A student may retake any individual course in the CBE Common Requirements only once: (1) complete at least 56 semester credit hours with a minimum cumulative grade-point average of 2.00, and (2) pass each of the following predictor courses and earn at least a 2.35 grade-point average in Econ 272 Foundations of Economic Analysis or Econ 201 Econ 202 Principles of Economics; Acct 201 Acct 202 Introduction to Financial Accounting and Introduction to Managerial Accounting; BLaw 265 Legal Environment of Business; and Stat 261 Statistical Methods or Stat 301 Probability and Statistics.

Undergraduate students enrolled as majors in the College of Business and Economics may not take any course required for the major on a pass/fail basis, with the exception of those courses offered only on a P/F basis.

Courses completed at a two-year college for transfer into the CBE core or major must be validated before they will be accepted for upper-division course requirements. Validation procedures are established by the faculty members of the CBE department offering
these courses. Validation techniques include a proficiency examination, CLEP testing, or successful completion of an additional advanced course in the given field.

Before enrolling in upper division College of Business and Economics courses, a CBE student must apply and be accepted into the college’s junior or senior level curriculum.

Candidates for the B.S.Bus. degree must be accepted officially as majors in the College of Business and Economics for at least their last two semesters before graduation, excluding summer sessions, and complete at least the last 24 credit hours applicable toward their degree during this period.

At least 27 upper division College of Business and Economics credits applied to a B.S. Bus. Degree must be earned in residence on the University of Idaho campus. In addition, at least 12 upper division credit hours of the course requirement in the major must be earned on the UI campus.

All majors require the completion of at least 128 credit hours with the exception of the Marketing, PGA Golf Management Option Major which requires completion of at least 128 credit hours. The required program of study includes: (4) 34-58-60 credit hours in the CBE Common Requirements business and economics core, and (25) the major-specific required credit hours in the selected CBE major field. Additional undesignated electives are included in the 128-120 required credit hours in the case of the Marketing, PGA Golf Management Option major.

A. CBE General Core Common Requirements:

Communication (5 cr):

Comm 101 Fundamentals of Public Speaking (2 cr)

One of the following (3 cr):

Engl 207 Persuasive Writing (3 cr)
Engl 208 Personal and Exploratory Writing (3 cr)
Engl 313 Business Writing (3 cr)
Engl 317 Technical Writing (3 cr)
Phil 201 Critical Thinking (3 cr)

Mathematics and Statistics (6-7 cr):

One of the following (3-4 cr):

Math 160 Survey of Calculus or
Math 170 Analytic Geometry and Calculus I (4 cr)
Math 175 Analytic Geometry and Calculus II (4 cr)
Math 275 Analytic Geometry and Calculus III (3 cr)

One of the following (3 cr):

Stat 251 Statistical Methods (3 cr)
Stat 301 Probability and Statistics (3 cr)

At least two courses from the following list (6-8 cr)

Math 130 Finite Mathematics (3 cr)
Math 143 Pre-calculus Algebra and Analytic Geometry (3 cr)
Math 160 Survey of Calculus or
Math 170 Analytic Geometry and Calculus I (4 cr)
Math 175 Analytic Geometry and Calculus II (4 cr)
Math 176 Discrete Mathematics (3 cr)
Math 326 Linear Optimization (3 cr)
Math 330 Linear Algebra (3 cr)
Stat 431 Statistical Analysis (3 cr)
Stat 422 Sample Survey Methods (3 cr)
Stat 433 or Econ 453 Econometrics (3 cr)*
Econ 451 or Math 451 Probability Theory (3 cr)*

A Note: If Stat 433 or Econ 453 Econometrics is used to fulfill this requirement, it cannot be used to satisfy the Upper Division Economics requirement.

Social Sciences Economics (7-9.6 cr):

Econ 201 Principles of Macroeconomics (3 cr)
Econ 202 Principles of Microeconomics (3 cr)

OR

Econ 272* Foundations of Econ Analysis (4 cr)

AND

Upper-Division Economics Elective (3 cr)

Humanities (3 cr):

Phil 103 Ethics (3 cr)

Literature elective (3 cr)

Accounting and Business Law (9 cr):

Acct 201 Intro to Financial Acct (3 cr)
Acct 202 Intro Managerial Accounting (3 cr)
BLaw 265 Legal Environment of Business (3 cr)
### Integrated Business Core (27 cr):

- **Bus 190** Integrated Business and Value Creation (3 cr)
- **Bus 252** Formal Models of Decision Making (3 cr)
- **Bus 290** Leading Organizations and People (3 cr)
- **Bus 301** Financial Resources Management (3 cr)
- **Bus 321** Marketing (3 cr)
- **Bus 350** Managing Information (3 cr)
- **Bus 370** Process Management (3 cr)
- **Bus 390** Integrated Topics in Business (3 cr, max 6)
- **Bus 490** Strategic Management (3 cr)

### Other courses:

- **Acct 201 and Acct 202** Intro to Financial Acct and Managerial Accounting (6 cr)
- **Bus 100** The World of Business (1 cr)
- **Bus 339** Spreadsheet Modeling (1 cr)

Select one Environmental Related Course from the following (3 cr):

- **CORS 207** Integrated Science: Sustainable Forestry (3 cr)
- **EnvS 101** Introduction to Environmental Science (3 cr)
- **EnvS 225** International Environmental Issues Seminar (3 cr)
- **EnvS 428** Pollution Prevention (3 cr)
- **EnvS 479** Introduction to Environmental Regulations (3 cr)
- **EnvS 482** Natural Resource Policy and Law (3 cr)
- **For 221** Ecology (3 cr)
- **For 235** Society and Natural Resources (3 cr)
- **For 462** Watershed Science and Management (3 cr)
- **Geol 361** Geology and the Environment (3 cr)
- **Hist 424** American Environmental History (3 cr)
- **Phil 552** Environmental Philosophy (3 cr)
- **Phil 364** Politics of the Environment (3 cr)

**Nonbusiness electives (5-10 cr)**

* Students selecting Econ 272 must take one additional UI general education course in humanities or social science.

**To be chosen from courses that will satisfy regulation J-3.**

***Note: If Econ 385 is used to fulfill the environmental requirement, it cannot double count as the upper-division economics requirement.***

### B. CBE Common Program Requirements (Integrated Business Curriculum)

#### Requirements in Major (major-specific required credits)

- **Acct 310** Accounting for Business Decisions I (2 cr)
- **Bus 340** Team Building and Group Dynamics (2 cr)
- **Bus 341** Business Systems (4 cr)
- **Bus 342** Product and Process Planning (3 cr)
- **Bus 343** Planning and Decision Making in Organizations (2 cr)
- **Bus 344** Managing the Firm’s Resources (3 cr)
- **Bus 345** Business Operating Decisions (3 cr)
- **Econ 340** Managerial Economics (2 cr)

Upper-division economics electives (3 cr)

One of the following (3 cr):
- **Bus 415** New Venture Creation (3 cr)
- **Bus 490** Strategic Management (3 cr)

### C. Requirements in Major (major-specific required credits).

### D. Electives... Chosen in consultation with the student's advisor.

#### Rationale:

The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this process, the team taught Bus 340 – 345 courses are being eliminated from the core and are being replaced by a set of individually taught and more functionally focused courses. This change in courses results in changes in the College of Business & Economics Requirements for Graduation.

### 7. Change the curricular requirements of Business Economics (B.S.Bus.) [Effective: Summer 2014]

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

- **Econ 361** Intermediate Macroeconomic Analysis (3 cr)
- **Econ 352** Intermediate Microeconomic Analysis (3 cr)
- **Econ 490** Economic Theory and Policy (3 cr)

One of the following (3 cr):
- **Econ 453** Econometrics (3 cr)
And one of the following options:

A. General Option  
Additional upper-division credits in economics (9 cr)  
Upper-division courses in related field areas, with approval of department (9 cr)  

Courses to total 128-120 credits for this degree

B. Financial Economics Option  
Bus 302 Intermediate Financial Management (3 cr)  
Bus 407 Financial Institutions (3 cr)  
Econ 343 Money and Banking (3 cr)  
At least one of the following (3 cr):  
Bus 381 International Finance (3 cr)  
Bus 408 Security Analysis (3 cr)  
Bus 463 Portfolio Management (3 cr)  
Additional upper-division credits in economics (6 cr)  

Courses to total 128-120 credits for this degree

Rationale: One change is being made to the requirements to make the Business Economics major requirements consistent with the new core requirements for the College of Business & Economics (CBE). The change being made is to reduce the total requirements for the major from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with new university requirements. No reduction in the number of credits for the major were made – rather the changes were made within the CBE core requirements.

8. Change the curricular requirements of Economics (B.A. or B.S.) [Effective: Summer 2014]

Required course work includes the university requirements (see regulation J-), the general College of LASS requirements for the B.A. or B.S. degree, and:

One of the following groups of courses (6-7 cr):

- Group A.
  - Econ 201 Principles of Macroeconomics (3 cr)
  - Econ 202 Principles of Microeconomics (3 cr)

- or

- Group B.*
  - Econ 272 Foundations of Economic Analysis (4 cr)

One of the following (2-3 cr):

- Econ 201 Principles of Macroeconomics (3 cr)
- Econ 202 Principles of Microeconomics (3 cr)
- Two credits of upper-division economics course

and

- Econ 351 Intermediate Macroeconomic Analysis (3 cr)
- Econ 352 Intermediate Microeconomic Analysis (3 cr)
- Econ 490 Economic Theory and Policy (3 cr)
- Math 143 Pre-calculus Algebra and Analytic Geom (3 cr) or higher
- Math 160 Survey of Calculus,

Additional upper-division credits in economics (12-14 cr)

Upper-division credits in related fields, selected with approval of economics faculty. (15 cr)

One of the following (3 cr):

- Econ 453 Econometrics (3 cr)

One of the following (4 cr):

- Math 170 Analytic Geometry and Calculus I (4 cr)
- Math 175 Analytic Geometry and Calculus II (4 cr)

One of the following (3 cr):

- Stat 251 Prin of Statistics (3 cr)
- Stat 301 Probability and Statistics (3 cr)

Courses to total 128-120 credits for this degree

* A total of six credits in this area is required. Students who have completed Econ 272 with a final grade of B or better may either complete at least two additional upper-division credits in economics or take Econ 201 or Econ 202 for two credits. Students who have completed Econ 272 with a final grade lower than B must take either Econ 201 or Econ 202 for two credits.

Rationale: One change is being made to the requirements to make the B.S. Bus and B.A. Economics major requirements consistent with the new core requirements for the College of Business & Economics (CBE). The change being made is to reduce the total requirements for the major from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with new university requirements. No reduction in the number of credits for the major were made – rather the changes were made within the CBE core requirements.
9. Change the curricular requirements of Finance (B.S.Bus.) [Effective: Summer 2014]

Required course work includes the university requirements (see regulation J-3), the college requirements, and the following:

- **Acct 315**  Corporate Accounting and Reporting I (3 cr)
- **Bus 302**  Intermediate Financial Management (3 cr)
- **Bus 407**  Financial Institutions (3 cr)

Upper-Division economics courses (3 cr)

**Tier 1 Finance electives, select one of the following (3 cr):**

- **Bus 409**  Problems in Financial Management (3 cr)
- **Bus 469**  Risk and Insurance (3 cr)

**Tier 2 Finance electives, select two of the following (6 cr):**

- **Bus 408**  Security Analysis (3 cr)
- **Bus 463**  Portfolio Management (3 cr)
- **Bus 464**  Derivatives and Risk Management (3 cr)
- **Bus 465**  Introduction to Market Trading (3 cr)

**Supporting electives, select two of the following (6 cr):**

- **Acct 385**  Cost and Management Accounting (3 cr)
- **Acct 414**  Corporate Accounting and Reporting II (3 cr)
- **Acct 415**  Advanced Financial Accounting and Reporting (3 cr)
- **Acct 483**  Fundamentals of Federal Taxation (3 cr)
- **Bus 362**  Real Property Appraisal (3 cr)*
- **Bus 378**  Project Management (3 cr)
- **Bus 381**  International Finance (3 cr)
- **Bus 414**  Entrepreneurship (3 cr)
- **Bus 415**  New Venture Creation (3 cr)
- **Bus 421**  Marketing Research and Analysis (3 cr)
- **Bus 427**  Services Marketing (3 cr)
- **Bus 439**  Systems and Simulation (3 cr)
- **Bus 456**  Quality Management (3 cr)
- **Econ 343**  Money and Banking (3 cr)
- **Econ 352**  Intermediate Microeconomic Analysis (3 cr)
- **Econ 407**  Public Finance (3 cr)
- **Econ 453**  Econometrics (3 cr)
- **Stat 431**  Statistical Analysis (3 cr)

Two of the following may be used if not used to satisfy the above Tier 2 Finance elective:

- **Bus 381**  International Finance (3 cr)
- **Bus 408**  Security Analysis (3 cr)
- **Bus 463**  Portfolio Management (3 cr)
- **Bus 464**  Derivatives and Risk Management (3 cr)
- **Bus 465**  Introduction to Market Trading (3 cr)

Courses to total 128-120 credits for this degree

*Note: Students may elect to take Bus 362 or Bus 364 to satisfy the requirements of the Finance major.*

Rationale: The change being made is to reduce the total requirements for the Finance major from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with the new university requirements. No reduction in the number of credits for the major were made as the major only requires 24 credits beyond the CBE requirements – the 8 credit reduction is achieved by changes at the college level requirements and a reduction in the number of free electives. We are also making a correction to the listing of elective courses as Bus 381 was inadvertently listed twice on a previous revision to the curriculum.

10. Change the curricular requirements of Information Systems (B.S.Bus.) [Effective: Summer 2014]

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

- **Bus 250**  Introductory System Development (3 cr)
- **Bus 353**  Data and Information Management (3 cr)
- **Bus 355**  Systems Analysis and Design (3 cr)
- **Bus 452**  Business Telecommunications Management (3 cr)
- **Bus 453**  Database Design (3 cr)

**Restricted IS electives: at least three additional courses from the following (9 cr):**

- **Bus 351**  Introduction to Electronic Commerce (3 cr)
- **Bus 352**  Modern Information Technology (3 cr)
- **Bus 378**  Project Management (3 cr)
- **Geog 385**  GIS Primer (3 cr)
- **Geog 390**  Cartographic Design & Geovisualization (3 cr)

400-Level course offered by the College of Business and Economics

- **300-Level or higher computer science course**
An additional Bus 390 beyond that required for CBE core may be used with approval of IS area coordinator (3 cr)

Courses to total **128-120** credits for this degree. In addition to all other requirements, students must take at least 9 credits from outside the CBE in addition to those specifically required. These may be chosen from the restricted electives or from other courses.

Rationale:
Two changes are being made to the degree requirements of the Information Systems major, as follows:
1. Reduction of total credit requirement from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with new university policy. Note that this change does not reduce the number of credits in major-specific coursework. Credit reduction was achieved through a change in the required coursework in the common CBE core.
2. Inclusion of a second Bus 390 course to the list of restricted IS electives. Based on the preliminary listing of topics for this new course, multiple sections of the course may have significant relevance to an IS major and this addition allows students the option to take a second Bus 390 course and count it toward their restricted electives.

11. Change the curricular requirements of **Management and Human Resources (B.S.Bus.)** [Effective: Summer 2014]

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

**Bus 412** Human Resource Management (3 cr)
**Bus 413** Leadership and Organizational Behavior (3cr)
**Bus 418** Organization Design and Changes (3 cr)

And one of the following emphases:

**A. Management Emphasis**

**QM/Operations Management** Elective: select one of the following courses (3 cr):

**Bus 378** Project Management (3 cr)
**Bus 456** Quality Management (3 cr)
**Bus 470** Purchasing and Materials Management (3 cr)
**Bus 472** Operations Planning and Scheduling (3 cr)

Marketing Elective: select one of the following courses (3 cr):

**Bus 324** Consumer Behavior (3 cr)
**Bus 420** Promotional Strategy (3 cr)
**Bus 422** Personal Selling and Sales Force Management (3 cr)
**Bus 426** Marketing Channels Management (3 cr)
**Bus 427** Services Marketing (3 cr)

**Finance/Information Systems Elective**: select one of the following courses (3 cr):

**Bus 302** Intermediate Financial Management (3 cr)
**Bus 351** Introduction to Electronic Commerce (3 cr)
**Bus 353** Data and Information Management (3 cr)
**Bus 355** Systems Analysis and Design (3 cr)

**Bus 362** Real Property Appraisal (3 cr)
**Bus 381** International Finance (3 cr)
**Bus 407** Financial Institutions (3 cr)

One additional course selected from those not taken in the three groups above (3 cr)

**Entrepreneurship Elective**: select one of the following courses (3 cr):

**Bus 414** Entrepreneurship (3 cr)
**Bus 415** New Venture Creation (3 cr)*
**Bus 495** Product Development and Brand Management (3 cr)

**Supporting Elective**: select one of the following courses (3 cr):

**Anth 462** Human Issues in International Development (3 cr)
**Comm 233** Interpersonal Communication (3 cr)
**Comm 235** Organizational Communication (3 cr)
**Comm 335** Intercultural Communication (3 cr)
**Comm 410** Conflict Management (3 cr)
**Comm 432** Gender and Communication (3 cr)
**Comm 433** Organizational Communication Theory, Research, and Application (3 cr)
**Comm 491** Communication and Aging (3 cr)
**Psyc 320** Introduction to Social Psychology (3 cr)
**Soc 301** Introduction to Diversity and Stratification (3 cr)
**Soc 427** Race and Ethnic Relations (3 cr)

**Research elective**: select a total of three credits from the following courses (3 cr):

**Anth 410** Research Methods in Anthropology (3 cr)
**Bus 421** Marketing Research and Analysis (3 cr)
**Comm 455** Communication Research Methods (3 cr)
**Math 160** Survey of Calculus (4 cr)*
**Math 170** Analytic Geometry and Calculus I (4 cr)*
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title and Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Math 330</td>
<td>Linear Algebra (3 cr)</td>
</tr>
<tr>
<td>Math 451</td>
<td>Probability Theory (3 cr)</td>
</tr>
<tr>
<td>OrgS 444</td>
<td>Methods and Analysis in Organizational Science (4 cr)</td>
</tr>
<tr>
<td>Psyc 218</td>
<td>Introduction to Research in the Behavioral Sciences (4 cr)</td>
</tr>
<tr>
<td>Psyc 430</td>
<td>Tests and Measurements (3 cr)</td>
</tr>
<tr>
<td>Soc 310</td>
<td>Methods of Social Research (3 cr)</td>
</tr>
<tr>
<td>Stat 422</td>
<td>Sample Survey Methods (3 cr)</td>
</tr>
<tr>
<td>Stat 431</td>
<td>Statistical Analysis (3 cr)</td>
</tr>
<tr>
<td>Stat 433</td>
<td>Econometrics (3 cr)**</td>
</tr>
<tr>
<td>Stat 514</td>
<td>Nonparametric Statistics (3 cr)</td>
</tr>
</tbody>
</table>

Courses to total 128-120 credits for this degree

*Note: Bus 415 may not be used to satisfy the Entrepreneurship Elective if it is used to satisfy the college requirement of Bus 415 or Bus 490.

*Note: Students may elect to use Math 160 or Math 170, but not both, to complete their research elective.

**Note: Stat 433/Econ 453 Econometrics does not satisfy the Upper Division Economics requirement.

B. Human Resources Management Emphasis

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Bus 416</td>
<td>Staffing and Compensation (3 cr)</td>
</tr>
<tr>
<td>Bus 441</td>
<td>Labor Relations (3 cr)</td>
</tr>
</tbody>
</table>

Specialized Elective: select one of the following courses (3 cr):

<table>
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<tbody>
<tr>
<td>Psyc 416</td>
<td>Industrial/Organizational Psychology (3 cr)</td>
</tr>
<tr>
<td>Psyc 430</td>
<td>Tests and Measurements (3 cr)</td>
</tr>
<tr>
<td>Psyc 435</td>
<td>Personnel (3 cr)</td>
</tr>
<tr>
<td>Psyc 450</td>
<td>Training and Performance Support (3 cr)</td>
</tr>
<tr>
<td>Bus 461</td>
<td>Retirement Planning and Employee Benefits (3 cr)</td>
</tr>
</tbody>
</table>

Supporting Electives: select two of the following courses (at least one selection must be an upper-division course) (6 cr):

<table>
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<tbody>
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<td>Comm 235</td>
<td>Organizational Communication (3 cr)</td>
</tr>
<tr>
<td>Comm 332</td>
<td>Communication and the Small Group (3 cr)</td>
</tr>
<tr>
<td>Comm 335</td>
<td>Intercultural Communication (3 cr)</td>
</tr>
<tr>
<td>Comm 410</td>
<td>Conflict Management (3 cr)</td>
</tr>
<tr>
<td>Comm 432</td>
<td>Gender and Communication (3 cr)</td>
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<td>Comm 491</td>
<td>Communication and Aging (3 cr)</td>
</tr>
<tr>
<td>Soc 301</td>
<td>Introduction to Diversity and Stratification (3 cr)</td>
</tr>
<tr>
<td>Soc 427</td>
<td>Racial and Ethnic Relations (3 cr)</td>
</tr>
</tbody>
</table>

Research elective: select a total of three credits from the following courses (3 cr):

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Anth 410</td>
<td>Research Methods in Anthropology (3 cr)</td>
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<tr>
<td>Bus 421</td>
<td>Marketing Research and Analysis (3 cr)</td>
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<tr>
<td>Comm 455</td>
<td>Communication Research Methods (3 cr)</td>
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<td>Math 160</td>
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<td>Analytic Geometry and Calculus I (4 cr)*</td>
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<tr>
<td>OrgS 444</td>
<td>Methods and Analysis in Organizational Science (4 cr)</td>
</tr>
<tr>
<td>Psyc 218</td>
<td>Introduction to Research in the Behavioral Sciences (4 cr)</td>
</tr>
<tr>
<td>Psyc 430</td>
<td>Tests and Measurements (3 cr)</td>
</tr>
<tr>
<td>Soc 310</td>
<td>Methods of Social Research (3 cr)</td>
</tr>
<tr>
<td>Stat 422</td>
<td>Sample Survey Methods (3 cr)</td>
</tr>
<tr>
<td>Stat 431</td>
<td>Statistical Analysis (3 cr)</td>
</tr>
<tr>
<td>Stat 433</td>
<td>Econometrics (3 cr)**</td>
</tr>
<tr>
<td>Stat 514</td>
<td>Nonparametric Statistics (3 cr)</td>
</tr>
</tbody>
</table>

Courses to total 128-120 credits for this degree

*Note: Students may elect to use Math 160 or Math 170, but not both, to complete their research elective.

**Note: Stat 433/Econ 453 Econometrics does not satisfy the Upper Division Economics requirement.

Rationale:

Three changes are being made to the degree requirements of the Management major. The rationale for each of these changes is as follows:

1. Reduction of total credit requirement from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with new university policy. Note that this change does not reduce the number of credits in major-specific coursework. Credit reduction was achieved through a change in the required coursework in the common CBE core.
2. Change in category of courses from P/OM to Operations Management. P/OM stood for Production/Operations Management and was the name of a major in the college. The name of the major was changed a couple of years ago to simply Operations Management. The change here simply makes the listing of a category of courses in the management major consistent with language now used in the college.

3. Elimination of a note regarding double counting Bus 415. This note prevented students from double counting Bus 415 as both a requirement for this major and as also satisfying the college’s capstone course requirement (i.e., to take either Bus 490 or Bus 415). Changes to the college’s core requirements no longer provide the option of Bus 415 – all students must take Bus 490 as their capstone course, so the note became unnecessary.

12. Change the curricular requirements of Marketing (B.S.Bus.) [Effective: Summer 2014]

Required course work includes the university requirements (see regulation J-3 on page Error! Bookmark not defined.), the college requirements, and:

- Bus 324 Consumer Behavior (3 cr)
- Bus 421 Marketing Research and Analysis (3 cr)
- Bus 428 Marketing Management (3 cr)
- Comm 233 Interpersonal Communication (3 cr)
- Comm 235 Organizational Communication (3 cr)
- Comm 332 Communication and the Small Group (3 cr)
- Comm 410 Conflict Management (3 cr)

One upper division (300-400 level) CBE, statistics, or mathematics courses, (excluding Bus 301, Bus 311, Bus 321, Bus 350, Bus 370). (3 cr)

And one of the following emphases/options:

A. General Marketing Emphasis

- Comm 233 Interpersonal Communication (3 cr)
- Comm 235 Organizational Communication (3 cr)
- Comm 332 Communication and the Small Group (3 cr)
- Comm 410 Conflict Management (3 cr)

One upper division (300-400 level) CBE, statistics, or mathematics courses, (excluding Bus 311). (3 cr)

Tier 1 Marketing Electives:

- Bus 427 Services Marketing (3 cr)
- Bus 495 Product Development and Brand Management (3 cr)
- AgEc 333 Introduction to Sales (3 cr)
- Bus 420 Promotional Strategy (3 cr)
- Bus 422 Personal Selling and Sales Force Management (3 cr)

One of the following (3 cr):
- Bus 425 Retail Distribution Management (3 cr)
- Bus 426 Marketing Channels Management (3 cr)
- Bus 424 Pricing Strategy and Tactics (3 cr)
- Econ 352 Intermediate Microeconomic Analysis (3 cr)*

Courses to total 128-130 credits for this degree

*Note: Econ 352 cannot be used to also satisfy the upper-division economics requirement.

B. Entrepreneurship Emphasis

- Acct 482 or Enterprise Accounting (3 cr)
- Acct 582
- Bus 414 Entrepreneurship (3 cr)
- Bus 415 New Venture Creation (3 cr)

One of the following communication courses (3 cr):
- Comm 233 Interpersonal Communication (3 cr)
- Comm 235 Organizational Communication (3 cr)
- Comm 332 Communication and the Small Group (3 cr)
- Comm 410 Conflict Management (3 cr)

One upper division (300-400 level) CBE, statistics, or mathematics courses, (excluding Bus 311). (3 cr)

Tier 1 Marketing Electives: Three credits of the following courses (3 cr):
- Bus 420 Promotional Strategy (3 cr)
- Bus 422 Personal Selling and Sales Force Management (3 cr)
Bus 424  Pricing Strategy and Tactics (3 cr)
Bus 425  Retail Distribution Management (3 cr)
Bus 426  Marketing Channels Management (3 cr)
Bus 427  Services Marketing (3 cr)
Bus 429  Vandal Solutions (1-6 cr, max 6)
Bus 482  International Marketing (3 cr)
Bus 495  Product Development and Brand Management (3 cr)

Entrepreneurship Practicum/Internship/Vandal Solutions (3 cr)

Courses to total **128-120 credits for this degree**

C. PGA Golf Management Option

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus 103</td>
<td>Introduction to PGA Golf Management (2 cr)</td>
</tr>
<tr>
<td>Bus 150</td>
<td>PGA Golf Management I (2 cr)</td>
</tr>
<tr>
<td>Bus 251</td>
<td>PGA Golf Management II (2 cr)</td>
</tr>
<tr>
<td>Bus 298</td>
<td>Internship (2 cr)</td>
</tr>
<tr>
<td>Bus 385</td>
<td>PGA Golf Management III (2 cr)</td>
</tr>
<tr>
<td>Bus 386</td>
<td>Food &amp; Beverage Hospitality with Lab (4 cr)</td>
</tr>
<tr>
<td>Bus 398</td>
<td>Internship (6 cr)</td>
</tr>
<tr>
<td>PlSc 302</td>
<td>Golf and Sports Turf Management (3 cr)</td>
</tr>
<tr>
<td>Rec 105</td>
<td>Teaching Golf I (2 cr.)</td>
</tr>
<tr>
<td>Rec 205</td>
<td>Teaching Golf II (2 cr)</td>
</tr>
<tr>
<td>Rec 305</td>
<td>Teaching Golf III (2 cr)</td>
</tr>
</tbody>
</table>

One of the following communication courses (3 cr):

- Comm 233  Interpersonal Communication (3 cr)
- Comm 235  Organizational Communication (3 cr)
- Comm 332  Communication and the Small Group (3 cr)
- Comm 335  Intercultural Communication (3 cr)
- Comm 410  Conflict Management (3 cr)

Tier 1 Marketing Electives:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus 427</td>
<td>Services Marketing (3 cr)</td>
</tr>
<tr>
<td>Bus 495</td>
<td>Product Development and Brand Management (3 cr)</td>
</tr>
</tbody>
</table>

One of the following courses (3 cr):

- AgEc 333  Introduction to Sales (3 cr)
- Bus 420  Promotional Strategy (3 cr)
- Bus 422  Personal Selling and Sales Force Management (3 cr)

One of the following courses (3 cr):

- Bus 425  Retail Distribution Management (3 cr)
- Bus 426  Marketing Channels Management (3 cr)

One of the following courses (3 cr):

- Bus 424  Pricing Strategy and Tactics (3 cr)
- Econ 352  Intermediate Microeconomic Analysis (3 cr)*

Tier 1 Marketing Electives: Six credits of the following courses (6 cr):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus 420</td>
<td>Promotional Strategy (3 cr)</td>
</tr>
<tr>
<td>Bus 422</td>
<td>Personal Selling and Sales Force Management (3 cr)</td>
</tr>
<tr>
<td>Bus 424</td>
<td>Pricing Strategy and Tactics (3 cr)</td>
</tr>
<tr>
<td>Bus 426</td>
<td>Marketing Channels Management (3 cr)</td>
</tr>
<tr>
<td>Bus 427</td>
<td>Services Marketing (3 cr)</td>
</tr>
<tr>
<td>Bus 429</td>
<td>Vandal Solutions (1-6 cr, max 6)</td>
</tr>
<tr>
<td>Bus 482</td>
<td>International Marketing (3 cr)</td>
</tr>
<tr>
<td>Bus 495</td>
<td>Product Development and Brand Management (3 cr)</td>
</tr>
</tbody>
</table>

Research Elective: select a total of three credits from the following courses (3 cr)**:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Math 160</td>
<td>Survey of Calculus (4 cr)</td>
</tr>
<tr>
<td>Math 170</td>
<td>Analytic Geometry and Calculus I (4 cr)</td>
</tr>
<tr>
<td>Math 330</td>
<td>Linear Algebra (3 cr)</td>
</tr>
<tr>
<td>Math 451</td>
<td>Probability Theory (3 cr)</td>
</tr>
<tr>
<td>Stat 422</td>
<td>Sample Survey Methods (3 cr)</td>
</tr>
<tr>
<td>Stat 426</td>
<td>SAS Programming (3 cr)</td>
</tr>
<tr>
<td>Stat 431</td>
<td>Statistical Analysis (3 cr)</td>
</tr>
<tr>
<td>Stat 433</td>
<td>Econometrics (3 cr)**</td>
</tr>
<tr>
<td>Stat 514</td>
<td>Nonparametric Statistics (3 cr)</td>
</tr>
</tbody>
</table>

Other research methods class as approved by your advisor and the marketing area

Students must pass the PGA Player Ability Test

Courses to total **136-128 credits for this degree**

*Note: Econ 352 cannot be used to also satisfy the upper-division economics requirement.
Students must have a 12.0 handicap or better to enter this program. Students must also be a U.S. citizen to be eligible for PGA membership.

**Note:** You may not use the courses you took to complete your CBE General Core Mathematics requirement to fulfill the Research Elective.

***Note: Stat 433/Econ 453 Econometrics does not satisfy the Upper Division Economics requirement if used to satisfy your Research Elective.**

Rationale:

Three changes are being made to the degree requirements of the Marketing General Emphasis major, as follows:

1. Current degree requirements exclude certain courses (e.g., 301, 311) from the list of upper division supporting elective courses; these courses were excluded given the significant overlap in content with the required common CBE core courses. However, all but one of these excluded courses are now becoming a component of the new common CBE core, and as such are automatically excluded from being used to satisfy this major requirement. (Bus 311 is still being excluded because of significant overlap with Bus 290 which is part of the new CBE core curriculum.)

2. Reduction of total credit requirement from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with new university policy. Note that this change does not reduce the number of credits in major-specific coursework. Credit reduction was achieved through a change in the required coursework in the common CBE core.

3. Under Tier 1 Marketing Electives, the course Bus 425 Retail Distribution Management is being inserted into one of the course list bins. This course was appropriately added to the list of dormant courses in 2012-2013 due to the fact that it had not been offered over the past four consecutive years. Through changes in the common CBE core, additional teaching capacity will be available to allow for this course to be taught on a regular basis in the future. Therefore, this particular change is contingent on the approval of adding Bus 425 back into the General Catalog [an Add Course form has been submitted for UCC approval].

Three changes are being made to the degree requirements of the Marketing Entrepreneurship Emphasis major, as follows:

1. Current degree requirements exclude certain courses (e.g., 301, 311) from the list of upper division supporting elective courses; these courses were excluded given the significant overlap in content with the required common CBE core courses. However, all but one of these excluded courses are now becoming a component of the new common CBE core, and as such are automatically excluded from being used to satisfy this major requirement. (Bus 311 is still being excluded because of significant overlap with Bus 290 which is part of the new CBE core curriculum.)

2. Reduction of total credit requirement from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with new university policy. Note that this change does not reduce the number of credits in major-specific coursework. Credit reduction was achieved through a change in the required coursework in the common CBE core.

3. Under Tier 1 Marketing Electives, the course Bus 425 Retail Distribution Management is being inserted into the course list. This course was appropriately added to the list of dormant courses in 2012-2013 due to the fact that it had not been offered over the past four consecutive years. Through changes in the common CBE core, additional teaching capacity will be available to allow for this course to be taught on a regular basis in the future. Therefore, this particular change is contingent on the approval of adding Bus 425 back into the General Catalog [an Add Course form has been submitted for UCC approval].

The primary purposes of this change of curriculum for the Marketing, PGA Golf Management Option degree are to [1] make the Tier 1 marketing courses in the option consistent with the Tier 1 marketing courses required by the General Marketing Emphasis degree and [2] incorporate changes resulting from the newly developed common CBE core. There are a total of four changes being requested, as follows:

1. Removal of nine credits of what are referred to as old Tier 1 marketing courses. These courses are replaced with four separate categories of new Tier 1 courses, each category centered on one of the four principal areas of marketing (i.e., product, promotion, place, price). Students enrolled in the Marketing, PGA Golf Management Option degree will be required to take one course from each of the four categories, resulting in a total of twelve credits. Under the old Tier 1 system, students could enroll in courses in such a manner so that only two of the four principal areas of marketing were being taken for their degree. Typically, the majority of individuals obtaining the Marketing, PGA Golf Management Option degree have completed coursework in three of the four principal areas of marketing – thereby not fully capturing the integrative nature across the four principal areas of marketing. The purpose of this change is to ensure that students enrolled in the Marketing, PGA Golf Management Option majors are provided coursework in each of the four principal areas of marketing.

2. Removal of the three credit Research Elective requirement and the Tier 2 Business Elective. Note that the courses listed under the Research Elective are generally regarded as quantitative-oriented courses. The Research Elective is being removed from the Marketing, PGA Golf Management Option due to the fact that the electives do not meet intended objectives. This change also makes the Marketing, PGA Golf Management Option degree consistent with the General Marketing Emphasis degree, which recently removed the Research Elective requirement.

3. Reduction of total credit requirement from 136 to 128 credits. Credit reduction was achieved through a change in the required coursework in the common CBE core.

4. Under Tier 1 Marketing Electives, the course Bus 425 Retail Distribution Management is included though this course is currently on the list of dormant courses. This course was appropriately added to the list of dormant courses in 2012-2013 due to the fact that it had not been offered over the past four consecutive years. Through changes in the common CBE core, additional teaching capacity will be available to allow for this course to be taught on a regular basis in the future. Therefore, this particular insertion of Bus 425 is contingent on the approval of adding the course into the General Catalog [an Add Course form has been submitted for UCC approval].
13. Change the curricular requirements of Operations Management (B.S.Bus.) [Effective: Summer 2014]

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

- Bus 378 Project Management (3 cr)
- Bus 439 Systems and Simulation (3 cr)
- Bus 456 Quality Management (3 cr)
- Bus 470 Supply Chain Management (3 cr)
- Bus 472 Operations Planning and Scheduling (3 cr)

Three courses selected from the following (9 cr):
- EnvS 428 Pollution Prevention (3 cr)
- ME 410 Principles of Lean Manufacturing (3 cr)
- Stat 431 Statistical Analysis (3 cr)
- Stat 446 Six Sigma Innovation (3 cr)

Any upper-division (300-400-level) College of Business and Economics courses (excluding Bus 301, Bus 311, Bus 321, Bus 350, Bus 378)

Any one business, culture, economics or language class that includes a significant international experience component (3 cr)

Courses to total 128-120 credits for this degree

Rationale: Two changes are being made to the requirements to make the Operations Management major requirements consistent with the new core requirements for the College of Business & Economics (CBE). First, current requirements exclude certain courses (e.g., 301, 311, etc) from the list of supporting elective courses. The courses that were excluded had significant overlap in content with the previous CBE core (they were offered for non-CBE majors), so we didn’t want students to take these courses as part of the major requirements since they would have already seen the content in the core. All but one of the courses on this list of excluded courses are now becoming the new CBE core, and as such are automatically excluded from being used to satisfy this major requirement. Deleting them from the catalog just simplifies the major requirements. Bus 311 is still being excluded because of significant overlap with Bus 290 which is part of the new CBE core curriculum. The second change being made is to reduce the total requirements for the major from 128 to 120 credits. The CBE is reducing the minimum number of credits required for all its undergraduate majors to 120 to be consistent with new university requirements. No reduction in the number of credits for the major were made as the major only requires 24 credits beyond the CBE requirements – the 8 credit reduction is achieved by changes at the college level and a reduction in the number of free electives. We have also updated the requirements to correctly show that Bus 439 is a 4 credit class – Bus 439 was changed from 3 to 4 credits a couple of years ago but this credit change was never reflected in the major requirements listing in the catalog.

14. Change the curricular requirements of Business (Minor) [Effective: Summer 2014]

This minor is not open to students pursuing other college business options (e.g., foreign language/business option, music/business option, or to students pursuing a major in the College of Business and Economics.

Acct 201 Introduction to Financial Accounting (3 cr)
- Bus 311 Introduction to Management (3 cr)
- Bus 321 Marketing (3 cr)

One of the following (3-4 cr):
- Bus 301 Financial Resources Management (3 cr)
- Bus 350 Managing Information (3 cr)
- Bus 378 Project Management (3 cr)
- Bus 414 Entrepreneurship (3 cr)

One of the following (3-4 cr):
- Econ 202 Principles of Microeconomics (3 cr)
- Econ 272 Foundations of Econ Analysis (4 cr)

Take either two additional 300- or 400-level 3 credit BUS prefix courses OR take Bus 190 and one additional 300- or 400-level 3 credit BUS prefix course (6 cr)

One of the following groups of courses (15-17 cr):

<table>
<thead>
<tr>
<th>Group A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus 301 Financial Management (3 cr)</td>
</tr>
<tr>
<td>Bus 311 Introduction to Management (3 cr)</td>
</tr>
<tr>
<td>Bus 321 Marketing (3 cr)</td>
</tr>
</tbody>
</table>

Six credits taken from Bus 101 or any other 300- or 400-level BUS prefix course

or

<table>
<thead>
<tr>
<th>Group B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus 340 Team Building and Group Dynamics (2 cr)</td>
</tr>
<tr>
<td>Bus 341 Business Systems (4 cr)</td>
</tr>
<tr>
<td>Bus 342 Product and Process Planning (3 cr)</td>
</tr>
<tr>
<td>Bus 343 Planning and Decision Making in Organizations (2 cr)</td>
</tr>
<tr>
<td>Bus 344 Managing the Firm's Resources (3 cr)</td>
</tr>
<tr>
<td>Bus 345 Business Operating Decisions (3 cr)</td>
</tr>
</tbody>
</table>

Courses to total 21 credits for this minor
Rationale: The College of Business & Economics is changing its core curriculum and will no longer be offering Bus 340–345 after the 2013-14 academic year. The current requirements for the minor allow students two paths to complete the minor. The second path is to take Bus 340-345, but since these courses won't be offered in the future, this path will disappear. This change form removes the option of taking Bus 340-345 to complete the minor from the catalog. The impact on students will be insignificant as fewer than 5% of all business minor students have selected this option in the past. Further, this college core curriculum change requires significant prerequisites on Bus 301, so we are providing students alternatives to 301 in the Business minor that don’t require as many prerequisites. The changes also reflect that Bus 190 will be replacing Bus 101 as the first Business course offered by the college and can be counted toward the minor and that the CBE has changed the name of Bus 301. Finally, we have changed how the requirement to take 6 additional credits of business coursework is presented in the catalog due to comments from students that the current wording is confusing.

15. Change the curricular requirements of **International Business (Minor)** [Effective: Summer 2014]

*Note: This minor is limited to students majoring in the College of Business and Economics.*

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus 345</td>
<td>Business Operating Decisions (3 cr)</td>
</tr>
<tr>
<td>Bus 381</td>
<td>International Finance (3 cr)</td>
</tr>
<tr>
<td>Bus 390</td>
<td>Integrated Topics in Business (3 cr)</td>
</tr>
<tr>
<td>Bus 482</td>
<td>International Marketing (3 cr)</td>
</tr>
<tr>
<td>Econ 446</td>
<td>International Economics (3 cr)</td>
</tr>
<tr>
<td>PolS 237</td>
<td>International Politics (3 cr)</td>
</tr>
<tr>
<td>One of the following courses or another approved elective (3 cr):</td>
<td></td>
</tr>
<tr>
<td>Econ 447</td>
<td>International Development Economics (3 cr)</td>
</tr>
<tr>
<td>FLEN 307</td>
<td>The European Union (3 cr)</td>
</tr>
<tr>
<td>PolS 440</td>
<td>International Organizations and International Law (3 cr)</td>
</tr>
</tbody>
</table>

Foreign language mastery is required equivalent to completion of the introductory and intermediate courses, and an upper-division course in a language. A semester of study and/or internship in another country is recommended. CBE students currently have direct access to academic programs at Växjö University (Sweden), École Supérieure de Commerce de Chambéry (France), Pontificia Universidad Católica del Ecuador, Griffith University (Australia), Fachhochschule fur Technik und Wirtschaft Berlin (Germany), University of Zaragoza (Spain), Haagse Hogeschool (The Netherlands), the Southern Denmark Business School, and the University of Newcastle upon Tyne (United Kingdom). CBE students also have access to programs in Australia, Chile, France, Italy, and Spain through the University Studies Abroad Consortium, and to numerous schools in various countries through the International Student Exchange Program. Internships are developed on an ad hoc basis.

**Courses to total 20 credits for this minor**

Rationale: The College of Business & Economics is changing its core undergraduate curriculum in an effort to improve students' understanding of targeted business concepts as well as to facilitate delivery of this core to a growing student body in the face of constrained faculty resources. As part of this change, Bus 345 will no longer be taught, so we are proposing to use the new Bus 390 course as a substitute for Bus 345 in the minor.