

# UNDERGRADUATE CURRICULUM MINUTES

Date: 03/09/2006

Minutes Approved by: 

Date Approved: 3/20/05

TO: Dr. Stephen A. Richters  
Provost

FROM: Dr. Lon Smith, Chair  
Undergraduate Curriculum Committee  
And  
Dr. Chris Michaelides, Vice-Chair  
Undergraduate Curriculum Committee

FACULTY MEMBERS PRESENT: L. Smith, C. Michaelides, R. Hanser, P. Meredith, A. Kelly, D. Schween,  
H. Rappaport, B. Fassett, S. Saydam, P. Nelson

FACULTY MEMBERS ABSENT BUT EXCUSED: N/A

FACULTY MEMBERS ABSENT: N/A

STUDENT MEMBERS PRESENT: N/A

STUDENT MEMBERS ABSENT: N/A

## 1. THE DEPARTMENT OF COMPUTER SCIENCE requests:

Presenter: Dr. Lon Smith

Action: CHANGE COURSE TITLE: CSCI 298

Current title: Current Topics

Proposed title: Ethical and Professional Issues in Computing

Current abbreviated title: Current Topics

Proposed abbreviated title: Ethical and Prof Iss

Beginning Term: 064

UCC Decision **APPROVED**

**2. THE DEPARTMENT OF COMPUTER SCIENCE** requests:

Presenter: Dr. Lon Smith

Action: CHANGE DESCRIPTION of CSCI 226

**Current description:**

**INTRODUCTION TO DISCRETE STRUCTURES. 3 cr.** Set algebra, Boolean algebra, mappings, directed and undirected graphs. Prerequisites: Grade of C or better in CSCI 200 and Mathematics 113.

**Proposed description:**

**INTRODUCTION TO DISCRETE STRUCTURES. 3 cr.** An introduction to discrete mathematical structures with applications to Computer Science. Topics include: logic, proof techniques, set theory, combinatorics, and functions. Prerequisites: Grade of C or better in CSCI 200 and Mathematics 113 or equivalent.

Beginning Term: 064

UCC Decision **APPROVED**

**3. THE MARKETING DEPARTMENT** requests:

Presenter: Dr. Henry Cole  
 Action: **CHANGE DEGREE PLAN** for Bachelor of Business Administration degree in **MARKETING**

**Current Degree Plan:**

The Bachelor of Business Administration degree in Marketing is offered for students seeking careers in advertising, brand management, industrial marketing, consumer relations, market research, professional selling, purchasing, and retailing. Students must complete Marketing 302, 305, 308, 403, 406, 407, 409; three hours of marketing electives; Management 309 and 413 for a major in marketing. Students must see their advisor each semester.

<b>Junior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
Business 305 .....	3	Business Law 401.....	3
Finance 315 .....	3	Management 409, 413 .....	6
Management 301, 309 .....	6	Marketing 403, 406, 407, 409.....	12
Marketing 301, 302, 305, 308...12		Marketing Elective .....	3
Non-Business Elective .....	3	Business Elective .....	3
University Capstone 300 <sup>o</sup> .....	3	Non-Business Elective .....	3
	30		30

Total hours for degree, 120.

**Proposed Degree Plan:**

The Bachelor of Business Administration degree in Marketing is offered for students seeking careers in advertising, brand management, industrial marketing, consumer relations, market research, professional selling, purchasing, and retailing. Students must complete Marketing 302, 305, 308, 403, 406, 407, 409; Marketing 410 or 411; three hours of marketing electives from MRKT 304, 307, 401, 410 or 411; and Management 413 for a major in marketing. Students must see their advisor each semester.

<b>Junior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
Business 305 .....	3	Business Law 401.....	3
Finance 315 .....	3	Management 409, 413 .....	6
Management 301.....	3	Marketing 403, 406, 407, 409.....	12
Marketing 301, 302, 305, 308...12		Marketing 410 or 411 .....	3
Business Elective .....	3	Marketing Elective .....	3
Non-Business Elective .....	3	Non-Business Elective .....	3
University Capstone 300 <sup>o</sup> .....	3		
	30		30

Total hours for degree, 120.

Beginning Term: 064

UCC Decision **APPROVED**