

Washburn University
School of Business General Faculty Meeting
HC 104, Tuesday, February 13, 2018

New Business

- a. Change in Graduation Requirement (Motion to approve: Ball, Second: Stoica, back to committee)
 - i. University is requiring the SOBU to reduce hours needed for graduation to 120 from 124.
 - ii. More room now for 9-9-9
 - iii. Propose a 9-9-9 as a second amendment, not friendly
 - iv. Number in favor of 9-9-9: 13 and 12-12 -12: 4
 - v. Motion to return to committee and look at alternatives (Dmitri, Reza, motion approved)

- b. Motion to eliminate all hours pre-requisites (Paul, Dmitri, motion passed)
 - i. Technology issue with banner will not allow 24 hours but just Sophomore Standing (30 hours)
 - ii. Raising to 30 hours is a bad idea
 - iii. Can add pre-requisite hours for specific courses later
 - iv. Motion to suspend the rules and make this a second reading (Dmitri, Bob, motion passed)

- c. Motion to approve the changes in the School of Business Policy Manual (Dmitri, Stoica, first reading)
 - i. Proposed changes are in track change except for minor grammar changes.
 - ii. There was rearranging of sections of the policy to other places within the document.
 - iii. Summer school teaching bullet point #2 was added (p.35), review this before next meeting (Comment would be to move it to #4a..)
 - iv. Motion: To move "Faculty achieving a higher level of research productivity as defined in Section II.A.1, will be given first preference in the assignment of summer teaching." p.35 #2 to #4a before the current 4a (Motion: Dmitri, Rosemary, friendly amendment, motion passed)

Curriculum Committee General Request Submission Form

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This form requires information to be provided in two sections: (A) Now, i.e., the current status of the situation, and (B) In The Future, i.e., the change requested and how it will improve the situation in the future.

Change request submitted by Tom Hickman- Curriculum Committee .

(A) NOW:

1. What is the Current Situation which needs to be addressed?

Currently the School of Business requires students to earn 124 credit hours in order to graduate. Washburn University is moving to a 120 hour graduation requirement and the SOBU must comply with this change.

2. How long has this situation existed in its current form?

The 124 hour degree program is a long standing requirement.

3. Why is it necessary that it be changed?

Washburn University is leading this change to remain competitive with other schools in Kansas that have either already made the change or will be making the change in the very near future.

(B) IN THE FUTURE:

1. Proposed change. (describe in sufficient detail)

The proposal is to reduce the number of general education requirements from 15 to 12 in both Humanities and Social Sciences. Washburn University only requires that the SOBU have 9 required hours in each of Humanities, Social Sciences, and Natural Sciences. This brings the SOBU to 12 required hours in each area.

Since that is a reduction of 6 credit hours ($124 - 6 = 118$ credit hours) two additional credit hours would be applied to free electives. This increases the free electives for students from 7 to 9 credit hours.

2. How does the proposed change solve the problem?

It brings the total number of credit hours to graduate down to 120

3. What new problem(s) might this proposed change create?

None

4. What objection(s) to the proposed change are likely to arise?

The Social Sciences and Humanities areas may provide some objection but as previously noted the 12 hours that the SOBU requires is still in excess of what Washburn University requires of the SOBU.

5. Are there any decision deadlines which the Committee needs to be aware of?

March 23 deadline to submit 120 hour proposal to Washburn University

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Change request submitted by Tom Hickman- Curriculum Committee .

(A) NOW:

1. What is the Current Situation which needs to be addressed?

Currently there are many courses offered in the School of Business that have prerequisites related to achieving either SO/JR/SR status which has been 24/54/88 hours.

Washburn University is changing SO/JR/SR status to 30/60/90. The SOBU can no longer keep the 24/54/88 hour prerequisite – it either has to be eliminated or changed to 30/60/90.

The committee proposes that the prerequisites that are tied to SO/JR/SR status be eliminated in all School of Business courses.

Further, the committee proposes that within the major SO/JR/SR status can be considered as part of a prerequisite for an individual course as long as it is not also part of the Lower or Upper Division Core.

2. How long has this situation existed in its current form?

The SO/JR/SR level prerequisites have been in place for many years at 24/54/88 hours.

3. Why is it necessary that it be changed?

The change to 30/60/90 is a pending change within the university that the School of Business must address in terms of how it handles prerequisites that are currently tied to the soon to be outdated 24/54/88 model.

(B) IN THE FUTURE:

1. Proposed change. (describe in sufficient detail)

As noted the proposal is to eliminate all SO/JR/SR prerequisites and keep the course-based prerequisites.

2. How does the proposed change solve the problem?

It is in compliance with what Washburn University is in the process of adopting.

A further problem this proposal addresses is that eliminating Junior status for the upper core allows students to begin taking classes in the major as Juniors. The current situation typically does not allow students to begin work in the major courses until they are Seniors because of the credit hour prerequisites associated with the Lower and Upper Core. This proposal would allow for students to begin work on their major courses as Juniors.

3. What new problem(s) might this proposed change create?

Freshman will be eligible to take lower division core courses provided they have the course related prerequisites such as MA116 College Algebra. Similarly, in many or most cases sophomores will be eligible to begin taking courses in the Upper Core.

In theory, students could take the capstone BU449 course as a junior.

4. What objection(s) to the proposed change are likely to arise?

The potential that less mature students would be taking classes in the School of Business than what currently is the case.

5. Are there any decision deadlines which the Committee needs to be aware of?

March 23 deadline to submit 120 hour proposal to Washburn University

Proposal to Change SOBU Journal List

In response to faculty's legitimate complaints about the fairness of the current list, and the Dean's concern that some faculty are publishing in journals outside the list and disregarding the faculty-approved procedures to request a change to the journal list, the FPC met a few times over the fall semester to discuss possible changes to the journal list. Four alternatives were considered, including one proposed by our marketing colleagues. After considerable discussion, the FPC is proposing that we:

1. switch to the most current ABDC list, including any interim updates,
2. grandfather in journals that are on the current SOBU list, but not on ABDC, with the ratings already approved (in the event a future ABDC list includes a grandfathered-in journal, the ABDC rating will prevail), and
3. keep the existing policy on changes to the journal list, i.e., to allow petitions to change the list and/or the associated ratings.

The main reasons for our decision are:

1. ABDC is an externally-validated list and is widely used.
2. ABDC list and ratings are updated periodically and in interim, and thus there is no need for us to review the ratings.

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Change request submitted by Marketing Faculty, Drs Hickman, Price & Stoica

(A) NOW:

1. What is the Current Situation which needs to be addressed?

Currently the SOBU marketing concentration has three required courses plus one elective to fulfill requirements. Of particular interest to this proposal is that BU366 is not a required course but it is a skillset that is in high demand. As a result, a marketing major that does not include a required sales course is limiting the potential of our students.

Required courses:

BU362 Market Research (Hickman)
BU364 Consumer Behavior (Price)
BU471 Marketing Management (Stoica)

Students can then choose one elective from the following:

BU366 Sales (adjunct)
BU368 International Marketing (Stoica)
BU369 Entrepreneurial Marketing (adjunct)
BU371 Digital Marketing (Boncella)

The elective courses are not taught every semester, but rather once per year or when adjunct faculty are available.

Other marketing electives not currently offered:

BU361 Retailing – not currently offered
BU363 Promotions – not currently offered
BU473 Marketing Channels – not currently offered

2. How long has this situation existed in its current form?

The current offering has not changed for several years.

3. Why is it necessary that it be changed?

The employment landscape has placed new demands on the skillsets of marketing graduates and we see an increased need for sales skills and knowledge. Due to feedback from a number of sources such as faculty from universities, employers and alumni, we feel the change is a positive one for our graduates. We have received input from local firms/large employers that there is a skill gap in the sales discipline, and that our marketing students could benefit from such a course. Employers/practitioners are willing to be involved in the delivery of the course, which will add to the effectiveness and uniqueness of its appeal.

(B) IN THE FUTURE:

1. Proposed change.

BU366 Sales becomes a requirement for marketing graduates and BU364 Consumer Behavior becomes an elective.

2. How does the proposed change solve the problem?

It will increase the knowledge and skills in sales and sales management of every marketing graduate. We feel it will also provide stronger employment opportunities for graduates and make them much more marketable in a high demand career path.

3. What new problem(s) might this proposed change create?

By making consumer behavior an elective, there will be fewer students with the depth of knowledge in that area (although they can still potentially take the course as an elective). However, as stated previously, we feel a required sales course will be an advantage for them in the short and long term.

Faculty requirements are unchanged, Dr. Price will switch from teaching BU364 Consumer Behavior to teach the sales course. Depending on when the other marketing electives are offered, we will investigate whether consumer behavior needs to still be offered once per year (taught by adjunct faculty).

4. What objection(s) to the proposed change are likely to arise?

Consumer Behavior is a common course offering for most marketing degrees, as is sales. However, with only four classes for a concentration we have limited options, and after studying all scenarios BU364 Consumer Behavior is the course most suited to change.

A potential concern is that if we are unable to find an adjunct instructor for BU364 that students will have a more limited selection of elective courses to fulfill their marketing requirements since BU366 is currently a popular choice as an elective. The addition of BU371 Digital Marketing effectively eliminates this problem since this is a new course offering as of the 2016-2017 academic year. Therefore, even if BU364 was not offered in a given year the number of marketing electives offered would remain unchanged from the 2015-16 academic year.

5. Are there any decision deadlines which the Committee needs to be aware of?

We would like to make the decision ASAP, at the latest by early spring 2018 in order to finalize the catalog and begin offering the core required classes (that includes sales) in the fall of 2018

Curriculum Committee

General Request Submission Form

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Change request submitted by Curriculum Committee – Tom Hickman .

(A) NOW:

1. What is the Current Situation which needs to be addressed?

Written Communications is Student Learning Outcome 2b in the School of Business. As of 2014, the SOBU adopted a new rubric to assess the writing ability of BBA students. Students have shown a downward trend since the 2014 adoption across most of the six components of the rubric. Specifically, in 2016, at least 40% of BBA students failed to meet expectations in four of the components (Content & Development [60% showed proficiency], Organization [60%], Language Use [47%], and Mechanics & Conventions [47%]). This is similar to 2013 (prior to the adoption of the new rubric) where at least 31% of students failed to meet expectations in five rubric components (Focus & Meaning [69% showed proficiency], Content & Development [58%], Organization [63%], Language Use [66%], and Mechanics & Conventions [58%]).

Currently, students are required to take 15 General Education credits in Humanities. Washburn University requires students to take 3 credit hours from a General Education course from Art/Music/Theater. Additionally, the SOBU requires that students take CN150 Public Speaking as 3 of the required Humanities General Education credit hours. The present system allows for students to take the remaining 9 Humanities credit hours completely at their discretion.

2. How long has this situation existed in its current form?

The current situation has regarding Humanities General Education courses has been in place for a number of years.

3. Why is it necessary that it be changed?

The Curriculum Committee proposes that additional guidance in Humanities courses could elevate students' ability to write proficiently upon assessment of this skill in BU342 Organization & Management.

(B) IN THE FUTURE:

1. Proposed change. (describe in sufficient detail)

The Curriculum Committee proposes that BBA students will be required to pass a writing intensive course with the grade of C or higher as 3 of the 15 Humanities General Education credit hours required to earn a degree. The list of these six courses that are each designated as a Humanities General Education course with a focus on Communications is as follows:

EN103 Academic Reading and Research

EN131 Understanding Short Fiction

EN145 Shakespeare in Action

EN207 Beginning Nonfiction Writing

EN208 Business and Technical Writing

EN209 Beginning Fiction Writing

The 100 level courses have no prerequisites while the 200 level courses each have EN101 or EN102 listed as a prerequisite.

2. How does the proposed change solve the problem?

Since students will be required to take a writing intensive course it is believed that this will result in collectively enhancing students' written communications skills.

3. What new problem(s) might this proposed change create?

Students will not have as much flexibility in the Humanities courses they take but will still have 6 credit hours to take at their own discretion.

4. What objection(s) to the proposed change are likely to arise?

It is possible that someone could read this list of courses and believe that some courses are more writing intensive than other courses. The list was developed with the assistance of the English Department that advised that each of these courses was not only writing intensive at Washburn University but also that a course at another university with a similar course title would also be writing intensive at that university. Therefore, the proposed change addresses both consistency in writing demands and has also considered questions regarding transfers.

5. Are there any decision deadlines which the Committee needs to be aware of?

The change should be able to be brought to the faculty meeting in December 2017 if such a meeting takes place.

Washburn University
School of Business General Faculty Meeting
HC 104, Tuesday, March 6th, 2018

New Business

- a. Change in the Graduation Requirement: 124 to 120 hours
 - i. Motion to adopt 9 -9-9 general education distribution and 60 credits in the general education area (Motion: Jennifer, Second: Dmitri, motion passed)
 - ii. You can focus on an area in addition to your business degree
 - iii. Motion: To move the general education distribution to 51 hours from 60 credits. (Proposal: Dmitri, Second: Bob, motion passed)
 - iv. Motion: To suspend rules and make this a second reading (Dmitri, motion passed)

- b. Marketing major change
 - i. Proposing to add Sales as a required course and Consumer Behavior to an elective
 - ii. Motion (Motion: Jennifer, Second: Bob)
 - iii. Staffing question for the proposal
 - iv. Sales is easier to staff than Consumer Behavior

Curriculum Committee
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2. How long has this situation existed in its current form?

The 124 hour degree program is a long standing requirement.

3. Why is it necessary that it be changed?

Washburn University is leading this change to remain competitive with other schools in Kansas that have either already made the change or will be making the change in the very near future.

(B) IN THE FUTURE:

1. Proposed change. (describe in sufficient detail)

The proposal is to reduce the number of general education requirements from 15 to 9 in both Humanities and Social Sciences and from 12 to 9 in Natural Sciences. Washburn University only requires that the SOBU have 9 required General Education hours in each of Humanities, Social Sciences, and Natural Sciences.

Additionally, the proposal requires a total of 60 hours to be taken in General Education areas – this is a reduction from the current 63 hours that students are required to take

(42 hours of Gen Ed, 12 hours of university requirements, and 9 hours of economics = 63 hours).

Since that is a reduction of just 3 credit hours, the remaining deduction comes in the general electives area. These general electives credits are reduced from 7 hours to 6 hours.

2. How does the proposed change solve the problem?

It brings the total number of credit hours to graduate down to 120

3. What new problem(s) might this proposed change create?

4. What objection(s) to the proposed change are likely to arise?

The proposal only has 6 hours of general electives. Therefore, future courses to be added to the School of Business curriculum such as the Data Analytics course will either need to further reduce these general electives or go back through the Washburn University approval system to reduce the number of hours students are required to take in the general education areas.

5. Are there any decision deadlines which the Committee needs to be aware of?

March 23 deadline to submit 120 hour proposal to Washburn University

Proposal to Change SOBU Journal List

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The main reasons for our decision are:

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Required courses:

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Students can then choose one elective from the following:

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The elective courses are not taught every semester, but rather once per year or when adjunct faculty are available.

Other marketing electives not currently offered:

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2. How long has this situation existed in its current form?

The current offering has not changed for several years.

3. Why is it necessary that it be changed?

The employment landscape has placed new demands on the skillsets of marketing graduates and we see an increased need for sales skills and knowledge. Due to feedback from a number of sources such as faculty from universities, employers and alumni, we feel the change is a positive one for our graduates. We have received input from local firms/large employers that there is a skill gap in the sales discipline, and that our marketing students could benefit from such a course. Employers/practitioners are willing to be involved in the delivery of the course, which will add to the effectiveness and uniqueness of its appeal.

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We would like to make the decision ASAP, at the latest by early spring 2018 in order to finalize the catalog and begin offering the core required classes (that includes sales) in the fall of 2018

Washburn University
School of Business General Faculty Meeting
HC 104, Tuesday, April 26th, 2018

Marketing Major Change Motion (Motion: Jennifer, Second: Bob, motion motion passed)

- i. Changing sales to an elective for marketing majors.
- ii. Dean is favorable to the idea

New Business

- a. Writing course requirement
 - i. Motion (Motion: Jennifer, Second: Paul)
 - ii. More written communication ability and 40% of student's didn't meet the standards.
 - iii. 6 courses with focus on writing, students can take any one of these to improve their writing skills
 - iv. Issue: CPA have 11 hours of communication skills (EN208 is on the list, but other are not); should we have a not to accounting majors for accounting advising sheet
 - v. Motion: Bypass the second reading (Motion: Pam, Second: Stoica, motion)

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1. Proposed change. (describe in sufficient detail)

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The 100 level courses have no prerequisites while the 200 level courses each have EN101 or EN102 listed as a prerequisite.

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