

Revised 7/23/07

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Business, Management, Marketing, & Technology Teaching Major

Initiating Unit or Individual: College of Business/AFIS

Contact Person's Name: Jim Woolen e-mail: woolenj@ferris.edu phone: x2436

Date or Term of Proposal Implementation: Spring 2010

Group I - A – New degree/major or major, redirection of a current offering, or elimination of a degree, major or minor

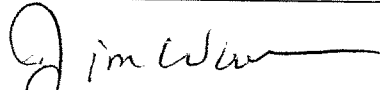

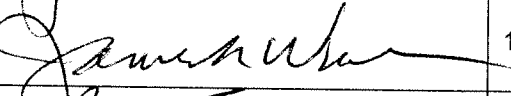
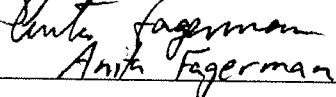
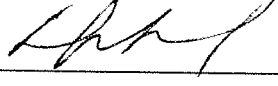
Group I - B – New minors or concentrations

Group II - A – Minor curriculum clean-up and course changes

Group II - B – New Course

Group III - Certificates

Group IV – Off-Campus Programs

GROUP/INDIVIDUAL	SIGNATURE	DATE	VOTE/ACTION*
Program Faculty		10/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty		10/20/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head		10/21/2009	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee		1/10/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean		1/21/10	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs			<input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

*Support with Concerns or Not Support must include a list of specific concerns. Votes must be shown for faculty groups. Administrators check appropriate action taken.

To be completed by Academic Affairs

President (Date Approved) _____
Board of Trustees (Date Approved) _____
President's Council (Date Approved)

1. Proposal Summary

The State of Michigan revised standards and guidelines for all business education majors. All current majors/minors must be updated within the state in order to continue offering the business education major to prospective students. In response to state mandated guidelines, the former *General Business Education Major for Secondary Education* is being changed to the *Business, Management, Marketing, and Technology (BMMT) teaching* major for secondary education. While it is housed in the College of Education & Human Services, the College of Business provides all of the business and information systems courses.

As part of their general education requirements for the major, all BMMT students in the School of Education are currently required to take MATH 115, ENGL 150, ENGL 250, ENGL 325, COMM 105 or COMM 121, ECON 221, and ECON 222. The School of Education also increased the GPA requirement from 2.5 to 2.75 to help enhance performance of Ferris students when they take the state's teacher certification test (MTTC).

The following assumptions are part of the redesigned major:

- COMM 336 and MATH 122 will be moved from the major check sheet to the General Education portion of the COE check sheet.
- ISYS 105 or demonstrated competency will be required instead of requiring the course in the major.
- Required GPA will be raised to 2.75 for the major, and there will be no electives.
- The major title will be changed from "General Business Teaching Major for Secondary Education" to "Business, Management, Marketing, and Technology" major for Secondary Education to conform to state guidelines.
- ECON 221 & ECON 222 will remain in general education requirements for the program on the COE check sheet.

New Course in the Major

A new course, **BUSN 415**, is being created to provide skills in the methodology of teaching business courses in secondary schools. This course is being created for both the BMMT and Marketing Education majors because there is an overlap between the two endorsements.

Courses Removed from the Major

The following required courses in the major are being removed:

- **BLAW 221** is being replaced with BLAW 301.
- **COMM 336 & MATH 122** are being moved to general education requirements in the program.
- **ISYS 105** is being treated as a prerequisite in the major/degree.
- **ISYS 270** is no longer needed in the major.

The following recommended elective courses in the major are being removed:

- **ACCT 205** – no electives in the revised major.
- **ACCT 241** – no electives in the revised major.
- **ADVG 222** – no electives in the revised major.
- **ISYS 130** – no electives in the revised major.
- **ISYS 202** – replaced with ISYS 321 as required.
- **ISYS 303** – no electives in the revised major.
- **MGMT 302** – no electives in the revised major.
- **MGMT 370** – no electives in the revised major.
- **MKTG 322** – no electives in the revised major.

Existing Courses Added to the Major

- **BLAW 301** – replaces BLAW 221.
- **BUSN 122** – added to the major.
- **FINC 201** – added to the major.
- **ISYS 321** – added to the major.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
BUSN	415	Methods of Teaching Business Education

b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
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d. Addition of existing FSU courses to program

Prefix	Number	Title
BLAW	301	Legal Environment of Business
BUSN	122	Introduction to Business
ECOM	200	World of E-Commerce
FINC	201	Personal Finance
ISYS	321	Business Information Systems

e. Removal of existing FSU courses from program

Prefix	Number	Title
ACCT	205	Managerial Accounting
ACCT	241	Computerized Accounting
ADVG	222	Principles of Advertising
BLAW	221	Elementary Business Law
COMM	336	Technical & Professional Communications (moved to GE)
ISYS	105	Introduction to Microcomputer Systems & Software
ISYS	130	Internet Principles & Design
ISYS	202	Principles of Information Systems
ISYS	270	Fundamentals of Hardware & Operating Systems
ISYS	303	Systems Analysis Methods
MGMT	302	Organizational Behavior
MGMT	373	Human Resource Management
MKTG	322	Consumer Behavior

3. Summary of All Consultations

Form Sent (B or C)	Date Sent	Responding Dept.	Date Received & by Whom
B	10/20/2009	Marketing	10/20/09 (Kay Anderson) <i>Response</i>
B	10/20/2009	Management	10/20/2009 (Karen Ottobre) <i>- NO response</i>
B	09/15/09	School of Education	09/20/2009 (Dr. Liza Ing) <i>Response</i>
C	01/20/2010	Library	<i>Received</i>

NOTE: Form Bs (Language & Lit, Math) suggested by CCC unnecessary since no curriculum changes occurred with the general education (GE) portion of the major or degree. Moving the GE courses previously listed on the major check sheet to the degree check sheet is to satisfy state requirements and to clarify teaching major requirements to students. No GE course was added nor deleted from the degree or major.

4. Will External Accreditation be Sought? (For new programs or certificates only)

Yes No

If yes, name the organization involved with accreditation for this program.
Michigan Department of Education (completed)

5. Program Checksheets affected by this proposal.

CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.
2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.

Failure to respond is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

RE: Proposal Title Business, Management, Marketing and Technology Teaching Major

Initiator(s): Jim Woolen

Proposal Contact: Jim Woolen **Date Sent:** 9-10-09

Department: College of Business
(Please print)

Campus Address: BUS 212

Responding Department: School of Education

Chair/Head/Coordinator: Liza Ing

Date Returned: _____

Based upon department faculty review on 9/15/09 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

Make EDUC 430 as a corequisite

*Dove
Jmw
11/5/09*

CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, new degree, new program, new minor, or new course. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the chair/head of the department to be consulted.
2. The department must respond within 20 calendar days of receipt of this form to insure inclusion in the final proposal. The completed form is returned to the initiator and inserted into the proposal.
3. The Proposing Department must address any concerns raised by the department. This response will be in writing and be included in the proposal following the consultation form.

Failure to respond is interpreted as support for the proposal.

RE: Proposal Title Business, Management, Marketing, & Technology Teaching Major

Initiator(s): AFIS Department & the School of Education

Proposal Contact: Jim Woolen

Date Sent: 10/20/2009

Department: AFIS

Campus Address: BUS 212

Responding Department: Marketing

Chair/Head/Coordinator: Dr. Mike Cooper

Date Returned: 10/20/2009

Based upon department faculty review on 10/20/2009 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on scheduling, room assignments, faculty load, and prerequisites for your department. Use additional pages, if necessary.

See attached notes

State standards for the BMMT major are explicit in their requirements. All courses were mapped to the MBE standards and the application to offer the major was approved by the state. The e-commerce inclusion is a state mandate through the standards. Reviewers asked for a course in e-business to be included.

James Woolen
11/5/09

FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. All returned forms should be included in the proposal. **FLITE must respond within 20 calendar days of receipt of this form to insure that the form is included in the final proposal.**

FAILURE TO RESPOND IS CONSIDERED AS SUPPORT OF THE CHANGE.

RE: Proposal Title: Business, Management, Marketing, & Technology Teaching Major

Projected number of students per year affected by proposed change: 20

Initiator(s): Jim Woolen

Proposal Contact: Jim Woolen Date Sent: 01/20/2010

Department: AFIS **Campus Address:** BUS 212H
(Please print)

Liaison Librarian Signature: _____ **Date:** _____

Dean of FLITE Signature: _____ **Date Returned:** _____

Based upon our review on _____ (date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$_____.
- Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, programs, etc. Use additional pages if necessary.

PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)

**FERRIS STATE UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
GENERAL BUSINESS TEACHING MAJOR FOR SECONDARY EDUCATION**

39 Semester Hours

REQUIRED		COURSE TITLE	S.H.	GRADE
ACCT	201	Principles of Accounting 1	3	
ACCT	202	Principles of Accounting 2	3	
BLAW	221	Elementary Business Law	3	
COMM	336	Technical and Professional Communications (COMM 121)	3	
ISYS	105	Introduction to Microcomputer Systems & Software	3	
ISYS	270	Fundamentals of Hardware & Operating Systems	3	
ISYS	305	Software Systems	3	
MATH	122	Mathematical Analysis for Business	3	
MGMT	301	Applied Management	3	
MKTG	321	Principles of Marketing	3	
STQM	260	Introduction to Statistics	3	
		TOTAL	33	
RECOMMENDED ELECTIVES – 6 HOURS REQUIRED				
ACCT	205	Managerial Accounting	3	
ACCT	241	Computerized Accounting	3	
ADVG	222	Principles of Advertising	3	
FINC	312	Financial Markets & Institutions	3	
ISYS	130	Internet Principles & Design	3	
ISYS	202	Principles of Information Systems	3	
ISYS	303	Systems Analysis Methods	3	
MGMT	302	Organizational Behavior	3	
MGMT	373	Human Resource Management	3	
MKTG	322	Consumer Behavior	3	
NOTE: A 2.50 GPA IS REQUIRED IN THE MAJOR/MINOR				

FIELD EXPERIENCE REQUIREMENT: Two years of wage earning occupational work experience (within the last five (5) years) required for the General Business major. One-year experience plus one semester EDUC 391 is acceptable. EDUC 391 credit will be granted for approved occupational experience (8 credits maximum).

Note: Though faculty advisors are responsible for advising students regarding degrees requirements, it is the student who is ultimately responsible for choosing the correct courses and for following the correct program. 8/04 jed

PROGRAM, MAJOR, OR MINOR CHECK SHEET(S)

**FERRIS STATE UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
BUSINESS, MANAGEMENT, MARKETING & TECHNOLOGY EDUCATION (GQ)
TEACHING MAJOR FOR SECONDARY EDUCATION**

36 Semester Hours
(All courses required – no electives)

PFX	No.	COURSE TITLE – Prerequisites shown in ()	CR	GRADE
ACCT	201	Principles of Accounting 1 (none)	3	
ACCT	202	Principles of Accounting 2 (ACCT 201)	3	
BLAW	301	Legal Environment of Business (none)	3	
BUSN	122	Introduction to Business (none)	3	
BUSN	415	Business Education Teaching Methods (EDUC 430 as co-requisite)	3	
ECOM	200	World of E-Commerce (none)	3	
FINC	201	Personal Finance (none)	3	
ISYS	321	Business Information Systems (ACCT 202 & MKTG 321 & MGMT 301)	3	
ISYS	305	Software Systems (ISYS 105 or demonstrated competency)	3	
MGMT	301	Applied Management (none)	3	
MKTG	321	Principles of Marketing (sophomore status or higher)	3	
STQM	260	Introduction to Statistics (MATH 115 or MATH 116 or MATH 117 or 24 ACT or 560 SAT)	3	

GPA REQUIREMENTS FOR THE MAJOR

A 2.75 overall GPA is required for the BMMT major.

FIELD EXPERIENCE REQUIREMENT

Two years of wage earning occupational work experience (within the last five (5) years) are required for the General Business major. Contact the Vocational Authorization Officer in the School of Education (231-591-3188) for determination of applicable field experiences.

STUDENT ADVISING DISCLAIMER

Though faculty advisors are responsible for advising students regarding degree requirements, it is the student who is ultimately responsible for choosing the correct courses and for following the correct program.

PREREQUISITES/COREQUISITES

The following courses are prerequisites or co-requisites for entry into the BMMT major:

PREFIX	NUMBER	COMMENTS
COMM	336	Partially meets your general education requirements in communications.
MATH	122	Partially meets your general education requirements in mathematics.
ECON	221	Partially meets your general education requirements in social awareness.
ECON	222	Partially meets your general education requirements in social awareness.

Business, Management, Marketing & Technology Teaching Major

SUGGESTED SEMESTER-BY-SEMESTER LAYOUT

Every Education course is offered fall and spring semesters; therefore, the School of Education does not have a term-by-term plan for their majors. Also, courses in the BMMT major are offered as follows:

- Every semester (including summer):
 - ACCT 201
 - ACCT 202
 - BLAW 301
 - FINC 201
 - ISYS 321
 - MGMT 301
 - MKTG 321
 - STQM 260
- Fall and spring semesters only:
 - BUSN 122
 - ECOM 200 (will substitute ECOM 375 if not offered)
- Fall semester only:
 - BUSN 415 (co-req or preq is EDUC 430)
- Spring Semester Only:
 - ECOM 375 (substituted for ECOM 200)

NEW COURSE INFORMATION FORM

Limit to Two Pages Please

Course Identification:

Prefix:	Number	Title
BUSN	415	Business Education Teaching Methods

Course Description:

Introduction to business and marketing teacher techniques for planning and delivering course content. Develop and deliver lesson practice plans. Explore role of student clubs, program advisory boards, work-based learning, and other relevant issues.

Course Outcomes and Assessment Plan:

COURSE OUTCOMES:

1. Orientation to BMMT in Secondary Schools:
 - A. Collect, develop, and organize professional resources appropriate for a variety of business and/or marketing education courses
 - B. Develop an understanding of the six Career Pathways that are a key component of the Michigan Career Preparation System.
 - C. Demonstrate an understanding of Michigan's Business, Management, Marketing, and Technology (BMMT) Pathway and incorporate Michigan's Business, Management, and Administration program.
 - D. Demonstrate an understanding of the U.S. Department of Education's 16 Career Clusters.
 - E. Demonstrate an understanding of the 11 content areas of business education (accounting, business law, career development, communication, computation, economics/personal finance, entrepreneurship, information technology, international business, management, and marketing) from the National Business Education Association (NBEA).
 - F. Develop an understanding of a BMMT and/or marketing education teacher certification and vocational certification.
 - G. Develop an understanding of the range and types of student organizations (e.g., DECA, BPA, FBLA) and the role they play in supporting the curriculum.
2. Instructional Planning:
 - A. Develop a course syllabus in a specific business area.
 - B. Critique business education textbooks, web sites, and software packages.
3. Strategies, Aids, Media, and Resources for Effective Instruction:
 - A. Prepare lesson plans for specific business or marketing education areas.
 - B. Demonstrate/instruct lessons in specific business or marketing education areas.
 - C. Design instructional activities that reinforce the connection between business or marketing education and the real world.
4. Assessment and Continuing Professional Development:
 - A. Demonstrate professionalism through membership in business organizations.

PROFESSIONAL ASSOCIATION MEMBERSHIP:

BMMT Majors: BMMT Majors are required to join the Michigan Business Education Association (MBEA). The cost of an annual student membership is \$10.

Marketing Education Majors: Marketing Education majors are required to join the Michigan Marketing Educators (MME). The MME is an organization of educators and business people committed to the career development of youth and adults in the areas of marketing, management, and entrepreneurship. The cost of an annual student membership is \$3.

Course Outline including Time Allocation:

- I. Instructional Planning and Delivery Techniques for Teaching (30 hours):
 - A. General Business courses in management, business communication, introduction to business, and business law (6 hours)
 - B. Marketing and Advertising courses (6 hours)
 - C. Computing, Keyboarding and other technologies (6 hours)
 - D. Accounting courses (6 hours)
 - E. Integrated Programs (6 hours)
- II. The Role of Student Professional Clubs, Memberships and Participation (3 hours)
- III. Your Classroom and Work-based Learning (3 hours)
- IV. The Role of Advisory Boards (2 hours)
- V. The Business Teacher and Professional Development (2 hours)
- VI. Teaching Resources (2 hours)
- VII. Program Funding Issues (3 hours)

CREATE NEW COURSE
Course Data Entry Form

FORM F

Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201008 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a-through-r, See manual for clarification.

a. Course Prefix BUSN b. Number 415 c. Enter Contact Hours per week in boxes.
LECTure 3 LAB INDEPENDent Study – Check (x)
Practicum: Seminar:

d. Course Title: Business Education Teaching Methods (Limit to 30 characters/spaces.)

e. College Code: COB f. Department Code: AFIS

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3.

j. May Be Repeated for Added Credit: Check (x) Yes No

k. Levels: Check (x) Undergraduate Graduate Professional

l. Grade Method: Check (x) Normal Grading Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) Yes No

n. Equivalent course: Prefix Number See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

Introduction to business and marketing teacher techniques for planning and delivering course content. Develop and deliver lesson practice plans. Explore role of student clubs, program advisory boards, work-based learning, and other relevant issues.

p. Term(s) Offered: F (See instructions for listing.) q. Max. Section Enrollment: 25

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. EDUC 430 as co-requisite OR as a pre-requisite.

UCC Chair Signature/Date: _____ / ____ / ____

Academic Affairs Approval Signature/Date: _____ / ____ / ____

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
 Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: ____ Date Completed: ____ Entered: SCACRSE __ SCADETL __ SCARRS __ SCAPREQ __

BMMT MAJOR

STANDARD NUMBER	COURSE SUMMARY MATRIX BUSINESS 1.0 Guidelines/Standards	FERRIS COURSE(S)	CORE COURSE OR GEN ED
<i>1.1 - Accounting</i>	1.1.1 through 1.1.4	ACCT 201	CORE
	1.1.5	MGMT 301 & ACCT 201	CORE
	1.1.6	ACCT 201	CORE
<i>1.2 - Business Law</i>	1.2.1 through 1.2.5	BLAW 301	CORE
	1.2.6	FINC 201	CORE
	1.2.7	BLAW 301	CORE
	1.2.8	BUSN 122.	CORE
<i>1.3 - Career Development</i>	1.3.1	MKTG 321 & ISYS 321	CORE
	1.3.2	BUSN 122	CORE
	1.3.3 through 1.3.4	EDUC 400	CORE EDUC
<i>1.4 - Communication</i>	1.4.1	COMM 121	GEN ED
	1.4.2	COMM 336	GEN ED
	1.4.3	ISYS 105 & ISYS 305	CORE & PREREQ
	1.4.4	BUSN 122	CORE
<i>1.5 - Globalization</i>	1.5.1	MKTG 321	CORE
	1.5.2	MGMT 301, MKTG 321 & BUSN 122	CORE
	1.5.3	MKTG 321	CORE
	1.5.4	BUSN 122	CORE
<i>1.6 - Computation</i>	1.6.1 through 1.6.2	MATH 122	GEN ED
	1.6.3	MATH 115 (pre-req for MATH 122).	GEN ED
	1.6.4	MKTG 321	CORE
	1.6.5	STQM 260	CORE
	1.6.6	ACCT 201-202	CORE

STANDARD NUMBER	COURSE SUMMARY MATRIX MANAGEMENT 2.0 Guidelines/Standards	FERRIS COURSE(S)	CORE COURSE OR GEN ED
<i>2.1 - General Principles</i>	2.1.1 through 2.1.4	MGMT 301	CORE
	2.1.5	BUSN 122 & MGMT 301	CORE
	2.1.6	BUSN 122	CORE
	2.1.7	MGMT 301	CORE
<i>2.2 - Economics and Finance</i>	2.2.1	ECON 221-222	PREREQUISITES
	2.2.2 through 2.2.3	ECON 222	PREREQUISITE
	2.2.4 through 2.2.5	ECON 221	PREREQUISITE
	2.2.6 through 2.2.7	ECON 222	PREREQUISITE
	2.2.8	BLAW 301 & ECON	CORE & PREREQ
	2.2.9	MGMT 301	CORE
	2.2.10	FINC 201	CORE
	2.2.11	ECON 221-222	PREREQUISITES

STANDARD NUMBER	COURSE SUMMARY MATRIX MARKETING 3.0 Guidelines/Standards	FERRIS COURSE(S)	CORE COURSE OR GEN ED
<i>3.0 - Marketing</i>	3.1	BUSN 122 & MGMT 301	CORE
	3.2	MKTG 321 & ECOM 200	CORE
	3.3 through 3.5	MKTG 321	CORE
	3.6	ACCT 201	CORE
	3.7	MKTG 321 & MGMT 301	CORE
	3.8 through 3.11	MKTG 321	CORE
	3.12	ECOM 200	CORE

STANDARD NUMBER	COURSE SUMMARY MATRIX TECHNOLOGY 4.0 Guidelines/Standards	FERRIS COURSE(S)	CORE COURSE OR GEN ED
<i>4.0 - Technology</i>	4.1	ISYS 321 & ISYS 305	CORE
		ENGL 150, ENGL 250, ENGL 325, COMM 336	GEN ED
		MATH 115, MATH 122 & STQM 260	GEN ED
		Two required GE courses in science	GEN ED
	4.2	COMM 121 & COMM 336	GEN ED
	4.3	ISYS 305 & ECOM 200	CORE
	4.4	ISYS 105	PREREQUISITE
	4.5 through 4.6	MGMT 301	CORE
	4.7	ISYS 305	CORE
	4.8	BLAW 301, BUSN 122, ISYS 321, & ECOM 200	CORE
4.9	ISYS 321	CORE	
4.10	ISYS 321&ISYS 305	CORE	

Content Guidelines/Standards Matrix

College/University

Ferris State University

Code: GQ

Source of Guidelines/Standards: Michigan State Board of Education

Program/Subject Area: Business, Management, Marketing, & Technology

DIRECTIONS: List required courses on matrix and provide additional narrative to explain how standards are met. If electives are included, they should be clearly indicated. The size of the cells may be adjusted, as needed.

No	Guideline/Standard	Level of Proficiency	Narrative Explaining how Required Courses and/or Experiences Fulfill the Standards for Secondary Programs Minimum 36 Semester Hour Group Major
1.0	BUSINESS		
1.1	Accounting - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		
1.1.1	demonstrate an understanding of the various steps of the accounting cycle;	C	ACCT 201 will provide students with an understanding of the various steps of the accounting cycle. Therefore, they will be able to demonstrate an understanding of the various steps of the accounting cycle.
1.1.2	determine the value of assets, liabilities, and owner's equity and when and why they are used;	C	Since one of the outcomes of ACCT 201 is learning how to determine the value of stockholder's equity, liabilities and assets, students will be able with to determine the value of assets, liabilities, and owner's equity and when/why they are used.
1.1.3	prepare, interpret, and analyze financial statements for service, merchandising, and manufacturing businesses;	C	ACCT 201 will provide students the skills to prepare, interpret, and analyze financial statements for service, merchandising, and manufacturing businesses.
1.1.4	apply appropriate accounting principles to various forms of ownership, payroll, income taxation, and managerial systems;	C	ACCT 201 will provide students the skills to apply appropriate accounting principles to various forms of ownership, payroll, income taxation, and managerial systems.
1.1.5	evaluate the performance of an organization using planning and control principles;	C	MGMT 301 provides to enable students skills to evaluate the performance of an organization using planning and control principles.
1.1.6	describe the role of accounting in ethical business practices and decision-making.	C	ACCT 201, through introduction to GAAP, will enable students to describe the role of accounting in ethical business practices and decision-making.
1.2	Business Law - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		
1.2.1	analyze the relationship between ethics and the law and describe the sources of law, structure of the court system, classifications of procedural law, and classifications of substantive law;	C	BLAW 301 provides a legal foundation for students so they can analyze the relationship between ethics and the law and describe the sources of law, structure of the court system, classifications of procedural law, and classifications of substantive law.
1.2.2	analyze the relationships among contract, sales, and consumer laws;	C	BLAW 301 provides a legal foundation for students such that they can analyze the relationships among contract, sales, and consumer laws.
1.2.3	analyze the roles and importance of agency law and employment law as they relate to the conduct of business in national and international markets;	C	BLAW 301 provides a legal foundation for students such that they can analyze the roles and importance of agency law and employment law as they relate to the conduct of business in national and international markets.
1.2.4	explain the legal rules that apply to personal property and real property;	C	BLAW 301 provides a legal foundation for students such that they can explain the legal rules that apply to personal property and real property.
1.2.5	analyze the functions of commercial paper, insurance, secured transactions, and bankruptcy;	C	BLAW 301 provides a legal foundation for students such that they can analyze the functions of commercial paper, insurance, secured transactions, and bankruptcy.
1.2.6	determine appropriateness of wills and trusts in estate planning;	B	FINC 201 provides students with sufficient skills so they can determine appropriateness of will and trusts in estate planning.

No	Guideline/Standard	Level of Proficiency	Narrative Explaining how Required Courses and/or Experiences Fulfill the Standards for Secondary Programs
1.2.7	explain the legal rules that apply to environmental, resource, and energy laws;	A	Minimum 36 Semester Hour Group Major BLAW 301 provides a legal foundation for students such that they can explain the legal rules that apply to environmental, resource, and energy laws.
1.2.8	describe the major types of legal entities, including sole proprietorships, partnerships, and corporations.	B	BUSN 122 will build a vocabulary of business terms, offer insight into the managerial decision-making process, and students will be able to describe the major types of legal entities, including sole proprietorships, partnerships, and corporations.
1.3	Career Development - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		
1.3.1	demonstrate an understanding of assessing personal strengths and weaknesses as they relate to career exploration and development;	B	MKTG 321 provides career exploration and use of technology in the global marketing field. After completing ISYS 321, students will be able to explain careers in the global information systems field.
1.3.2	identify career resources to develop an information base that includes global occupational opportunities;	B	BUSN 122 informs students about careers in business and other organizations from a global perspective.
1.3.3	develop a career pathways plan that includes the transition from school to work;	C	EDUC 400, Foundations in Career & Technical Education, is designed to help students learn to develop a career pathways plan that includes the transition from school to work for students.
1.3.4	describe the importance of life-long learning to career success.	B	Most classes stress the importance of being a life-long learner due to the ever increasing explosion of knowledge. EDUC 400 provides a focus in this area.
1.4	Communication - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		
1.4.1	communicate in a clear, courteous, concise, considerate, and correct manner on personal and professional levels;	C	COMM 121 provides training and experience in preparation and delivery of short speeches with emphasis on the clear, concise, logical communication of ideas.
1.4.2	apply appropriate social communication skills in personal and professional situations including the application letter and resume in a global environment;	C	COMM 336 provides advanced techniques for clarifying and emphasizing ideas in oral presentations. Students prepare and deliver extemporaneous and manuscript speeches.
1.4.3	use appropriate technology to enhance the effectiveness of communications;	C	ISYS 105 will provide students with electronic communications skills, use of a productivity suite of applications, and Internet communications. ISYS 305 requires students to prepare a complete Request for Proposal (RFP) and present it to the class.
1.4.4	demonstrate appropriate leadership, supervisory, customer service, and ethical standards to communicate effectively with business constituents.	B	BUSN 122 provides students with an introduction to: business ethics; economics and our global economy; management and organizational structures; marketing and information technology in business; human resources and labor relations; accounting and business law and taxation; and, personal finance and securities markets.
1.5	Globalization - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		
1.5.1	demonstrate an understanding of the role of international business, analyzing its impact on careers and doing business at the local, state, national, and international levels;	C	After completing MKTG 321, students will be able to demonstrate an understanding of the role of international business, analyzing its impact on careers and doing business at the local, state, national, and international levels.
1.5.2	demonstrate communication strategies necessary and appropriate for effective and profitable international business relations;	C	MGMT 301, MKTG 321 and BUSN 122 all provide students with capabilities to demonstrate communication strategies necessary and appropriate for effective and profitable international business relations.
1.5.3	apply marketing concepts to international business;	B	MKTG 321 will provide students skills to apply marketing concepts to international business including international marketing, and e-commerce.
1.5.4	relate the balance of trade concepts to the import/export process.	A	BUSN 122, through study economics and global economy, students will be able to relate the balance of trade concepts to the import/export process.
1.6	Computation - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		
1.6.1	apply basic mathematical operations to solve problems with, and without, the use of a calculator;	C	MATH 122, Mathematical Analysis for Business, as part of the degree general education requirements, will meet these standards.
1.6.2	solve problems containing whole numbers, decimals, fractions, percents, ratios, and proportions;	C	MATH 122 provides a study of mathematical models of linear equations and linear inequalities. Topics to be covered include: matrices, business applications, linear programming including

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1.6.3	use algebraic operations to solve problems;	C	both the geometrical approach and the simplex approach, maximizing and minimizing of standard and non-standard problems, duality, linear regression and correlation.
1.6.4	use common international standards of measurement in solving problems;	A	MATH 115, Intermediate Algebra, a prerequisite for MATH 122 and a general education requirement for the degree, will meet this standard. MATH 115 is a study of complex fractions, first and second degree equations and inequalities, exponents, radicals, and introduction to complex numbers, logarithms, and systems of equations.
1.6.5	interpret data using common statistical procedures; i.e., mean, mode, median, etc.;	B	MKTG 321 covers common international resolution problems: namely, a discussion of the use of tariffs and quotas is the most used resolution in the global arena. The World Trade Association is also an important ingredient in the chapter on international marketing.
1.6.6	use mathematical procedures to analyze and solve business problems for such areas as taxation, savings and investment, payroll records, cash management, financial statement, credit management, purchases, sales, inventory records, depreciation, cost recovery, and depletion.	B	STQM 260, Introduction to Statistics, will meet this standard. Topics include: practical aspects of sampling; data presentation, measures of central tendency and dispersion; basic probability theory; the normal probability distribution; the sampling distribution of sample means and sample proportions; confidence intervals and hypothesis tests for one-sample designs; simple linear regression and correlation.
2.0	MANAGEMENT		ACCT 201 focuses on financial accounting, which is economic information, provided by businesses to individuals outside of the business (investors and creditors). The objectives of the course is to: 1. provide the student with an understanding of the financial accounting concepts, practices and procedures, 2. help the student develop an understanding of how business transactions are evaluated and how to read and analyze financial statements and 3. provide the student with an understanding of the ethical issues involved in analyzing, and communicating financial information.
2.1	General Principles - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		ACCT 202 provides a basic understanding of the application of accounting principles as related to Managerial Accounting, Manufacturing Accounting, Statement of Cash Flows, Decision Making, and Financial Statement Analysis. It includes an introduction to cash flows, job order and process costing, segment accounting, budgeting and standard costs.
2.1.1	define management and demonstrate awareness of how managers plan, organize, lead, and control for greater efficiency and effectiveness;	A	MGMT 301 will provide students with skills so they can define management and demonstrate awareness of how managers plan, organize, lead, and control for greater efficiency and effectiveness.
2.1.2	illustrate, in practical terms and with specific examples, how globalization, environmentalism, technology, diversity, and calls for greater public accountability influence and impact managers;	B	MGMT 301 will provide students with skills so they can illustrate, in practical terms and with specific examples, how globalization, environmentalism, technology, diversity, and calls for greater public accountability influence and impact managers.
2.1.3	apply human resource principles, systems, and contingency approaches to actual management scenarios;	C	MGMT 301 will give students enough knowledge to apply human resource principles, systems, and contingency approaches to actual management scenarios.
2.1.4	demonstrate leadership, communication, planning, organizing, problem solving, decision making, and self management skills;	C	MGMT 301 provides skills in leadership principles, communication, planning, organizing, problem-solving, decision-making, and self-management skills to meet this standard.
2.1.5	explain social responsibility in business; select and justify a social responsibility strategy;	B	BUSN 122 provides an introduction to ethics while MGMT 301 extends knowledge so that students can explain social responsibility in business; select and justify a social responsibility strategy.
2.1.6	promote ethical business behavior in the workplace;	B	BUSN 122 provides an introduction to ethical behavior in business and the workplace.
2.1.7	explain human resource practices to legally and effectively manage a diverse workforce.	B	MGMT 301 will provide knowledge so that students can explain human resource practices to legally and effectively manage a diverse workforce.

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2.2 Economics and Finance - The preparation of secondary business, management, marketing, and technology teachers will enable them to:			
2.2.1	identify economic opportunity costs for making decisions;	B	ECON 221 & ECON 222 will provide skills for the student to identify economic opportunity costs for making decisions.
2.2.2	identify the factors of production that affect productivity;	B	ECON 222 covers productivity and the firm's costs of production. Students will be able to identify the factors of production that affect productivity.
2.2.3	identify the monetary institutions and explain their roles in the U.S. and world economies;	A	ECON 222 introduces financial markets and institutions, including a brief review of the financial system of the United States, and international finance.
2.2.4	demonstrate how a free and competitive economy operates through monetary exchange, market pricing, and the law of supply and demand;	C	ECON 221 topics include: scope and meaning of economic principles basic to a free market economy through monetary exchange, market pricing, and the law of supply and demand.
2.2.5	identify key U.S. economic measures in terms of gross domestic product, employment, unemployment rate, inflation, and capital spending;	B	ECON 221 covers national income accounting; determination of equilibrium national income, recession, and expansion; government policy toward economic fluctuation; unemployment and inflation; and, the role of money and banking in recession and inflation.
2.2.6	describe types of competition and its role in the U.S. economy;	B	ECON 222 topics include: markets and equilibrium price formation; the theory of consumer demand, price elasticity of demand, productivity and the firm's costs of production; market structure, price and output determination; market structure, resource allocation, and economic efficiency; resource demand, supply and pricing; and, the functional distribution of income.
2.2.7	explain how allocating private and public resources affects the economy;	B	ECON 222 covers resource allocation/demand and economic efficiency. Students will explain how allocating private and public resources affects the economy.
2.2.8	describe the rights and responsibilities of citizens in the U.S. economic prosperity;	B	BLAW 301, through debtor-creditor relationships, consumer protections, labor and environmental laws, and other regulatory concepts, will provide students with the abilities to describe the rights and responsibilities of citizens in the U.S. economic prosperity. The ECON courses will also add to this knowledge.
2.2.9	use a rational decision making process as it applies to the role of citizens, workers, and consumers;	C	MGMT 301, supported by economic and financial concepts, will provide students a framework for them to use a rational decision making process as it applies to the role of citizens, workers, and consumers.
2.2.10	develop a personal finance plan including debt management;	C	FINC 201 introduces knowledge and techniques associated with major financial planning problems encountered by individuals and families such as savings and investments, insurance, taxes, budgeting and major purchases, retirement and estate planning. Students will be able to develop a personal finance plan including debt management.
2.2.11	Identify how to manage economic risks.	B	ECON 221 & ECON 222 will provide tools that will easily allow students to identify how to manage business economic risks. FINC 201 provides this on a personal level.
3.0 MARKETING - The preparation of secondary business, management, marketing, and technology teachers will enable them to:			
3.1	explain fundamental business, management, and entrepreneurial concepts that affect business decision making;	C	BUSN 122 & MGMT 301 will provide skills so the students will be able to explain fundamental business, management, and entrepreneurial concepts that affect business decision making.
3.2	identify the concepts, strategies, and systems needed to interact effectively with others;	B	MKTG 321, through study on global competition, E-commerce, and selling concepts will be able to identify the concepts, strategies, and systems needed to interact effectively with others. ECON 200 will enable students to: demonstrate an understanding of how marketers, IT and designers collaborate; analyze and apply methods of online marketing and selling.
3.3	demonstrate the economic principles and concepts fundamental to marketing;	B	MKTG 321 will provide skills sufficient for students to demonstrate the economic principles and concepts fundamental to marketing. The two required prerequisite economics courses will provide solid principles in economics.
3.4	demonstrate the concepts and strategies needed for career exploration, development, and growth;	C	MKTG 321 will provide skills sufficient for students to demonstrate the concepts and strategies needed for career exploration, development, and growth.

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3.5	explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services;	B	MKTG 321, through study on logistics and the supply chain, will be able to explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.
3.6	apply financial concepts to business decision making;	C	ACCT 201 provides knowledge about financial concepts related to business decision-making.
3.7	explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions;	C	MKTG 321 provides skills on market research, product strategies, promotional activities and segment/target marketing so students can explain and use concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. MGMT 301 provides skills on the organizational management/environmental management aspects.
3.8	identify the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value;	B	MKTG 321 provides concepts on strategies to maximize return while balancing consumer expectations and perceptions. Students will be able to identify the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.
3.9	decipher the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities;	C	MKTG 321 provides these skills through the "Marketing Plan" which students submit as a culmination of their marketing knowledge gained in the course. This includes market responses and opportunities and product/service improvement concepts.
3.10	identify the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired income;	B	MKTG 321 provides students with skills so they can identify the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired income.
3.11	identify the strategies needed to determine client needs and wants; respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities;	C	MKTG 321 provides students with these skills through exposure to product promotional concepts, customer driven marketing, relationship marketing, and consumer behavior concepts. They will be able to identify the strategies needed to determine client needs and wants; respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.
3.12	use technology to implement marketing activities.	B	ECOM 200 will enable students to: demonstrate understanding of how marketers, IT and designers collaborate; analyze and apply methods of online marketing and selling; analyze web sites for effectiveness of design, color choices and navigation; evaluate various payment methods to integrate for offline/online marketing; demonstrate the importance of and application of online security methods; analyze information from online professionals including a webmaster, a purchasing agent, a web designer, and an IT expert; demonstrate an understanding of appropriate ethics for online businesses; evaluate various applications for the Internet, Intranets and Extranets.
4.0	TECHNOLOGY - The preparation of secondary business, management, marketing, and technology teachers will enable them to:		
4.1	Demonstrate achievement of information technology cluster-specific academic knowledge and skill standards. Academic Foundations in the IT Cluster include: 1. Demonstrate Language Arts Knowledge and skills required to pursue career and post-secondary education opportunities within the IT career cluster. 2. Demonstrate mathematics knowledge and skills required to pursue the full-range of career and post-secondary education opportunities within the IT career cluster. 3. Demonstrate science knowledge and skills required to pursue the full-range of career and post-secondary education opportunities within the IT career cluster.	B	1. ISYS 321 will acquaint students with an overview of the vocabulary, terms, and jobs within the IT career field. After taking ISYS 321, students will be able to explain career paths in the IT field. Various English and communications general education courses (ENGL 150, ENGL 250, ENGL 325, COMM 336) will enhance the Language Arts skills. 2. Various general education courses (MATH 115, MATH 122) and a major course (STQM 260) will provide skills for the student to be able to demonstrate mathematics knowledge and skills required to pursue the full-range of career and post-secondary education opportunities within the IT career cluster. 3. The two required general education courses in science (7-8 credits) will meet the science standard. ISYS 305 will provide additional knowledge and skills to enhance science knowledge used in the IT field.
4.2	demonstrate oral and written communication skills in	B	• COMM 121, Fundamentals of Public Speaking, as part of the degree general education

No	Guideline/Standard	Level of Proficiency	Narrative Explaining how Required Courses and/or Experiences Fulfill the Standards for Secondary Programs Minimum 36 Semester Hour Group Major
4.3	<p>creating, expressing, and interpreting technical information and ideas;</p> <p>formulate solutions to information technology problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams;</p>	B	<p>requirements and a prerequisite for COMM 336, will meet part of this standard. Topics include: training and experience in preparation and delivery of short speeches with emphasis on the clear, concise, logical communication of ideas; emphasis on informative and persuasive speaking.</p> <ul style="list-style-type: none"> • COMM 336, Technical & Professional Presentations, will provide skills that will exceed this standard. The course will provide advanced techniques for clarifying and emphasizing ideas in oral presentations. Students also prepare and deliver extemporaneous and manuscript speeches. • ISYS 305 examines the use of commercial software products to meet an organization's information systems needs. It presents a methodology for analyzing information system requirements, evaluating competing software products, selecting and installing products, training users, and supporting the products. Upon successful completion of this course, the student will: (1) define the process of evaluation of business software; (2) evaluate application needs for various businesses; (3) evaluate various vendor products; (4) evaluate documentation and training for various software products; (5) develop System Manual for business needs; (6) describe the process of installing and configuring software products; (7) evaluate various versions of Operating systems and identifying various advantages and disadvantage of each; (8) evaluate various popular utility software products for the maintenance of a microcomputer system. A team project is required. • ECOM 200 requires small group work and individual presentations.
4.4	<p>demonstrate the use of specific information technology tools to access, manage, integrate, and create information;</p>	B	<p>ISYS 105 is required in the professional component of the degree, and will provide skills to meet this standard. Topics include use of common micro application software, including: windows type operating systems, word processing, spreadsheets, presentation software, and Internet search strategies.</p>
4.5	<p>in the larger environment understand:</p> <ol style="list-style-type: none"> roles within teams, work units, departments, organizations, inter-organizational systems, and identify how key organizational systems affect organizational performance and the quality of products and services; 	C	<ol style="list-style-type: none"> MGMT 301 spends 15 contact hours on organizational structure including roles within teams, work units, departments, organizations and inter-organizational systems. MGMT 301 spends 15 contact hours on organizational structure including organizational culture and group behavior. This will give students the abilities to identify how key organizational systems affect organizational performance and the quality of products and services.
4.6	<p>demonstrate knowledge of:</p> <ol style="list-style-type: none"> health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance, and personal ability to follow organizational policies and procedures and contribute to continuous improvement in performance and compliance; 	B	<ol style="list-style-type: none"> MGMT 301 provides students with a description and analysis of business activities designed to manage an organization to efficiently serve employees, customers, and the community. BLAW 301 spends 25 contact hours on government regulation of business including environmental and regulatory compliance. MGMT 301 spends 15 contact hours on organizational structure including personal roles in an organization, policies and procedures for employees, and how they contribute to performance improvement and regulatory compliance.
4.7	<p>apply leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives;</p>	C	<p>ISYS 305 requires a team project in the course. Many other courses in the major and program also require team projects.</p>
4.8	<p>demonstrate an understanding of professional ethics and legal responsibilities;</p>	C	<ul style="list-style-type: none"> • BLAW 301 and BUSN 122 provide a framework to enable students to demonstrate an understanding of professional ethics and legal responsibilities. • ISYS 321 will provide students the ability to explain legal considerations and privacy concerns within the context of business information systems. • After completing ECOM 200 students will be able to demonstrate an understanding of appropriate ethics for online businesses.
4.9	<p>explain career development and planning as it is related to</p>	C	<p>After completing ISYS 321, students will be able to explain IT career development and different</p>

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4.10	<p>the information technology field;</p> <p>Demonstrate knowledge of design, operation, and maintenance of technology systems for information technology careers.</p>	C	<p>career paths in the field.</p> <p>After completing ISYS 321, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of computer hardware used in business systems. 2. Demonstrate a basic understanding of different types of software. 3. Explain careers in information systems. 4. Explain how businesses use teleprocessing, networks, and the Internet. 5. Demonstrate basic business database applications. 6. Explain how systems analysis is used to solve business problems. 7. Explain the basic functions of manufacturing, marketing, accounting, and human resource Information Systems. 8. Develop an Ecommerce application. 9. Develop a disaster and recovery plan. 10. Explain legal considerations, privacy concerns within business information systems. <p>ISYS 305 examines the use of commercial software products to meet an organization's information systems needs. It presents a methodology for analyzing information system requirements, evaluating competing software products, selecting and installing products, training users, and supporting the products.</p>



Darlene J Waring/FSU

12/11/2009 09:09 AM

To Anita Fagerman/FSU

cc Jim Woolen/FSU

bcc

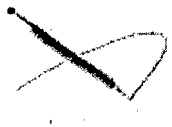
Subject Business, Management, Marketing & Technology Teaching
Major proposal submitted for approval...

The below proposal is being submitted for CCC review and approval please.....thank you!



DGC001.PDF

Darlene Waring
Secretary II
Accountancy, Finance & Information Systems
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Anita Fagerman/FSU
01/11/2010 10:06 AM

To Darlene J Waring/FSU@FERRIS
cc Jim Woolen/FSU@FERRIS
bcc
Subject CCC Proposal Results: AY2009-2010 #11 Business,
Management, Marketing, and Technology Teaching Major

History: This message has been replied to.

Hi Darlene and Dr. Woolen,

Here's the final CCC vote on Proposal 11:

Proposal AY2009-2010 #11 Business, Management, Marketing, and Technology Teaching Major

4 – support; 2 – support with concerns; 0 – do not support.

Concerns:

1. This is a Group IIA proposal. It needs to be submitted as such *done*
2. On Form F for BUSN415
 - a. The implementation date needs to be changed from 201001 because the October 1st deadline has passed for Spring 2010 implementation. *done*
 - b. Listing EDUC 430 as a co-requisite suggests that BUSN415 should be offered fall, winter, and spring – not just fall. *done*
3. There are items missing in the Proposal. These items can be found on page G-8 of the UCC Curriculum Planning and Procedures Manual. (Find the manual at <http://www.ferris.edu/htmls/administration/academicaffairs/vpoffice/senate/univcurrcomm/Curriculum%20Manual.pdf>)
 - a. Term by term plan for students
 - b. Need Form B from Management Department.
 - c. Need Form B from Department of Languages and Literature. *unnecessary*
 - d. Need Form B from Math Department. *unnecessary*
 - e. Need Form C - Library/Instructional Services Consultation Form *sent 1/20/10*
4. Clarify the major title in the Form A narrative. It's one thing on the top of Form A and then different in the Form A narrative (the placement of the quotation marks is inconsistent). *done*
5. The Proposal should state the original GPA requirement on Form A. (Except for the GPA change, all other changes were well-explained and clarification of the before/after GPA would be useful.) *done*

I'll plan to sign the Proposal Form tomorrow.

Anita

ANF