



## UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION  
ALAN G. MERTEN, DEAN

GAINESVILLE, FLORIDA 32611  
(904) 392-2397

### GENERAL FACULTY MEETING

December 2, 1986

#### AGENDA

1. Minutes of November 6, 1986 (attached)
2. Description of the services provided by the Information Services Department of the University.
3. Committee Reports  
Undergraduate Committee - A. McCollough (see attachment)  
Graduate Committee - J. Kramer  
Tenure and Promotion Committee - R. Abdel-Khalik
4. Dean's Report

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\* MEMORANDUM \*  
\* College of Business Administration \*  
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TO: Faculty  
College of Business Administration

FROM: Undergraduate Committee  
W. Andrew McCollough, Chairman *WAM*

DATE: November 24, 1986

SUBJECT: Recommendations

The Undergraduate Committee recommends the following:

1. GEB 312I be deleted as a prerequisite for QMB 3700;
2. Prerequisite of Economics courses be changed as follows:
  - a. Eliminate intermediate economic theory (ECO 410I and ECO 4202, or ECO 3100 and ECO 3202) as requirements for the following courses:
    - ECO 3114 Population Economics
    - ECO 3203 Labor Problems
    - ECO 3423 Public Utility Economics
    - ECO 4622 United States Economic Development
    - ECP 3302 Environmental Economics
    - ECP 4403 Government Regulation of Business
    - ECP 4613 Urban Economics
    - ECS 3403 Economic Development in Latin America
  - b. Require ECO 2023 as a prerequisite for all courses in (a);
  - c. Require ECO 2013 as a prerequisite for ECO 4622, United States Economic Development.
3. Admissions GPAs for CIS majors be lowered to 2.5 overall and 2.5 preprofessional to bring them in line with admissions standards for other majors in the college;

MEMORANDUM

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4. Add two Marketing electives in the retailing area as follows:
  - a. MAR \_\_\_\_ Foundations of Retailing;  
Prerequisites MAR 3023, ACG 2001, ECO 2013, ECO 2023
  - b. MAR \_\_\_\_ Retail Management  
Prerequisite GEB 312I  
Corequisite FIN 3408.

WAM:sh

Institution UF  
Campus N/A  
FICE 1535

NEW COURSE TRANSMITTAL FORM  
(See Reverse for Instruction)

Form UCC 1 Rev.80  
OAA# \_\_\_\_\_

Department: Marketing Discipline: Business

Course Title: Retail Management

Credit Type: Semester Total Credit Hours 4 Lecture Credit Hrs. 4

Recommended CNS Prefix and Number: MAR 4 Alpha First Taxonomy Number  
Digit

Lab Credit Hrs. \_\_\_\_\_  
Other Hrs. \_\_\_\_\_  
Lab indicator (C or L) \_\_\_\_\_

Catalog Course Description: Development and implementation of retailing strategy. Evaluation and selection of target markets. Design of merchandising plan including depth and breadth of assortment, pricing, markdown. Emphasis placed on financial implications of strategy.

State the pre and corequisites in terms of content (see reverse):

Prerequisites A background in the foundations of Retailing, quantitative methods in business

Corequisites Corporate Finance (FIN 3408) (GEB 3121).

Intended Students (check all that apply):  Undergraduate Major \_\_\_\_\_ Others (specify) \_\_\_\_\_  
 Undergraduate Non-Majors

Level (see reverse):  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  
 Graduate Students Only

Introductory  Advanced  Other (specify) \_\_\_\_\_

List major topics here and attach a one-page outline of the proposed course;  
developing and implementing retail strategies, merchandise planning, financial control

List any other course(s) in the University catalog dealing with similar subject matter;

List the department chairperson (by name and dept.) with whom you have cleared any question of possible duplication or infringement by this course. Each such chairperson must either sign the outline requested below to indicate no concern over possible duplication or infringement, or make comments. Any lack of comments or signatures must be explained.

List teaching materials, textbook(s), and instructor (include status on Graduate Faculty if applicable): potential texts: Retail Management (Davidson, Sweeny, Stampfl), Modern Retailing (Mason and Meyer) plus computer exercises

State the quarter in which the course will be first offered: Fall, 1987

[Signature] \_\_\_\_\_ Date \_\_\_\_\_ Signature of College Dean \_\_\_\_\_ Date \_\_\_\_\_

Signature of Graduate Dean (if applicable) \_\_\_\_\_ Date \_\_\_\_\_

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Effective Date \_\_\_\_\_

Chairman, UCC/Liaison Officer \_\_\_\_\_ Date \_\_\_\_\_ Last date for inclusion in catalog copy: \_\_\_\_\_

FOR FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY:

Approved Prefix and Number \_\_\_\_\_ Rec. # \_\_\_\_\_ HEGIS \_\_\_\_\_ USOE \_\_\_\_\_

Generic Course Title \_\_\_\_\_  
Century Title \_\_\_\_\_

Remarks: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Discipline Task Force Representative \_\_\_\_\_ Date \_\_\_\_\_

Input into Data Base \_\_\_\_\_ by \_\_\_\_\_ Date \_\_\_\_\_

NEW COURSE TRANSMITTAL FORM  
(See Reverse for Instruction)

Form UCC 1 Rev.80  
OAA# \_\_\_\_\_

N/A

1535

Department: Marketing Discipline: Business  
Course Title: Foundations of Retailing

Credit Type: Semester Total Credit Hours 4 Lecture Credit Hrs. 4

Lab Credit Hrs. \_\_\_\_\_

Other Hrs. \_\_\_\_\_

Lab indicator (C or L) \_\_\_\_\_

Recommended CNS Prefix and Number: MAR Retailing 3  
a. Finance Alpha First Digit 3 Taxonomy Number \_\_\_\_\_  
b. analysis of course \_\_\_\_\_

Catalog Course Description: Functions, institutions, and activities of retailing goods and services.

State the pre and corequisites in terms of content (see reverse):

Prerequisites Knowledge of basic marketing (MAR 2023), accounting (ACG 2001), and a basic background in both macro and micro economics (ECO 2013, ECO 2023)

Corequisites \_\_\_\_\_

Intended Students (check all that apply):  Undergraduate Major  Others (specify) \_\_\_\_\_

Undergraduate Non-Majors

Level (see reverse):  Adv. Undergrad. & Graduates

Graduate Students Only

Introductory  Advanced  Other (specify) \_\_\_\_\_

major topics here and attach a one-page outline of the proposed course;  
retailing institutions, understanding retail customer, elements of a retail strategy

List any other course(s) in the University catalog dealing with similar subject matter;

List the department chairperson (by name and dept.) with whom you have cleared any question of possible duplication or infringement by this course. Each such chairperson must either sign the outline requested below to indicate no concern over possible duplication or infringement, or make comments. Any lack of comments or signatures must be explained.

List teaching materials, textbook(s), and instructor (include status on Graduate Faculty if applicable): potential texts:

Retailing (Lewison and DeLozier), Management of Retail Enterprises (Lusch)

State the quarter in which the course will be first offered: Fall '87 and Spring '88

Signature of Department Chairperson \_\_\_\_\_ Date \_\_\_\_\_ Signature of College Dean \_\_\_\_\_ Date \_\_\_\_\_

Signature of Graduate Dean (if applicable) \_\_\_\_\_ Date \_\_\_\_\_

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Effective Date \_\_\_\_\_

Last date for inclusion in catalog copy: \_\_\_\_\_

Chairman, UCC/Liaison Officer \_\_\_\_\_ Date \_\_\_\_\_

FOR FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY:

Approved Prefix and Number \_\_\_\_\_ Rec. # \_\_\_\_\_ HEGIS \_\_\_\_\_ USOE \_\_\_\_\_

Generic Course Title \_\_\_\_\_

Century Title \_\_\_\_\_

Remarks: \_\_\_\_\_

Reviewed by: \_\_\_\_\_

Discipline Task Force Representative \_\_\_\_\_ Date \_\_\_\_\_

Input into Data Base \_\_\_\_\_ by \_\_\_\_\_



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### GENERAL FACULTY MEETING

December 2, 1986 -

### MINUTES

**ANNOUNCEMENTS:** Dean Merten explained that the amendments to the By-Laws as outlined in Dr. Sawyer's memo of October 22, and editorially changed (the section on the Undergraduate Committee), was the only action which will stand. The major impact of the By-Law changes are to have faculty members chair College Committees. Other proposed amendments that were voted on are null and void. Faculty should submit proposed amendments to Dean Merten to be included on agendas for future faculty meetings.

1. Minutes of previous meeting approved as distributed with the modifications as announced by Dean Merten.

2. Retailing Research and Education Center: As an additional item to the agenda, Dr. Bart Weitz gave a description of the College's activities in retailing and described the creation and general mission of the Center. Further information provided by Dr. Weitz is attached.

Mr. Ed Hinnefeld, introduced by Dr. Weitz, was given the floor. Mr. Hinnefeld has been instrumental in the planning for the conference to be held February 16-17, 1987, which will allow leaders in retail an opportunity for input into the objectives and future goals of the College's retailing activities. Faculty were invited to attend the conference and encouraged to become involved with Center activities.

3. Information Services: The Director of Information and Publication Services, Linda Gray, gave a brief outline of the services available through Information Services. The basic areas are:

a. Print section: Have direct access to UPI and AP wire services.

b. Television section: Do interviews for release and video tapes.

c. Photography section: Provide backup for news items as well as portrait photos.

d. Publication section: Have full staff including graphic artists to assist in completion of brochures and other printed materials.

#### 4. Committee Reports:

Undergraduate Committee - Dr. McCollough explained the primary function of the Undergraduate Committee. Four undergraduate committees, Curriculum, Petitions, Admissions and Scholarship, were combined into the present Undergraduate Committee. Representation is one faculty member from each department, the Fisher School of Accounting, and the Assistant Dean for Undergraduate Programs. The Committee will be involved in a review of the undergraduate curriculum of the College, and at the same time consider on-going problems and changes as they occur. Standards of admission and graduation, preprofessional and required curriculum will also be examined.

As part of Dr. McCollough's report, the following recommendations were presented for approval by the faculty:

A. GEB 3121 to be deleted as prerequisite for QMB 3700: Seconded and Passed.

B. Prerequisite for Economics courses be changed as follows:

1. Eliminate ECO 4101 and ECO 4202, or ECO 3100 and ECO 3202 as requirements for:  
ECO 3114            ECP 3302  
ECO 3203            ECP 4403  
ECO 3423            ECP 4613  
ECO 4622            ECS 3403

2. Require ECO 2023 as a prerequisite for above

3. Require ECO 2013 as a prerequisite for ECO 4622

Seconded and Passed.

C. Lower GPA requirement of CIS majors to 2.5 overall and 2.5 preprofessional.

Seconded and Passed. The CIS Department had previously requested the CPA be raised to aid in control of the number of students; therefore Dean Merten asked Dr. Denny to inform the CIS Department the faculty of the College will be very reluctant to again address GPA requirements.

D. Add two marketing electives in the retailing area:

1. MAR Foundations of Retailing; prerequisites are MAR 3023, ACG 2001, ECO 2013, ECO 2023.

2. MAR Retail Management; prerequisite is GEB 3121 and corequisite is FIN 3408.

Seconded and Passed. New course forms are to be submitted for course number to be assigned.

Graduate Committee: Dr. Kramer gave the report on the Graduate Committee. Overheads used giving the members of the Committee, the charge to the Committee, and a list of items to be handled in 1986-87 by the Committee are attached. Dr. Kramer further explained that the Committee handles requests for waivers or substitutions for program requirements and makes admission decisions. Members of the Committee are generally departmental Ph.D. coordinators.

Tenure and Promotion Committee: Dr. Rashad Abdel-khalik gave an overview of the responsibilities of the Tenure and Promotion Committee. In addition to their voting on tenure and promotion actions for the College, they anticipate making some recommended changes in the criteria for promotion/tenure and the procedures to be followed in promotion/tenure reviews; any proposed changes will be presented to the faculty for approval. These recommendations are expected to be presented at the April faculty meeting. This Committee also serves in an advisory capacity to the Dean.

5. Dean's Report:

a. A memo giving dates of future faculty meetings will be distributed once the location and times have been determined.

b. Dean Merten announced the appointment of Dan Smith as the Ernst & Whinney Professor and Jack Kramer as the Arthur Andersen Professor.

c. Lee Ann Hughes, newly appointed Assistant Director for Development, was introduced.

d. Dean Merten told the faculty about the reception for alumni and friends held in Cocoa Beach.

e. The faculty luncheon seminar for December was held in Miami on December 4 with Roy Crum as the featured speaker.

f. The Economic Seminar co-sponsored by the College and the Council of 100 will be held on January 19, 1987 in Tampa. Speakers will be the new governor, Manny Johnson, Paul McCracken and Walter Heller. Faculty interested in attending should contact their chairman.



g. Newsletter information should be submitted to Willa Howard, 224 Matherly. Items regarding publications should pertain to those articles which have been published and not just forthcoming.

h. David Mick, a PhD student at Indiana University, has accepted a position in the Department of Marketing beginning September, 1987.

Meeting adjourned at 5:20 p.m.