



File

UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION
JOHN L. KRAMER, INTERIM DEAN
ARTHUR ANDERSEN PROFESSOR

GAINESVILLE, FLORIDA 32611
(904) 392-2397
(904) 392-6250 (Fax)

GENERAL FACULTY MEETING
Thursday, January 18, 1990
4:00 - 6:00 p.m., 102 BUS

A G E N D A

1. Minutes from the October 6, 1989, Faculty Meeting
2. Introduction of new and visiting faculty
3. Dean's Report
4. Enrollment Update - ~~A. McCollough~~ T. Craig Tapley / Doug Snowball
5. Progress Center - Mr. Gordon Carlisle
6. Fall report on Placement Center - Barry Shiflett
7. Committee Reports
 - Undergraduate Committee - J. Faricy
Courses in ECO (Attachment 1)
 - Dean Search - S. Berg
 - Provost Search - B. Weitz
 - Bryan Hall Renovation - J.B. Ray
8. Announcements and other business _____ Campus Security

GRADUATE FACULTY MEETING
Thursday, January 18, 1990

1. Committee Report
 - Graduate Committee - S. Erenguc
Courses in DIS (Attachment 2)

JLK:FACAGN/TXTSAH

cc: Steve Beeland
Tom Boyden
Larry Humes

Institution UF
Campus N/A
FICE 1535

NEW COURSE TRANSMITTAL FORM
(See Reverse for Directions)

Form UCC 1 F
OAA # _____

Department: Economics Discipline Economics

Course Title: International Macroeconomics

Credit Type: Semester Total Credit Hours: 4 * Contact Hours*: Base Head count

Recommended CNS ECO 3 7 0 4 Lab Indicator _____
Prefix & Number Alpha First Taxonomy Number if applicable (C or L)
Digit*

Prerequisites: ECO 2013 & ECO 2023 or permission from instructor

Corequisites: _____

Catalog Course Description: See attached

Intended Students (check all that apply) Undergraduate Major Undergraduate Non-Ma
 Adv. Undergrad & Graduates Graduate Students Only Others

Attach a one-page outline of the proposed course that lists its major topics, teaching materials, textbooks, and instructor (include status of Graduate Faculty if applicable).

n/a

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

Roy Crum

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 to indicate no concern over possible supplication or infringement, or make comments. Any lack of comments or signatures must be indicated.

Offer the term in which the dept. first wishes to offer the course: Fall 1990

Roger D. Blair 11/7/89 Sandy Ostrofsky 2-0151
Signature of Department Chairperson Date Name of Departmental Contact Phone

Signature of College Dean _____ Date _____ Signature of Graduate Dean, if applicable _____ Date _____

Approved _____ Disapproved _____ Effective Date _____

UCC Chairman/Institutional Contact _____ Date _____ Last date for inclusion in catalog _____

FOR FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Approved Prefix and Number _____ CIP Code _____

Generic Course Title _____

Century Title _____ Decade Title _____

Remarks _____

Reviewed by _____
Discipline Task Force Representative Date

Put into Data Base _____ Date _____ by _____

*Please see reverse for new information regarding contact hours and/or first digit (course level) assignment.

ECO 3704 International Macroeconomics.

Credits 3; Prereq: ECO 2013 and ECO 2023 or permission of instructor.

Macroeconomic theory of an open economy. Current monetary issues of the world economy. The international monetary system, exchange rate determination, balance of payments adjustment mechanism, international financial institutions and their policies. macroeconomic policies and national income determination in an open economy.

ECO 3704 - International Macroeconomics

Instructor: Elias Dinopoulos

Textbooks:

- Krugman, Paul R. and Maurice Obstfeld, International Economics; Theory and Policy, Scott, Foresman and Company, First Edition, 1988. Designated as Krugman and Obstfeld below, and required.
- Baldwin, Robert E. and David Richardson, International Trade and Finance Readings, Third Edition, 1986, Little Brown and Company. Designated as Baldwin and Richardson below and recommended.

COURSE OUTLINE

- I. Balance of Payments and International Competitiveness.
Krugman and Obstfeld, Chapter 1, Chapter 12.
McCulloch, R., "Trade Deficits, Industrial Competitiveness and the Japanese" in Baldwin and Richardson, Chapter 12.
- II. The Foreign Exchange Rate Market and the International Currency System.
Krugman and Obstfeld, Chapter 13.
Dufey, G. and I. Giddy, "The International Money Market: Perspective and Prognosis" in Baldwin and Richardson, Chapter 31.
Fieleke, N., "The Rise of the Foreign Currency Futures Market" in Baldwin and Richardson, Chapter 33.
Euromoney Magazine, "The One-World Capital Market" in Baldwin and Richardson, Chapter 34.
- III. National Income and Price Level Determination in an Open Economy.
Krugman and Obstfeld, Chapter 14, Chapter 15, Chapter 16, Chapter 17, Chapter 19.
Goldstein, M., "Whiter the Exchange Rate System?" in Baldwin and Richardson, Chapter 19.
Dornbusch, R., "The Overvalued Dollar" in Baldwin and Richardson, Chapter 22.
Batten, D. and M. Ott, "What Can Central Banks Do About the Value of the Dollar?" in Baldwin and Richardson, Chapter 23.
- IV. International Debt Problems
Krugman and Obstfeld, Chapter 20.
Cline, W., "International Debt: From Crisis to Recovery?" in Baldwin and Richardson, Chapter 27.
Mohammend, A., "The Case by Case Approach to Debt Problems" in Baldwin and Richardson, Chapter 28.
Dornbusch, R., "Dealing with Debt in the 1980's" in Baldwin and Richardson, Chapter 29.
- V. The International Monetary System.
Krugman and Obstfeld, Chapter 18.
Cooper, R., "Is There a Need for Reform?" in Baldwin and Richardson, Chapter 25.
Corden, W., "Is There an Important Role for an International Reserve Asset Such as the SDR?" in Baldwin and Richardson, Chapter 26.
Krugman and Obstfeld, Chapter 21.

Approved

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Prefix and Number: ECO 2013

Course Title: Basic Economics I

Check One: Deletion _____ Change X

CHANGE: FROM _____ TO _____

Title Basic Economics I Principles of Macroeconomics

Credit _____

First Digit Assignment _____

Lab Indicator _____

Contact Hours _____

Taxonomy Prefix and/or Number _____

Revised Catalog Description _____

E: Significant changes in these items may substantially alter the placement of this course within the discipline to (i.e., they may require a different alpha prefix and/or number). If a different prefix and/or number seems appropriate, please complete a NEW COURSE TRANSMITTAL FORM and submit a course syllabus.

Please state reason(s) for the requested change(s) or deletion: Clarification of subject matter
and place in sequence _____

Which term is this change to become effective? Fall 1990

Roger D. Blair 11/7/89 Sandy Ostrofsky
Signature of Department Chairman Date Name of Departmental Contact

Signature of College Dean (if applicable) _____ Date _____ Signature of Graduate Dean, if applicable _____

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact _____ Date _____

For FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? _____ Yes _____ No Requested _____

yes, is a NEW COURSE TRANSMITTAL FORM etc, attached _____ Yes _____ No Received _____

If _____s, new Prefix and Number should be _____

Remarks _____

Submitted by _____

Discipline Task Force Representative _____ Date _____

Input into Data Base _____ hv _____

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Prefix and Number: ECO 2023

Course Title: Basic Economics 2

Check One: Deletion _____ Change X

CHANGE: FROM _____ TO _____

Title Basic Economics 2 Principles of Microeconomics

Credit _____

First Digit Assignment _____

Lab Indicator _____

Contact Hours _____

Taxonomy Prefix and/or Number _____

Revised Catalog Description _____

Significant changes in these items may substantially alter the placement of this course within the discipline to which it is assigned. If a different alpha prefix and/or number seems appropriate, please complete a NEW COURSE TRANSMITTAL FORM and submit a course syllabus.

Please state reason(s) for the requested change(s) or deletion: Clarification of subject matter
and place in sequence

Which term is this change to become effective? Fall 1990

Roger D. Blair 11/7/89 Sandy Ostrofsky
Signature of Department Chairman Date Name of Departmental Contact

Signature of College Dean (if applicable) _____ Date _____ Signature of Graduate Dean, if applicable _____

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact _____ Date _____

For FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? _____ Yes _____ No Requested _____

Does change affect syllabus, is a NEW COURSE TRANSMITTAL FORM etc, attached _____ Yes _____ No Received _____

If change is approved, new Prefix and Number should be _____

Remarks _____

Submitted by _____ Discipline Task Force Representative _____ Date _____

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Prefix and Number: ECO 3100

Course Title: Prices and Markets

Check One: Deletion _____ Change

CHANGE: FROM TO

Title Prices and Markets Managerial Economics

Credit

First Digit Assignment

Lab Indicator

Contact Hours

Taxonomy Prefix and/or Number

Revised Catalog Description see attached

Significant changes in these items may substantially alter the placement of this course within the discipline (), they may require a different alpha prefix and/or number. If a different prefix and/or number seems appropriate please complete a NEW COURSE TRANSMITTAL FORM and submit a course syllabus.

Please state reason(s) for the requested change(s) or deletion: Change in emphasis of course

Which term is this change to become effective? Fall 1990

Signature of Department Chairman: Rosev Blair Date: 11/7/89 Name of Departmental Contact: Sandy Ostrofsky

Signature of College Dean (if applicable) Date Signature of Graduate Dean, if applicable

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact _____ Date _____

For FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? Yes _____ No _____ Requested _____

es, is a NEW COURSE TRANSMITTAL FORM etc, attached Yes _____ No _____ Received _____

If _____s, new Prefix and Number should be _____

Remarks _____

Submitted by _____ Discipline Task Force Representative _____ Date _____

Input into Data Base _____ by _____

from:

ECO 3100 PRICES AND MARKETS

Credits: 3; Prereq: ECO 2023 and MAC 3233. Not for Economics Majors.
(Students may not receive credit for both ECO 3100 and ECO 4101.)

The determination of prices and outputs of firms and industries under various market conditions. Reliance is placed upon both theory and applications.

to:

ECO 3100 MANAGERIAL ECONOMICS

Credits: 3; Prereq: ECO 2023 and MAC 3233. Not for Economics majors.
(Students may not receive credit for both ECO 3100 and ECO 4101.)

Analysis of the firm's decisions regarding prices, outputs, inputs, advertising, etc. under various market conditions. Reliance is placed upon both theories and applications.

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Lx and Number: ECO 3703

Course Title: International Economics

Check One: Deletion _____ Change X

CHANGE: FROM _____ TO _____

Title International Economics International Trade

Credit _____

First Digit Assignment _____

Lab Indicator _____

Contact Hours _____

Taxonomy Prefix and/or Number _____

Revised Catalog Description see attached

NOTE: Significant changes in these items may substantially alter the placement of this course within the discipline table, they may require a different alpha prefix and/or number). If a different prefix and/or number seems appropriate please complete a NEW COURSE TRANSMITTAL FORM and submit a course syllabus.

Please state reason(s) for the requested change(s) or deletion: An intermediate microeconomics course is not needed for successful completion of this course.

Which term is this change to become effective? Fall 1990

Roger A. Blain 11/7/89 Sandy Ostrofsky 2-015
Signature of Department Chairman Date Name of Departmental Contact PI

Signature of College Dean (if applicable) _____ Date _____ Signature of Graduate Dean, if applicable _____ Date _____

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact _____ Date _____

For FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? _____ Yes _____ No Requested _____

If yes, is a NEW COURSE TRANSMITTAL FORM etc, attached _____ Yes _____ No Received _____

If yes, new Prefix and Number should be _____

Remarks _____

Submitted by _____ Discipline Task Force Representative _____ Date _____

Input into Data Base _____ by _____

The catalog description for ECO 3703 be changed FROM:

ECO 3703 International Economics.

Credits: 3; Prerequisites: ECO 3100 or ECO 4101 or permission of instructor.

Theory of international trade, significance of geographic, economic, social and political influences, current problems and tendencies in international trade and payments, tariffs and other barriers to world trade and national policies affecting foreign commerce.

TO:

ECO 3703: International Trade.

Credits: 3; Prerequisites: ECO 2013 and ECO 2023 or permission of instructor.

Theory of international trade and commercial policy. Current issues in international trade, comparative advantage, scale economies, the economics of tariff and non-tariff barriers. International factor movements and multinational firms. Political economy of trade restrictions, strategic trade policy and trade negotiations.

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Prefix and Number: ECO 4101

Course Title: Microeconomic Theory

Check One: Deletion _____ Change X

CHANGE: FROM TO

Title Microeconomic Theory Intermediate Microeconomics

Credit

First Digit Assignment 4 3

Lab Indicator

Contact Hours

Taxonomy Prefix and/or Number

Revised Catalog Description

Significant changes in these items may substantially alter the placement of this course within the discipline...

Please state reason(s) for the requested change(s) or deletion: Clarification of subject matter and place in sequence

In which term is this change to become effective? Fall 1990

Signature of Department Chairman: Roger Blair Date: 11/7/89 Name of Departmental Contact: Sandy Ostrofsky

Signature of College Dean (if applicable) Date Signature of Graduate Dean, if applicable

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact _____ Date _____

FOR FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? Yes _____ No _____ Requested _____

Does change affect Taxonomy, is a NEW COURSE TRANSMITTAL FORM etc, attached Yes _____ No _____ Received _____

If a new Prefix and Number should be _____

Remarks _____

Submitted by _____ Discipline Task Force Representative _____ Date _____

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Prefix and Number: ECO 4203

Course Title: Macroeconomic Theory

Check One: Deletion _____ Change X

CHANGE: FROM TO

Title Macroeconomic Theory Intermediate Macroeconomics

Credit

First Digit Assignment 4 3

Lab Indicator

Contact Hours

Taxonomy Prefix and/or Number

Revised Catalog Description

2: Significant changes in these items may substantially alter the placement of this course within the discipline to (1) they may require a different alpha prefix and/or number. If a different prefix and/or number seems appropriate please complete a NEW COURSE TRANSMITTAL FORM and submit a course syllabus.

Please state reason(s) for the requested change(s) or deletion: Clarification of subject matter and place in sequence

Which term is this change to become effective? Fall 1990

Signature of Department Chairman: Roger D. Blain Date: 11/7/89 Name of Departmental Contact: Sandy Ostrofsky

Signature of College Dean (if applicable) Date Signature of Graduate Dean, if applicable

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact Date

For FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? Yes No Requested

yes, is a NEW COURSE TRANSMITTAL FORM etc, attached Yes No Received

If new Prefix and Number should be

Remarks

Submitted by Discipline Task Force Representative Date

Input into Data Base by

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Prefix and Number: ECO 4203

Course Title: Macroeconomic Theory

Check One: Deletion _____ Change X

CHANGE: FROM TO

Title

Credit

First Digit Assignment

Lab Indicator

Contact Hours

Taxonomy Prefix and/or Number

Revised Catalog Description Prerequisite ECO 2013, ECO 2023 & MAC 3233

NOTE: Significant changes in these items may substantially alter the placement of this course within the discipline table., they may require a different alpha prefix and/or number). If a different prefix and/or number seems appropriate please complete a NEW COURSE TRANSMITTAL FORM and submit a course syllabus.

Please state reason(s) for the requested change(s) or deletion: An intermediate microeconomics course is not needed for successful completion of this course.

Which term is this change to become effective? Fall 1990

Roger D. Blair 11/7/89 Sandy Ostrofsky 2-015
Signature of Department Chairman Date Name of Departmental Contact PF

Signature of College Dean (if applicable) Date Signature of Graduate Dean, if applicable De

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact _____ Date _____

For FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? _____ Yes _____ No Requested _____

If yes, is a NEW COURSE TRANSMITTAL FORM etc, attached _____ Yes _____ No Received _____

If yes, new Prefix and Number should be _____

Remarks _____

Submitted by _____ Discipline Task Force Representative _____ Date _____

Input into Data Base _____ by _____

REQUEST FOR COURSE DELETION OR CHANGE(S) IN ANY CHARACTERISTIC OF A CURRENT COURSE

Institution: University of Florida FICE 1535 Department: Economics

Prefix and Number: ECO 4713

Course Title: International Economic Relations

Check One: Deletion _____ Change X

CHANGE: FROM TO

Title

Credit

First Digit Assignment

Lab Indicator

Contact Hours

Taxonomy Prefix and/or Number

Revised Catalog Description See attached

NOTE: Significant changes in these items may substantially alter the placement of this course within the discipline taxonomic system (e.g., they may require a different alpha prefix and/or number). If a different prefix and/or number seems appropriate, please complete a NEW COURSE TRANSMITTAL FORM and submit a course syllabus.

Please state reason(s) for the requested change(s) or deletion: To update and revise topics covered in this course

Which term is this change to become effective? Fall 1990

Rose D. Blair 11/7/89 Sandy Ostrofsky 2-01
Signature of Department Chairman Date Name of Departmental Contact PI

Signature of College Dean (if applicable) Date Signature of Graduate Dean, if applicable DI

APPROVED _____ DISAPPROVED _____ EFFECTIVE DATE _____

University Curriculum Committee/Institutional Contact Date

For FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Does change affect Prefix or Number? _____ Yes _____ No Requested _____

If yes, is a NEW COURSE TRANSMITTAL FORM etc, attached _____ Yes _____ No Received _____

If yes, new Prefix and Number should be _____

Remarks _____

Submitted by _____ Discipline Task Force Representative Date

Input into Data Base _____ by _____

The catalog description for ECO 4713 be changed FROM:

ECO 4713 International Economic Relations.

Credits: 3; Prerequisites: ECO 3202 or ECO 4203 or permission of instructor.

The development of international economic policies; geographic, economic, social and political factors underlying contemporary international problems; economic and political methods employed by the leading commercial nations.

TO:

ECO 3700 International Economic Relations.

Credits: 3; Prerequisites: ECO 2013. Credit may not be received for both ECO 3700 and ECO 3703 or for both ECO 3700 and ECO 3704.

The development of international economic policies; geographic, economic, social and political factors underlying contemporary international trade, investment and monetary relations. Commercial, exchange rate and monetary policies of leading nations, trade blocks and international institutions.

Institution UF
Campus N/A
CE 1535

NEW COURSE TRANSMITTAL FORM
(See Reverse for Directions)

OAA # _____

Department: Decision and Information Sciences Discipline Information Systems Management

Course Title: Business Telecom Strategy and Applications

Credit Type: Semester Total Credit Hours: 3 # Contact Hours*: X
Base Head count

Recommended CNS ISM 6 2 2 2 Lab Indicator _____
Prefix & Number Alpha First Taxonomy Number if applicable (C or L)

Prerequisites: See Attached

Prerequisites: _____

Catalog Course Description: See Attached

Intended Students (check all that apply) _____ Undergraduate Major _____ Undergraduate Non-Majors
X Adv. Undergrad & Graduates _____ Graduate Students Only _____ Others

X Attach a one-page outline of the proposed course that lists its major topics, teaching materials, textbooks, and instructor (include status of Graduate Faculty if applicable).

CIS 6125, CDA 6186

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

Stephen Yau, Chair., Computer & Information Sciences

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 to indicate no concern over possible duplication or infringement, or make comments. Any lack of comments or signatures must be indicated.

State the term in which the dept. first wishes to offer the course: Fall, 1990

[Signature] 9/27/89 Richard Elnicki 392-6640
Signature of Department Chairperson Date Name of Departmental Contact Phone

Signature of College Dean Date Signature of Graduate Dean, if applicable Date

Approved _____ Disapproved _____ Effective Date _____

CC Chairman/Institutional Contact _____ Date _____ Last date for inclusion in catalog copy _____

WORK FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Approved Prefix and Number _____ CIP Code _____

Generic Course Title _____

Century Title _____ Decade Title _____

Remarks _____

Reviewed by _____
Discipline Task Force Representative Date

Input into Data Base _____ Date _____ by _____

Please see reverse for new information regarding contact hours and/or first digit (course level) assignment.

ISM 6222* Business Telecom Strategy and Applications (3 credits)

Description:

The use of telecommunication resources to shape organization strategies is covered in this course. It presents the contemporary view that telecommunications can be used for competitive advantages by briefly surveying available literature. Based on this foundation, the course next presents experiences of firms that have turned their telecommunications resources into strategic weapons and examines the procedural and technical foundations of the application systems. It also covers other organizational factors (forms, structures and procedures) that must exist in the firm to create the framework of opportunities applicable to various industries.

Prerequisites: A procedural programming language (Pascal, "C", FORTRAN, APL, COBOL, etc.) and a working knowledge of microcomputers.

Possible Texts: Runge, D.A., Winning with Telecommunications: An Approach for Corporate Strategists, ICIT Press, 1989.

Outline:

Week	Topic
1	Introduction and overview.
2-3	Competitive advantage concepts, economics, and legal issues.
4-5	Organizational forms, structures and procedures.
6	Accounting models and applications.
7	Finance models and applications.
8	Production and distribution models and applications.
9	Marketing models and applications.
10-16	Industry case studies and guest speakers.

Instructors: R. Elnicki, DRF, Mark Pendergast (new faculty).

First Offered: Fall Semester, 1990.

* Course prefix and number recommended by Dr. G.L. Davis, Statewide Course Numbering System, Florida DOE, 9/30/88. 8-278-6402.

P. B. Jan
9-27-89

Institution: UF
Prefix: N/A
E: 1535

NEW COURSE TRANSMITTAL FORM
(See Reverse for Directions)

OAA # _____

Department: Decision and Information Sciences Discipline: Information Systems Management

Course Title: Knowledge Systems for Business

Unit Type: Semester Total Credit Hours: 3 # Contact Hours*: X
Base Head count

Recommended CNS Prefix & Number: ISM Alpha 6 4 2 2 Lab Indicator: _____
if applicable (C or L)

Prerequisites: ISM 5021 Information Systems in Organizations

Prerequisites: _____

Catalog Course Description: See Attached

Intended Students (check all that apply):
 Adv. Undergrad & Graduates Undergraduate Major Undergraduate Non-Majors
 Graduate Students Only Others

Attach a one-page outline of the proposed course that lists its major topics, teaching materials, textbooks, and instructor (include status of Graduate Faculty if applicable).

CAP 6655, CAP 6627

Is there any other course(s) in the University catalog dealing with similar subject matter

Stephen Yau, Chair., Computer & Information Sciences

At 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 to indicate no concern over duplication or infringement, or make comments. Any lack of comments or signatures must be indicated.

Indicate the term in which the dept. first wishes to offer the course: Spring, 1990

Signature of Department Chairperson: _____ Date: 9/27/89 Name of Departmental Contact: Richard Elnicki Phone: 392-6640

Signature of College Dean: _____ Date: _____ Signature of Graduate Dean, if applicable: _____ Date: _____

Approved: _____ Disapproved: _____ Effective Date: _____

Chairman/Institutional Contact: _____ Date: _____ Last date for inclusion in catalog copy: _____

FOR FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY

Approved Prefix and Number: _____ CIP Code: _____

Generic Course Title: _____

Century Title: _____ Decade Title: _____

Remarks: _____

Reviewed by: _____ Discipline Task Force Representative _____ Date: _____

Put into Data Base: _____ Date: _____ by: _____

Please see reverse for new information regarding contact hours and/or first digit (course level) assignment.

ISM 6422* Knowledge Systems for Business (3 credits)

Description:

This course focuses on the practical issues relating to the introduction and use of knowledge systems in a wide range of business situations. Attention is given to understanding the process of justifying, building, verifying, and using knowledge systems in business. Extensive use will be made of cases to cover functional area applications in managerial planning and decision making.

Prerequisites: ISM 5021 Information Systems In Organizations.

Possible Texts: J.P. Gallagher, Knowledge Systems for Business: Integrating Expert Systems and MIS, Prentice Hall, 1988.

Barry G. Silverman, Expert Systems for Business, Addison Wesley, 1987.

Outline:

Week	Topic
1	Introduction.
2	Knowledge systems in business.
3-4	Building and documenting knowledge systems for managerial applications.
5-6	Commercial tools.
7-10	Specific application areas: <ul style="list-style-type: none">- Investment planning.- Commercial loans.- Capital investments.- Media selections.- External auditing.- Customer services.- Inventory planning.- New venture planning.- Marketing strategy.- Sales quota determination.
11-16	Knowledge-based system project.

Instructors: G. Koehler, DRF, A. Majthay.

First Offered: Spring Semester, 1990.

* Course prefix and number recommended by Dr. G.L. Davis, Statewide Course Numbering System, Florida DOE, 9/30/88. 8-278-6402.

P. B. You
9-27-89



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File

UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION
JOHN L. KRAMER, INTERIM DEAN
ARTHUR ANDERSEN PROFESSOR

GAINESVILLE, FLORIDA 32611
(904) 392-2397
(904) 392-6250 (FAX)

GENERAL FACULTY MINUTES October 6, 1989

The meeting was called to order at 2:03 p.m. by Dean Kramer.

1. A motion was made and seconded to accept the minutes as distributed from the September 11, 1989, faculty meeting. The motion passed unanimously.
2. Dean's Report

The past week has been the busiest week of the semester thus far. The monthly calendar shows a large number of activities. Please submit new items for the calendar to Sharon.

A new Facilities and Renovations Committee is being appointed for the 1989/90 academic year. There will be one member from each academic unit and the committee will work with the Dean, Associate Dean, Academic Unit Heads and Program Directors regarding spatial considerations for Matherly Hall and the Business Building, as well as the Bryan renovations.

Promotion and tenure are still underway. The review letters are coming in and the activity will continue through December.

The Tampa and Fort Lauderdale regional capital campaigns have had their kick-off. These are the two largest regional campaigns except for the Orlando and Miami ones. Monies generated from these campaigns will not be collected at one time, but these gifts will be spread over a three- to five-year period. The Phonathon has been completed and it netted \$180,000 for the College. The William Hussey Professorship has been partially funded and designated for Finance at the \$200,000 level, resulting in \$300,000 after the State match. William Emerson contributed \$50,000 toward a professorship and Merrill Lynch has committed \$100,000 toward it. An additional \$50,000 will be raised from Merrill Lynch employees, along with an \$100,000 state match. This professorship will be designated for international finance or investment.

The College has an outstanding debt with the Foundation of \$192,000 for fund raising activities over the past two years. This amount, plus \$120,000 per year is owed for fund raising activities of the College. The debt will not affect the current year's college operations. To some degree, fund raising expenses may have to be

allocated back to the academic units. There is a possibility that the College may choose to go back to one fund raiser after the Campaign is completed.

The Hurst Eminent Scholar Search Committee has interviewed five candidates now and will make a recommendation to the Dean within two weeks.

The Bureau Director's search has a closing date of January 15 for applications. The Chair of that committee is Hal Smith.

3. Computer Facilities and Networking Project

Eric Olson reported to the faculty on two matters: computers and information on the facilities for the College, and networking.

BRY218 and the CIRCA Computer lab are for the use of undergraduate students and have diverse facilities. BUS100 is a facility for doctoral and MBA students, but not to the absolute exclusion of undergraduate students. If the needs of the students cannot be met by the other CIRCA lab, the College computer lab will try to help. Eric made a plea to the faculty for the loan of math co-processors for approximately one month, as a result of a current project for an undergraduate class. Our lab, itself, only has three of these instruments and the CIRCA lab has none. If any faculty member is willing to make a loan, please contact Eric directly. Eric also explained that another service that the lab has to offer is that of data entry. Nellie Widener is available for that and is very good, as well as fast. She has 15 years of experience. Any faculty member who have a need should contact Jean Rentz or Evan Eldridge for arrangements. Our College is one of only five on campus with a data entry service.

Another service being offered is Eric's and Evan's consultation on needs. There is not much time for actual programming. However, if that service is desired, let them know and they will attempt to help.

The Computer Lab is the report center to handle repairs. They will handle arrangements for having computers sent out and brought back to you.

They also are offering the service of offering seminars and serving as guest lecturers. Eric can make presentations on how to use the various software packages and can provide tutorial lessons.

He warned that there are rumors of a computer virus that is scheduled to strike sometime in October. He said that the lab has a program called "Computer Scan" which will scan for up to 30 different viruses. Anyone interested should contact him for a copy.

A microcomputer network will be available starting in 1991. This will be valuable and useful and will distribute scarce and expensive resources throughout the College. An IBM token ring network will be set up for IBM, Apple and MacIntosh. Functions available include access to mainframes with or without coaxial, access to CIRCA, VAX and other universities. This will make electronic communication resources more realistic.

A program is available which will enable you to back up your hard disks in a very simple process within about half an hour. Contact Eric for details. They will have 3 server computers with 1800 megabyte storage, therefore, they can remove your application programs from your PCs and store them for you, thus freeing computer space on hardware. There will be electronic mail throughout the College and access to BITNET from PCs for the international network mail.

Computer access will be provided to every room in the College. Implementation of network hardware is the next step. The Provost will pay for 192 network boards and three servers at no cost to the faculty of the College. It is hoped that these will be installed by Thanksgiving.

4. Committee Reports

Undergraduate Committee

Dr. Faricy reported that the Committee has three (3) DIS courses to be offered for the DIS major as described in the attachments to the meeting agenda.

He made the motion to accept the ISM 4113 course as stated. The motion was seconded and carried by unanimous vote. ?

He moved to accept ISM 4220 as distributed, also. This was seconded. A question was raised regarding the difference between this course and a similar course currently being considered by the Graduate Committee. It was explained that the difference was that the undergraduate course was more applied in terms of hardware and software and the MBA course would be more case and applications oriented. A vote was taken and the motion passed unanimously. ✓

Dr. Faricy offered a motion to accept ISM 4421 as distributed. This was seconded. A question was asked as to the meaning of external auditing and how does this course differ from another course being considered by the Graduate Committee. It was explained that the graduate course will be more business oriented. It was also mentioned that there will be no additional resources required to offer these courses. The motion passed unanimously. ✓

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Dr. Faricy then made a motion to accept the DIS major as stated in Attachment 2 of the meeting agenda. It was seconded and there was discussion related to the differences between the DIS and CIS course. It was explained that the Business courses have a more managerial-orientation than the comparable CIS courses. The motion was passed unanimously.

Dr. Faricy explained that the next item up for vote involving BUL 4100, 4200, and 4305 are only changes in course descriptions and do not affect the course content. He then moved to accept all three changes as distributed. There was a second and it passed by unanimous vote. ✓

There was a motion to accept MAN 4930, a Management special topics course. This motion was seconded and passed unanimously. ✓

5. Dean's Search Committee Report

This report was in the form of an update. The University President's search is still unsure. The search for the Dean has not slowed. However, it is a difficult process when it is still unknown who will be the President of the University. The Committee has approximately 50 names in nomination, but that does not mean they have 50 candidates. Several of the nominees are waiting for the January 15 deadline to decide if they are willing to be considered as candidates.

After the presidential search is complete, possibly within the next 2 months, then the Provost's search will still be continuing. Since the Provost deals more directly with the College Dean, there is some feeling that the search should be delayed until the Provost is in place. The Committee asked for feedback from the College faculty about whether it should or should not slow down the Dean's search for that choice to be made. There was considerable discussion about extending the deadline or delaying the search.

The meeting was adjourned at 3:16 p.m.

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UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION
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GENERAL FACULTY MINUTES January 18, 1990

The meeting was called to order at 4:07 p.m. by Dean Kramer.

1. A motion was made and seconded to accept the minutes as distributed from the October 6, 1989, faculty meeting. The motion passed unanimously.
2. Introduction of New and Visiting Faculty
New and visiting faculty were introduced as follows:
 - Economics Department
 - David Sappington, Matherly Professor from BellCore
 - James Fesmire, Visiting Professor from Tampa University
 - John Galbraith, Visiting Assistant Professor from McGill University
 - Michael Wickens, Visiting Professor from the University of Southhampton
 - Fisher School of Accounting
 - Henry Davis, Visiting Assistant Professor from Indiana University
 - Roann Kopal, Visiting Assistant Professor from Indiana University
 - FIRE Department
 - Azriel Levy, Visiting Assistant Professor from Hebrew University
 - MBA Program
 - Elizabeth Watson, Placement Director from KPMG Peat Marwick in San Francisco where she was the Director of Marketing Communications
3. Dean's Report
Private fund raising has seen five regional campaigns get underway; St. Petersburg, Clearwater, Tampa, Ft. Lauderdale, Palm Beach. Four have passed the halfway mark with total pledges and gifts of approximately \$250,000. By completion, it is hoped that \$300-350,000 will have been raised. Last week was the kickoff of the Palm Beach Campaign, with a goal of \$75,000.

The Foundation debt has been reduced by \$20,000 while remaining current with the 1989-90 fund raising expenses. Arrangements have been made for payments to be made over the next five years to be made toward the balance, which will accrue interest.

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The possibility of a callback for State funds placed the networking project for Matherly Hall and the Business Building on hold for two months. Most of the money for the purchase of the remaining servers, boards and software has now been released. The targeted completion date is Fall 1990.

The University's Teaching and Advising Awards program has been substantially increased this year, with the College receiving four awards of \$2,500 and one award of \$7,500. The procedures for selecting winners have been standardized across the University by the Board of Regents. Dr. McCollough and Dean Kramer, in conjunction with the Teaching Committee, will set the College standards and criteria.

Faculty data sheets which were distributed earlier by Dr. Schaefer are now overdue in all areas other than FSA. These should be returned to your Academic Unit Head as soon as possible.

Last week, there was a hanging in the Dean's office -- of Robert Lanzillotti's portrait. President Emeritus J. Wayne Reitz and Dean Emeritus Bob Lanzillotti unveiled his official portrait. Everyone is invited to stop by to see this excellent painting.

The call for proposals for research grants will be distributed around February 1. It is anticipated that the total funds distributed this year will be above last year's total.

President-Designate Lombardi will officially take office on March 5 of this year. The Presidential Convocation, however, will not be held until Spring 1991. Materials related to the CBA functions should be handled through the Dean's office. The Dean will then forward the materials to Provost Gene Hemp, who is coordinating the transition process.

In honor of President Bryan's departure, a dinner and reception for the senior faculty will be held February 16, 1990. Invitations will be distributed soon. Our College will be hosting a reception for Dr. and Mrs. Bryan in late February. Drs. Cohen, Blair and Ray are handling the the details. Please contact them with your suggestions.

The Dean encouraged the faculty to forward information on College events for the new semester to his office as soon as possible for inclusion in the College's various calendars.

4. Enrollment Update

Dr. Tapley reported on enrollment in the Undergraduate Program. He reported enrollment had increased from 1591 in Fall 1989 to 1611 for Spring 1990. Enrollment breaks down to 35% female, 65% male and 12% minority, 88% white. He explained that no qualified students were

denied admission and enrollment was held down by reducing the number of students admitted on probation, from 64 in Fall to 26 in Spring.

Dr. Snowball reported that the BSAcc program has had a record number of admissions. Enrollment is currently around 700, which is 150 higher than is desired for the number of faculty. There were 42 students denied admission.

He also reported that the MAcc program had 128 students enrolled, with 140 being an optimal number for that program.

5. Progress Center Report

Mr. Gordon Carlisle, who has been Director of the Progress Center since mid-November, was invited to present information on the Center to the Faculty. The Progress Center is the Research and Technology Park of the University of Florida and is located in Alachua. Mr. Carlisle is responsible for overall operations with special emphasis on sales and leasing of laboratory space and building sites. He also attempts to identify companies and ways to bring them to the Gainesville area.

Mr. Carlisle stated that, in reaction to an article which appeared recently in the Gainesville Sun, he had prepared a rebuttal which he hoped to have printed in the Sun and he had elected to read that to the faculty.

He concluded with a few general comments and confirmed that the Center is a source of summer internships for students and employment for some of our students and faculty.

6. Placement Center Report

Mr. Barry Shiflett reported the College's Placement Center, which opened a year ago, is housed in 126 Bryan Hall. The Center's services include, for example, career counseling (177 students were seen Fall semester), assistance in preparation of resumes, job service campaigns, internships, and interfacing with the MBA office.

He reported that Career Expo is being held on January 23 and encouraged the faculty to try to come to the O'Connell Center during that time. The company representatives are always anxious to have contact and input from the faculty. He said that employers feel that our students are very prepared for the interviewing process.

The Fall 1990 Career Expo occurs approximately two and a half weeks into the Fall semester. Mr. Shiflett will get the dates on the College's calendars so that the faculty can plan for this.

Regarding summer internships with academic credit, his office sent letters to 806 companies and received responses from 72 of these. He

asked that the faculty refer students who have an interest in internships to his office.

7. Committee Reports

Undergraduate Committee

Dr. Faricy presented the curriculum changes to be voted on by the faculty.

- 1) A motion was made to accept a new course, ECO 3704 - International Macroeconomics. It will be a 4-credit course with ECO 2013 and ECO 2023 or permission from instructor as the prerequisites. Students may not receive credit for both ECO 3704 and ECO 3700. The motion was seconded and passed unanimously.
- 2) A motion was made to accept name changes in ECO 2013 from "Basic Economics 1" to "Principles of Macroeconomics" and in ECO 2023 from "Basic Economics 2" to "Principles of Microeconomics". The motion was seconded and passed unanimously.
- 3) A motion was made to accept a name and description change for ECO 3100. The proposed name change is from "Prices and Markets" to "Managerial Economics". The course description will be changed to read: "Analysis of the firm's decisions regarding prices, outputs, input, advertising, etc. under various market conditions. Reliance is placed upon both theories and applications." The purpose of the change is to change the emphasis of the course. This course will not be available for CIS, DIS, FIN, INS, RE or ECO majors. The motion was seconded and passed unanimously.
- 4) A motion was made to accept a name change for ECO 3703 from "International Economics" to "International Trade". It was also proposed to change the prerequisites from ECO 3100 or ECO 4101 or permission of instructor to ECO 2013 and ECO 2023 or permission of instructor. A change also was proposed to the course description. Students may not receive credit for both ECO 3703 and ECO 3700. The motion was seconded and passed unanimously.
- 5) A motion was made to accept name changes for ECO 4101 from "Microeconomic Theory" to "Intermediate Microeconomics" and for ECO 4203 from "Macroeconomic Theory" to "Intermediate Macroeconomics". Both courses will be renumbered from 4000 level courses to 3000 level courses. The motion was seconded and passed unanimously.

- 6) A motion was made to change the prerequisites for ECO 4203 "Macroeconomic Theory" from ECO 2013, MAC 3233, and either ECO 3100 or ECO 4101 to ECO 2013, ECO 2023 and MAC 3233. The motion was seconded and passed unanimously.
- 7) A motion was made to change the course number of "International Economic Relations" from ECO 4713 to ECO 3700. The prerequisites were changed from ECO 3202 or ECO 4203 or permission of instructor to ECO 2013. A broader description was also proposed to read "The development of international economic policies; geographic, economic, social and political factors underlying contemporary international trade, investment and monetary relations. Commercial, exchange rate and monetary policies of leading nations, trade blocks and international institutions." Students who take ECO 3700 may not receive credit for either ECO 3703 or ECO 3704. This motion was seconded and passed unanimously.

Dr. Faricy explained that the College's Undergraduate Committee has approved the following: The Undergraduate Program will use all attempts (at all institutions) of general education, preprofessional and core courses to calculate a student's overall grade point average for admission purposes. The benefits of this are: (1) only "academic" courses will be used in the computation of the overall grade point average, and (2) repeat attempts will now be included for transfer students to make them comparable to native (UF) students. He also pointed out that this may help the College to control its undergraduate enrollment. This item was provided for information purposes and no faculty vote was required. It will become effective with admission for the 1990 Fall term.

Dean's Search Committee Report

Dr. Berg reported on the progress of the Committee. He explained that 38 persons had declined nominations, many because of Florida's Sunshine Law. There were 53 applications or acceptances of nominations, 14 of these had been received within the last 3 days. The Committee is now finalizing criteria for evaluating the candidates and developing a format for information which will be provided to them about the College and faculty. The Committee will circulate a "short-list" of candidates within the next three to four weeks.

Provost's Search Committee Report

Dr. Weitz reported that he had just returned from a meeting with the Provost's Search Committee and Dr. Lombardi. November 15, 1989, was the original closing date for that search. However, that date has now been extended to February 28, 1990. The Committee has set the week prior to Spring Break for campus visits. By April 1, the Committee hopes to be able to present three candidates to Dr.

Lombardi. Dr. Lombardi elaborated on the characteristics that he is looking for in the Provost and expressed his opinion that the Provost and Academic Vice-President should be the same person.

Bryan Hall Renovations

Dr. Ray reported that 35 architectural firms have walked through Bryan Hall recently. Applications were received from 31 and 8 were selected from those to be on a short list. The Facilities Planning office picked 4 firms to make presentations. We have ranked those and passed that ranking on to the Board of Regents. Dr. Ray said that construction, starting with asbestos removal, is scheduled to be during the late fall of 1990 and be finished in 1992.

8. Announcements and Other Business

Dr. McCollough reported on campus security, saying that the College is currently spending \$10-15,000 annually in repairs or replacement of equipment. Our location makes us vulnerable and police surveillance is a low priority. For this reason, the College is hoping to hire security personnel at the rate of \$1,200 per term to insure security of our buildings. That person will check to be sure the buildings are secured through the night hours for a total of 2 or 3 hours per night or 15 hours per week. Dr. McCollough also encouraged everyone to be conscious of security and to help keep buildings locked on weekends and night hours. He also explained that classrooms are not to be left open for students to use as a study hall. Feel free to lock any that you find open outside of class hours.

The meeting was adjourned at approximately 5:20 p.m.

FACMIN.3/TXTRCM

cc: S. Haughton



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GRADUATE FACULTY MINUTES
January 18, 1990

The meeting was called to order at 5:26 p.m. by Dean Kramer.

Dr. Erenguc reported for the Graduate Committee.

- 1) A motion was made to accept a new course, ISM 6222 - "Business Telecom Statregy and Applications." The motion was seconded and there was some discussion regarding the textbook specified for the course. A vote was taken and it was passed with one dissenting vote.
- 2) A motion was made to accept a new course, ISM 6422 - "Knowledge Systems for Business." The motion was seconded and passed unanimously.

Dean Kramer adjourned the meeting at approximately 5:30 p.m.

FACMIN.G1/TXTRCM

cc: S. Haughton