



UNIVERSITY OF
FLORIDA

College of Business Administration
Graduate School of Business
Fisher School of Accounting
JOHN KRAFT, DEAN

100 Bryan Hall
Gainesville, FL 32611-2014
Phone (904) 392-2397 ext. 1217
Fax (904) 392-2086

GENERAL FACULTY MEETING
September 25, 1992
BUS 102
AGENDA

1. Minutes from the August 28, 1992, Faculty meeting
2. UF Honors Program - Karelisa Hartigan
Associate Director
3. Undergraduate Committee (attachment 1) - Selcuk Erenguc
- new course BUL 4905 - Individual/Independent Study
- new course BUL 4930 - Special Topics
4. Dean's Report
5. Other Business

GRADUATE FACULTY MEETING
September 25, 1992
BUS 102

AGENDA

1. Graduate Committee - Rich Lutz/Mark Flannery
 - Report on entering class
 - The Graduate Committee has approved the following curriculum changes and requested that they be placed on the graduate faculty meeting agenda: (attachment 2)
 - 1) MAR 6636
 - Change title from Research Methods and Design to Research Methods in Marketing
 - Add Prereq: Admission to Marketing MA or PhD Program or consent of instructor
 - 2) MAR 7628
 - Change title from Multidimensional Scaling for Marketing and Societal Analysis to Methods for the Analysis of Proximity and Choice Data
 - Add Prereq: STA 4210 and STA 4212 or Equivalent
 - Delete Prereq: MAR 7627
 - Change course description: Mathematical models, proximity and choice data, including multidimensional



UNIVERSITY OF FLORIDA

College of Business Administration
W. Andrew McCollough, Associate Dean

100 Anderson * Gainesville, Florida 32611-2017
Office (904) 392-8436 - FAX (904) 392-2086

September 16, 1992

MEMORANDUM

TO: John Kraft
FROM: W. Andrew McCollough *WAM*
SUBJECT: Curriculum Changes

The Undergraduate Committee has approved the following curriculum additions and requested that they be placed on the agenda for the next faculty meeting:

- 1) New Course
BUL 4905 - Individual/Independent Study
- 2) New Course
BUL 4930 - Special Topics

WAM:sh

Attachment:

cc: Program Director
Program Committee Chairman
E. Eldridge
D. Johnson

091692.1/TXTSAH

CE-034

FLORIDA DEPARTMENT OF EDUCATION
STATEWIDE NEW COURSE TRANSMITTAL FORM

Form UCC1 Rev 91

OAA# _____

(See instructions for completing Part I on reverse side.)

PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA _____ 0 0 _____ 001535 _____ Management/Business Law
University _____ County Code _____ Institutional Code _____ Department

Recommended SCNS Course Identification:

Discipline (SMA) _____ Prefix B_U_L Level 4 Course No. 905 Lab Code _____ Contact Hr* Base _____
OR Head Count .5

University's Course Title: Individual/Independent Study

Amount of College Credit: VAR If variable or repeatable credit, min 1 and max 5 per semester; total 6
repeated credits allowed.

Catalog Description (For graduate courses, attach brief syllabus, grading criteria, and reading list; for
undergraduate and professional courses, attach syllabus or outline):

Individual study in the legal area. A written report is required.Senior standing and permission of department/instructor.Prerequisites: BUL 4310Corequisites: none

Intended Students (Check all that apply):

Undergraduate Nonmajors _____ Undergraduate Majors _____ Advanced Undergraduates _____ Graduate Students
_____ Honor Students _____ Other (specify): _____

Category of Instruction: _____ Introductory _____ Intermediate _____ Advanced

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

Fall 1993Effective Term (first term course will be offered)Lea King
Department Contact2-0163
Phone No.Lea King
Signature of Department Chair9/15/92
Date_____
Signature of College Dean_____
Date_____
Signature of Graduate Dean
(if applicable)_____
Date_____
Signature of University Contact_____
Date

*Example formulas on reverse side.

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE

APPROVED Prefix _____ Level _____ Course No. _____ Lab Code _____

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____

Century Title (if new) _____

Signature of Faculty Discipline Committee Representative_____
Date

PART III: SCNS STAFF USE ONLY

Signature_____
Date Entered_____
Correspondence Number

(See instructions for completing Part I on reverse side.)

PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA 0 0 001535 Management - Business Law
 University County Code Institutional Code Department

Recommended SCNS Course Identification:

Discipline (SMA) _____ Prefix B U L Level 4 Course No. 9 3 0 Lab Code na Contact Hr* Base 3
 OR Head Count _____

University's Course Title: SPECIAL TOPICS

Amount of College Credit: VAR If variable or repeatable credit, min 3 and max 6 per semester; total 6
 repeated credits allowed.

Catalog Description (For graduate courses, attach brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach syllabus or outline):

Variable content course providing an opportunity for study in depth of topics not offered in other courses and of topics of special current significance. May be repeated with a change in content up to a maximum of 6 credits.

Prerequisites: BUL 4310Corequisites: none

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

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

Effective Term (first term course will be offered)	<u>Fall 1993</u>	Department Contact	<u>2-0163</u>
			Phone No.
Signature of Department Chair	<u>Jordan B. Ray</u>	Signature of College Dean	_____
	Date <u>9/15/92</u>		Date _____
Signature of Graduate Dean (if applicable)	_____	Signature of University Contact	_____
	Date _____		Date _____

*Example formulas on reverse side.

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE

APPROVED Prefix _____ Level _____ Course No. _____ Lab Code _____

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative _____

Date _____

PART III: SCNS STAFF USE ONLY

Signature _____

Date Entered _____

Correspondence Number _____



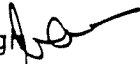
UNIVERSITY OF FLORIDA

College of Business Administration
W. Andrew McCollough, Associate Dean

109 Bryan Hall * Gainesville, Florida 32611-2017
Office (904) 392-8436, ext. 1223 * FAX (904) 392-2086

September 15, 1992

MEMORANDUM

TO: John Kraft
FROM: W. Andrew McCollough 
SUBJECT: Curriculum Changes

The Graduate Committee has approved the following curriculum changes and requested that they be placed on the agenda for the next graduate faculty meeting:

- 1) MAR 6636
 - Change title from Research Methods and Design to Research Methods in Marketing
 - Add Prereq: Admission to Marketing MA or PhD Program or consent of instructor
- 2) MAR 7628
 - Change title from Multidimensional Scaling for Marketing and Societal Analysis to Methods for the Analysis of Proximity and Choice Data
 - Add Prereq: STA 4210 and STA 4212 or Equivalent
 - Delete Prereq: MAR 7627
 - Change course description: Mathematical models, proximity and choice data, including multidimensional scaling, cluster analysis, and models of discrete choice and brahd-switching.
- 3) MAR 7627
 - Change course description: Scaling of consumer ratings and comparative judgement questionnaire methods for construct measurement item response theory, reliability, survey sampling, modeling cross-classification data.
- 4) MAR 6786
 - Change title from Marketing Theories and Issues to Marketing Literature
 - Change course description: A survey of the academic marketing literature, with special focus on conceptual and empirical studies of marketing strategy and marketing program variables.

CE-037

FLORIDA DEPARTMENT OF EDUCATION
STATEWIDE COURSE TERMINATION OR CHANGE TRANSMITTAL FORM
(See instructions for completing Part I on reverse side.)

Form UCC2 Rev 91
OAA# _____

PART I: TO BE COMPLETED BY THE UNIVERSITY

UNIVERSITY OF FLORIDA _____ 001535 _____ Marketing
University _____ Institutional Code _____ Department _____

Current SCNS Course Identification:

Discipline (SMA) _____ Prefix M_A_R Level 6 Course No. 6_3_6 Lab Code _____

University's Current Course Title: Research Methods and Design

TERMINATE CURRENT COURSE: Effective Term _____ (Skip to signatures)

COMPLETE ONLY THOSE PORTIONS WHERE CHANGES ARE REQUESTED:

Recommended Revised SCNS Course Identification:

Discipline (SMA) _____ Prefix _____ Level _____ Course No. _____ Lab Code _____ Contact Hr: Base _____
OR Head Count _____

University's Revised Course Title: Research Methods in Marketing

College Credit: From _____ To _____

Explanation of Requested Change: _____

Revised Catalog Description (For graduate courses, attached brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach revised outline or syllabus):

_____ or Ph.D. Program or consent of instructor

Prerequisites: Add Admission to Marketing M.A. ~~Delete~~ _____

Corequisites: Add _____ Delete _____

Intended Students (Check all that apply):

____ Undergraduate Nonmajors ____ Undergraduate Majors ____ Advanced Undergraduates ____ Graduate Students
____ Honor Students ____ Other (specify): _____

Category of Instruction: ____ Introductory ____ Intermediate Advanced

Cathy Quincey 2-0161 ext. 12
Department Contact Phone No.

Effective term (first term change will be implemented) _____

Signature of Department Chair _____ Date _____

Signature of College Dean _____ Date _____

Signature of Graduate Dean (if applicable) _____ Date _____

Signature of University Contact _____ Date _____

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE ONLY

APPROVED Prefix _____ Level _____ Course No. _____ Lab Code _____

If not the same as recommended by university, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative _____

PART III: SCNS STAFF ONLY

Signature _____ Date Entered _____ Correspondence Number _____

CE-037

FLORIDA DEPARTMENT OF EDUCATION
STATEWIDE COURSE TERMINATION OR CHANGE TRANSMITTAL FORM
(See instructions for completing Part I on reverse side.)

Form UCC2 Rev 91
OAA# _____

PART I: TO BE COMPLETED BY THE UNIVERSITY

UNIVERSITY OF FLORIDA _____ 001535 _____ Marketing
University Institutional Code Department

Current SCNS Course Identification:

Discipline (SMA) _____ Prefix M A R Level 7 Course No. 6 2 8 Lab Code _____

University's Current Course Title: Multidimensional Scaling for Marketing and Societal Analysis

TERMINATE CURRENT COURSE: Effective Term _____ (Skip to signatures)

COMPLETE ONLY THOSE PORTIONS WHERE CHANGES ARE REQUESTED:

Recommended Revised SCNS Course Identification:

Discipline (SMA) _____ Prefix _____ Level _____ Course No. _____ Lab Code _____ Contact Hr: Base _____
OR Head Count _____

University's Revised Course Title: Methods for the Analysis of Proximity and Choice Data

College Credit: From _____ To _____

Explanation of Requested Change: see attached

Revised Catalog Description (For graduate courses, attached brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach revised outline or syllabus):

Prerequisites: Add STA 4210 and STA 4212 or Delete MAR 7627
equivalent Delete _____

Corequisites: Add _____ Delete _____

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

Fall 1993 _____ Cathy Quincey 392-0161 ext
Effective Term (first term change will be implemented) Department Contact Phone No.

[Signature] 9/19/92 _____
Signature of Department Chair Date Signature of College Dean Date

Signature of Graduate Dean _____ Date Signature of University Contact _____ Date
(if applicable)

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE ONLY

APPROVED Prefix _____ Level _____ Course No. _____ Lab Code _____
If not the same as recommended by university, please explain: _____

SCNS Course Title (if new) _____
Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative _____

PART III: SCNS STAFF ONLY

Signature _____ Date Entered _____ Correspondence Number _____

Course Description for MAR 7628: Methods for the Analysis of Proximity and Choice Data
(3) Prereq: STA 4210 and 4212 or equivalent or consent of instructor. Mathematical models, proximity and choice data, including multidimensional scaling, cluster analysis, and models of discrete choice and brand-switching.

Explanation for requested change for MAR 7628:

Removing MAR 7627 as a prereq to allow MAR 7627 and MAR 7628 to serve as alternate ways to meet same requirement. Because of this change STA 4210 and STA 4212 need to be required for MAR 7628.

CC-037

FLORIDA DEPARTMENT OF EDUCATION
STATEWIDE COURSE TERMINATION OR CHANGE TRANSMITTAL FORM
(See instructions for completing Part I on reverse side.)

Form UCC2 Rev 91
OAA# _____

PART I: TO BE COMPLETED BY THE UNIVERSITY

UNIVERSITY OF FLORIDA _____ 001535 _____ Marketing
University Institutional Code Department

Current SCNS Course Identification:

Discipline (SMA) ___ Prefix M A R Level 7 Course No. 6 2 7 Lab Code ___

University's Current Course Title: Subjective Measurement in Marketing and Survey Research

TERMINATE CURRENT COURSE: Effective Term _____ (Skip to signatures)

COMPLETE ONLY THOSE PORTIONS WHERE CHANGES ARE REQUESTED:

Recommended Revised SCNS Course Identification:

Discipline (SMA) ___ Prefix ___ Level ___ Course No. ___ Lab Code ___ Contact Hr: Base _____
OR Head Count _____

University's Revised Course Title: _____

College Credit: From _____ To _____

Explanation of Requested Change: Make catalog description consistent with syllabus

Revised Catalog Description (For graduate courses, attached brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach revised outline or syllabus):

See attached

Prerequisites: Add _____ Delete _____

Corequisites: Add _____ Delete _____

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

Fall 1993 _____ Cathy Quincey _____ 2-0161 x124
Effective Term (first term change will be implemented) Department Contact Phone No.

Signature of Department Chair _____ Date _____ Signature of College Dean _____ Date _____

Signature of Graduate Dean _____ Date _____ Signature of University Contact _____ Date _____
(if applicable)

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE ONLY

APPROVED Prefix ___ Level ___ Course No. ___ Lab Code ___

If not the same as recommended by university, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative _____

PART III: SCNS STAFF ONLY

Signature _____ Date Entered _____ Correspondence Number _____

Course Description for MAR 7627: Subjective Measurement in Marketing and Survey Research (3) Prereq: STA 4210 or equivalent, consent of instructor. Scaling of consumer ratings and comparative judgment questionnaires, methods for construct measurement item response theory, reliability, survey sampling, modeling cross-classification data.

CE-037

FLORIDA DEPARTMENT OF EDUCATION
STATEWIDE COURSE TERMINATION OR CHANGE TRANSMITTAL FORM
(See instructions for completing Part I on reverse side.)

Form UCC2 Rev 91
OAA# _____

PART I: TO BE COMPLETED BY THE UNIVERSITY

UNIVERSITY OF FLORIDA
University

001535
Institutional Code

Marketing
Department

Current SCNS Course Identification:

Discipline (SMA) ___ Prefix M A R Level 6 Course No. 7 8 6 Lab Code ___

University's Current Course Title: Marketing Theories and Issues

TERMINATE CURRENT COURSE: Effective Term _____ (Skip to signatures)

COMPLETE ONLY THOSE PORTIONS WHERE CHANGES ARE REQUESTED:

Recommended Revised SCNS Course Identification:

Discipline (SMA) ___ Prefix ___ Level ___ Course No. ___ Lab Code ___ Contact Hr: Base ___
OR Head Count _____

University's Revised Course Title: Marketing Literature

College Credit: From _____ To _____

Explanation of Requested Change: Make catalog description consistent with syllabus

Revised Catalog Description (For graduate courses, attached brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach revised outline or syllabus):
See attached

Prerequisites: Add _____ Delete _____

Corequisites: Add _____ Delete _____

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

Fall 1993

Cathy Quincey

2-0161 x124

Effective Term (first term change will be implemented)

Department Contact

Phone No.

Signature of Department Chair _____ Date _____

Signature of College Dean _____ Date _____

Signature of Graduate Dean (if applicable) _____ Date _____

Signature of University Contact _____ Date _____

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE ONLY

APPROVED Prefix ___ Level ___ Course No. ___ Lab Code ___

If not the same as recommended by university, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative _____

PART III: SCNS STAFF ONLY

Signature _____

Date Entered _____

Correspondence Number _____

Course Description for MAR 6786: Marketing Literature (3) Pre req: admission to the Marketing MA or Ph.D. Program or consent of instructor. A survey of the academic marketing literature, with special focus on conceptual and empirical studies of marketing strategy and marketing program variables.

CE-037

FLORIDA DEPARTMENT OF EDUCATION
STATEWIDE COURSE TERMINATION OR CHANGE TRANSMITTAL FORM
(See instructions for completing Part I on reverse side.)

Form UCC2 Rev 91
OAA# _____

PART I: TO BE COMPLETED BY THE UNIVERSITY

UNIVERSITY OF FLORIDA _____ 001535 _____ Marketing
University Institutional Code Department

Current SCNS Course Identification:

Discipline (SMA) ___ Prefix M A R Level 6 Course No. 6 6 6 Lab Code ___

University's Current Course Title: Marketing Decision Models

TERMINATE CURRENT COURSE: Effective Term _____ (Skip to signatures)

COMPLETE ONLY THOSE PORTIONS WHERE CHANGES ARE REQUESTED:

Recommended Revised SCNS Course Identification:

Discipline (SMA) ___ Prefix ___ Level ___ Course No. ___ Lab Code ___ Contact Hr: Base _____
OR Head Count _____

University's Revised Course Title: _____

College Credit: From _____ To _____
Explanation of Requested Change: Make catalog description consistent with syllabus

Revised Catalog Description (For graduate courses, attached brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach revised outline or syllabus):
See attached

Prerequisites: Add _____ Delete _____
Corequisites: Add _____ Delete _____

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

Fall 1993 Cathy Quincey 2-0161 x1241
Effective Term (first term change will be implemented) Department Contact Phone No.

[Signature] _____ Date _____ [Signature] _____ Date _____
Signature of Department Chair Signature of College Dean

Signature of Graduate Dean (if applicable) Date _____ Signature of University Contact Date _____

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE ONLY

APPROVED Prefix ___ Level ___ Course No. ___ Lab Code ___

If not the same as recommended by university, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative

PART III: SCNS STAFF ONLY

Signature Date Entered Correspondence Number

Course Description for MAR 6666: Marketing Decision Models (3) Prereq: ^{ECW 6805}~~GEB 5805~~ and STA 4210 or equivalents or consent of instructor. The development and implementation of model-based approaches to marketing decision making. Model-based analysis of advertising, pricing, promotion, distribution. Students are required to develop a research project in this area.



COLLEGE OF BUSINESS ADMINISTRATION • UNIVERSITY OF FLORIDA • GAINESVILLE, FL
Department of Management
219 Business Building
zip 32611-2017
904 • 392-0163

September 14, 1992

M E M O R A N D U M

TO: Mark Flannery
Chairman, Graduate Committee

FROM: Jordan B. Ray, Chairman

SUBJECT: New Course

Attached is a copy of the New Course Transmittal Form for the course listed below:

BUL 5831 - Commercial Law

This course has been approved by the department faculty and now needs to be reviewed and approved by the Graduate Curriculum Committee.

(See instructions for completing Part I on reverse side.)

PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA 0 0 001535 Management
University County Code Institutional Code Department

Recommended SCNS Course Identification:

Discipline (SMA) BUL Prefix BUL Level 5 Course No. 831 Lab Code Contact Hr* Base 3
OR Head Count

University's Course Title: Commercial Law

Amount of College Credit: 3 If variable or repeatable credit, min and max per semester; total
repeated credits allowed.

Catalog Description (For graduate courses, attach brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach syllabus or outline):

See attached

Prerequisites: _____

Corequisites: _____

Intended Students (Check all that apply):

 Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates X Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory X Intermediate Advanced

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

Spring 1993

Jordan B. Ray

904 392 0103

Effective Term (first term course will be offered)

Department Contact

Phone No.

J.B. Ray
Signature of Department Chair

7/24/52
Date

Signature of College Dean

Date

Signature of Graduate Dean
(if applicable)

Date

Signature of University Contact

Date

*Example formulas on reverse side.

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE

APPROVED Prefix Level Course No. Lab Code

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____

Century Title (if new) _____

Signature of Faculty Discipline Committee Representative

Date

PART III: SCNS STAFF USE ONLY

Signature _____

Date Entered _____

Correspondence Number _____

BUL 5831 Commercial Law
(3 Credits)

Course Description:

An intensive study of commercial and consumer transactions, intended primarily for students in the Master of Accounting program. Contracts for the sale of goods and services, Documents of Title, Secured Transactions, Negotiable Instruments, Commercial Paper, Payment Systems, Bankruptcy, and related subject areas. Emphasis given to the Uniform Commercial Code, the federal bankruptcy act, and other federal and uniform state law.

Prerequisite: BUL 4310 The Legal Environment of Business

Possible Texts: Roskowski, Business Law (3rd ed.); Corley, Shedd and Homes, Principles of Business Law (13th ed.); Howell, Allison, Henley, Business Law (3rd ed.); West's Business Law (5th ed.).

Outline:

Class Sessions	Subject
1 - 4	Review of common law contracts and torts
5 - 7	Personal property and bailments
8 - 14	Article 2 sales
15 - 20	Article 9 Secured Transactions
21	Article 6 Bulk Sales Law
22 - 27	Article 3 Negotiable Instruments
28 - 30	Documents of Title
31 - 36	Article 4 Payments
37 - 38	Article 4A Payments
39	Article 5 Letters of Credit
40 - 45	Bankruptcy

Instructors: Jordan Ray, Virginia Maurer, Robert Emerson

Grading Criteria: Each midterm exam will count 20% of the final grade. The paper will count 20% of the final grade, and the final exam will count 40% of the final grade.

Reading List:

Don Campbell, D.M. Lynn, and Stephen A. Youngman, Creditors' Rights Handbook.

Commercial Law and Debtor-Creditor Law (1992) (Foundation Press)



COLLEGE OF BUSINESS ADMINISTRATION
Department of Management
219 Business Building

UNIVERSITY OF FLORIDA

GAINESVILLE, FL
zip 32611-2017
904 • 392-0163

August 31, 1992

M E M O R A N D U M

TO: Mark Flannery
Chairman, Graduate Curriculum Committee

FROM: Jordan B. Ray

SUBJECT: New Course Offerings

Attached are copies of the New Course Transmittal Form (UCC1)
for the following courses:

BUL 6905 - Individual Work
BUL 6930 - Special Topics
MAN 6930 - Special Topics

These courses have been approved by the department faculty and
now need to be reviewed by the Graduate Curriculum Committee.

(See instructions for completing Part I on reverse side.)

PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA 0 0 001535 Management
University County Code Institutional Code Department

Recommended SCNS Course Identification:

Discipline (SMA) ___ Prefix B U L Level 6 Course No. 9 3 0 Lab Codena ___ Contact Hr* Base 3
OR Head Count _____

University's Course Title: Special Topics

Amount of College Credit: ___ If variable or repeatable credit, min ___ and max 3 per semester; total 6
repeated credits allowed.

Catalog Description (For graduate courses, attach brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach syllabus or outline):

Variable content course providing an opportunity for study in depth of topics not offered in other courses and of topics of special current significance.

Permission of instructor. _____

Prerequisites: BUL 4310

Corequisites: none

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

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

Fall 1993

Lea King

2-0163

Effective Term (first term course will be offered)

Department Contact

Phone No.

[Signature] 15-14-92
Signature of Department Chair Date

Signature of College Dean

Date

Signature of Graduate Dean
(if applicable)

Date

Signature of University Contact

Date

*Example formulas on reverse side.

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE

APPROVED Prefix ___ Level ___ Course No. ___ Lab Code ___

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____

Century Title (if new) _____

Signature of Faculty Discipline Committee Representative

Date

PART III: SCNS STAFF USE ONLY

Signature _____

Date Entered _____

Correspondence Number _____

(See instructions for completing Part I on reverse side.)

PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA 0 0 001535 Management
University County Code Institutional Code Department

Recommended SCNS Course Identification:

Discipline (SMA) ___ Prefix MAN Level 6 Course No. 930 Lab Code na Contact Hr* Base 3
OR Head Count _____

University's Course Title: Special Topics

Amount of College Credit: 3 If variable or repeatable credit, min ___ and max 6 per semester; total 12
repeated credits allowed.

Catalog Description (For graduate courses, attach brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach syllabus or outline):

Variable content course providing an opportunity for study in depth of topics not offered in other courses and of topics of special current significance

Prerequisites: Permission of instructor/department

Corequisites: none

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

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

Fall 1993	Lea King	2-0163
Effective Term (first term course will be offered)	Department Contact	Phone No.
<u>[Signature]</u> 9/14/92	Signature of College Dean	Date
Signature of Department Chair	Signature of University Contact	Date
Signature of Graduate Dean (if applicable)		

*Example formulas on reverse side.

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE

APPROVED Prefix ___ Level ___ Course No. ___ Lab Code ___

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative _____ Date _____

PART III: SCNS STAFF USE ONLY

Signature _____ Date Entered _____ Correspondence Number _____

(See instructions for completing Part I on reverse side.)

PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA 0 0 001535 Management/Business Law
University County Institutional Code Department
Code

Recommended SCNS Course Identification:

Discipline (SMA) _____ Prefix BUL Level 6 Course No. 905 Lab Code na Contact Hr* Base _____
OR Head Count .5

University's Course Title: Individual Work

Amount of College Credit: VAR If variable or repeatable credit, min 1 and max 5 per semester; total 10
repeated credits allowed.

Catalog Description (For graduate courses, attach brief syllabus, grading criteria, and reading list; for undergraduate and professional courses, attach syllabus or outline):

Reading and/or research in the Business Law area. Consent of department/instructor

Prerequisites: BUL 4310

Corequisites: none

Intended Students (Check all that apply):

Undergraduate Nonmajors Undergraduate Majors Advanced Undergraduates Graduate Students
 Honor Students Other (specify): _____

Category of Instruction: Introductory Intermediate Advanced

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

<u>Fall 1993</u>	<u>Lea King</u>	<u>2-0163</u>
Effective Term (first term course will be offered)	Department Contact	Phone No.
<u>[Signature]</u>	<u>9/14/92</u>	_____
Signature of Department Chair	Date	Signature of College Dean
_____	_____	Date
Signature of Graduate Dean (if applicable)	Date	Signature of University Contact
_____	_____	Date

*Example formulas on reverse side.

FOR SCNS USE ONLY

PART II: FACULTY DISCIPLINE COMMITTEE USE

APPROVED Prefix _____ Level _____ Course No. _____ Lab Code _____

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new) _____

Decade Title (if new) _____ Century Title (if new) _____

Signature of Faculty Discipline Committee Representative _____ Date _____

PART III: SCNS STAFF USE ONLY

Signature _____ Date Entered _____ Correspondence Number _____



COLLEGE OF BUSINESS ADMINISTRATION • UNIVERSITY OF FLORIDA • GAINESVILLE, FL
Department of Management zip 32611-2017
219 Business Building 904 • 392-0163

August 31, 1992

M E M O R A N D U M

TO: Chris James
Chairman, MBA Curriculum Committee

FROM: Jordan B. Ray, Chairman

SUBJECT: New Courses

Attached is a copy of the New Course Transmittal Form for the course listed below:

BUL 5851 - International Business Law

This course has been approved by the department faculty and now needs to be reviewed by the MBA Curriculum Committee.

BUL 5851 International Business Law
(3 Credits)

Course Catalog Description:

An intensive study of legal aspects of managing the international business environment, intended primarily for students in the Master of Business Administration program.

Scope of the Course:

This course focuses on the law governing relationships among nations and between firms in an international business transaction. The course will examine the nature of international law and legal organizations; legal concepts of nations; international sales, credits, and commercial transactions; import and export law; intellectual property rights; corporate and securities law; labor law; product liability; international environmental regulation; competition law; commercial arbitration.

Prerequisite:

none.

Possible Texts:

August, International Business Law (Dryden, 1993)
Schaffer, Earle, and Agusti, International Business Law and Its Environment (West Pub. Co. 1990)
Litka, International Dimensions of the Legal Environment of Business.

Outline of Topics:

Week 1 - The Nature of International Law: Sources of Law
Week 2 - Institutions of International Trade Law
Week 3 - International Sales Contracts
Week 4 - International Sales Contracts
Week 5 - Documents of International Trade
Week 6 - Dispute Resolution and Avoidance
Week 7 - Commercial Arbitration
Week 8 - Law of Imports, Tariffs and Nontariff Barriers
Week 9 - Law of Export Restrictions
Week 10 - Business Organizations; Corporate Identity; Franchising
Week 11 - Issues in Intellectual Property
Weeks 12-16 Group Projects and Presentations



College of Business Administration
Graduate School of Business
Fisher School of Accounting
JOHN KRAFT, DEAN

100 Bryan Hall
Gainesville, FL 32611-2014
Phone (904) 392-2397 ext. 1217
Fax (904) 392-2086

GENERAL FACULTY MEETING
9/25/92
MINUTES

1. MINUTES
The minutes of the August 28, 1992, General Faculty Meeting were approved as distributed.
2. UF HONORS PROGRAM
Karelisa Hartigan, Associate Director of the UF Honors Program gave a brief overview of Fellowships and Scholarships available for students, both graduate and undergraduate, to pursue their studies in various fields. She asked the faculty to encourage their best students to consider applying for these awards. The following is a list of fellowships and scholarships available: Fulbright; Rhodes; Marshall; Mellon; Spencer Dissertation Year Fellowships; Woodrow Wilson; James Madison; Barry Goldwater; Turman; Javitts; and Churchill. For complete information, students should call for an appointment at 392-1519 to see her at 352 Little Hall. Dean Kraft thanked Ms. Hartigan for coming over to share this information and then encouraged the faculty to take part in announcing this information to the students.
3. UNDERGRADUATE COMMITTEE
Selcuk Erencuc announced that the Undergraduate Committee had approved the following curriculum additions. a) BUL 4905 - Individual/Independent Study - new course; b) BUL 4930 - Special Topics - new course. A motion was made, seconded and passed to approve these additions.
4. DEAN'S REPORT
Dean Kraft reminded the faculty that at the last meeting he mentioned the University had some extra funding for this year. They reserved about \$1.4 million for priorities that might come up such as, if they receive authority to fund the promotions and matching offers that were made in the last calendar year; if they implement their minority recruiting plan; and, expanding summer school. We requested some of those funds and our priority is mainly to fund the promotions and matching offers and then, summer school and related activities.

Dean Kraft mentioned that several faculty have asked him how the Hurricane has and will effect our budget; at this point he has no information about it and will inform everyone as soon as he finds out. More than likely it will be in November when information is provided.

Page 2

The Undergraduate Committee is considering some possible changes to the Undergraduate program and Dean Kraft encouraged the faculty to inform the committee of ideas or suggestions they might have.

A motion was made, seconded, and passed to adjourn the meeting at 2:30 p.m.

GRADUATE FACULTY MEETING
9/25/92
MINUTES

1. GRADUATE COMMITTEE

Rich Lutz gave a report on the Ph.D. program. He handed out statistical information and explained the results in the following areas: applicants; admissions; entering class; and student enrollment. The handouts are on file in the Dean's office for those who would like a copy.

- The Graduate committee has approved the following curriculum changes and presented them for consideration by the faculty.

1) MAR 6636

-Change title from Research Methods and Design to Research Methods in Marketing

-Add Prereq: Admission to Marketing MA or PhD Program or consent of instructor

2) MAR 7628

-Change title from Multidimensional Scaling for Marketing and Societal Analysis to Methods for the Analysis of Proximity and Choice Data

-Add Prereq: STA 4210 and STA 4212 or Equivalent

-Delete Prereq: MAR 7627

-Change course description: Mathematical models, proximity and choice data, including multidimensional scaling, cluster analysis, and models of discrete choice and brand-switching.

3) MAR 7627

-Change course description: Scaling of consumer ratings and comparative judgement questionnaire methods for construct measurement item response theory, reliability, survey sampling, modeling cross-classification data.

4) MAR 6786

-Change title from Marketing Theories and Issues to Marketing Literature

-Change course description: A survey of the academic marketing literature, with special focus on conceptual and empirical studies of marketing strategy and marketing program variables.

5) MAR 6666

-Change course description: The development and implementation of model-based approaches to marketing decision making. Model-based analysis of advertising, pricing, promotion, distribution. Students are required to develop a research project in this area.

6) New Courses

BUL 5831 - Commercial Law

BUL 6905 - Individual Work

BUL 6930 - Special Topics

MAN 6930 - Special Topics

A motion was made, seconded and passed to approve the curriculum changes as presented.

-The MBA Committee has approved the following curriculum addition and presented it for consideration by the faculty.

New Course: BUL 5851 - International Business Law

A motion was made, seconded, and passed to approve the addition.

A motion was made, seconded and passed to adjourn the meeting at 3:00 p.m.

FACMTG.925/TXTRCM



UNIVERSITY OF FLORIDA

College of Business Administration
Graduate School of Business
Fisher School of Accounting
John Kraft, Dean

100 Bryan Hall
Gainesville, Florida 32611-2014
Phone (904) 392-2397 ext. 1217
Fax (904) 392-2086

GENERAL FACULTY MEETING
August 28, 1992
BUS 102

AGENDA

1. Minutes from the April 17, 1992, Faculty Meeting
2. Doctoral Program - Rich Lutz
3. Dean's Report
 - Budget
 - Facilities
4. Other Business