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 Erenbuc
   - 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
MEMORANDUM

TO: John Kraft

FROM: W. Andrew McCollough

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
PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA

0 0 001535 Management/Business Law

University County 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 4310

Corequisites: none

Intended Students (Check all that apply):

X 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

Effective Term (first term course will be offered) Department Contact 2-0163

Signature of Department Chair 9/15/92 Phone No.

Signature of Graduate Dean (if applicable) Date Signature of College Dean 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
**PART I: TO BE COMPLETED BY UNIVERSITY**

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**Recommended SCNS Course Identification:**

- **Discipline (SMA):** B U L
- **Prefix:** B U L
- **Level:** Level 4
- **Course No.:** 9 3 0
- **Lab Code:** na
- **Contact Hrs:** 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 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
- 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.

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

*Example formulas on reverse side.*

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**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 ___________
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 brand-switching.

3) MAR 7627
   - Change course description: Scaling of consumer ratings and comparative judgment 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.
Part I: To be completed by the university

University of Florida

001535

Marketing

Institutional Code

Department

Current SCNS Course Identification:

Discipline (SMA) _____ Prefix M A R Level 6 Course No. 636 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 Hrs: 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 _____ Honor Students _____ Other (specify): _____

Advanced Undergraduates _____ Graduate Students _____

Category of instruction: Introductory Intermediate _____ Advanced _X_

Effective Term (first term change will be implemented)

Cathy Quincey 2-0167 ext. 12

Department Contact Phone No.

Signature of Department Chair Date

Signature of College Dean Date

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

UNIVERSITY OF FLORIDA
University
Marketing
Institutional Code 01535
Department

Current SCNS Course Identification:
Discipline (SMA)  Prefix  Level  Course No.  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

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

Colleges: 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
Corequisites: Add equivalent 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 Effective Term (first term change will be implemented)

Signature of Department Chair __________________________ Date 1-1-92

Signature of Graduate Dean __________________________ 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) __________________________ Century Title (if new) __________________________
Decade 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.
**Attachment 2**

**FLORIDA DEPARTMENT OF EDUCATION**

**STATEWIDE COURSE TERMINATION OR CHANGE TRANSMITTAL FORM**

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

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**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 Hrs: 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 Honor Students Other (specify):
- Category of Instruction: Introductory Intermediate Advanced

**Fall 1983**

Cathy Quincey 2-0161 x124

**Effective Term (first term change will be implemented)**

Department Contact

**Signature of Department Chair** ____________________ **Date** ____________________

**Signature of College Dean** ____________________ **Date** ____________________

**Signature of Graduate-Dean** ____________________ **Date** ____________________
**Signature of University Contact** ____________________ **Date** ____________________

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**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** ____________________ **Date** ____________________

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**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 questionnaire methods for construct measurement item response theory, reliability, survey sampling, modeling cross-classification data.
 PART I: TO BE COMPLETED BY THE UNIVERSITY

UNIVERSITY OF FLORIDA

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 X Advanced

Fall 1993

Effective Term (first term change will be implemented)

Signature of Department Chair ____________________________ Date ____________________________

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

Attachment 2

PART I: TO BE COMPLETED BY THE UNIVERSITY

UNIVERSITY OF FLORIDA
University
Current SCNS Course Identification:
Discipline (SMA) ___ Prefix ___ Level ___ Course No. ___ 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 ___

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 ___ Honor Students ___ Other (specify): ___
Advanced Undergraduates ___ Graduate Students ___

Category of instruction: Introductory ___ Intermediate ___ Advanced ___

Fall 1993 Cathy Quincey 2-0161 x1241

Effective Term (first term change will be implemented)

Signature of Department Chair __________________________ Date

Signature of Graduate Dean __________________________ Date

Signature of College Dean __________________________ 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: ECO 6805 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.
September 14, 1992

MEMORANDUM

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.
FLORIDA DEPARTMENT OF EDUCATION
STATEWIDE NEW COURSE TRANSMITTAL FORM

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

PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA

Management

University Code

Recommended SCNS Course Identification:

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

University's Course Title: Commercial Law

Amount of College Credit: ___ 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 ___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.

Spring 1993

Effective Term: (First term course will be offered) ___ 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 ___

*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


Outline:

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<td>Personal property and bailments</td>
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<td>Article 2 sales</td>
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<td>Article 9 Secured Transactions</td>
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<td>Article 3 Negotiable Instruments</td>
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<td>Article 4 Payments</td>
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<td>37 - 38</td>
<td>Article 4A Payments</td>
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<td>Article 5 Letters of Credit</td>
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<td>40 - 45</td>
<td>Bankruptcy</td>
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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:

Commercial Law and Debtor-Creditor Law (1992) (Foundation Press)
August 31, 1992

MEMORANDUM

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.
PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA

Recommended SCNS Course Identification:

Discipline (SMA)  Prefix Level Course No. Lab Code
0 0 230

University's Course Title: Special Topics

Amount of College Credit: If variable or repeatable credit, min 3 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

Effective Term (first time course will be offered):

Department Contact

Date

Signature of Department Chair

Date

Signature of College Dean

Date

Signature of Graduate Dean (if applicable)

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
PART I: TO BE COMPLETED BY UNIVERSITY

UNIVERSITY OF FLORIDA

Recommended SCNS Course Identification:
Discipline (SMA) ___ Prefix MAN Level 6 Course No. 930 Lab Code ___ Contact Hr* Base 3
University's Course Title: Special Topics
Amount of College Credit: 3 If variable or repeatable credit, min ___ and max ___ 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 X Graduate Students
Other (specify):
Category of Instruction: X Introductory X Intermediate X 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
Effective Term (first term course will be offered) X
Signature of Department Chair 9/14/92 Date
Signature of Graduate Dean (if applicable) 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) ____________________________________________ Century Title (if new) ______________
Decade Title (if new) ________________________________________________
Signature of Faculty Discipline Committee Representative Date

PART III: SCNS STAFF USE ONLY

Signature Date Entered Correspondence Number
**FLORIDA DEPARTMENT OF EDUCATION**  
**STATEWIDE NEW COURSE TRANSMITTAL FORM**

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

**PART I: TO BE COMPLETED BY UNIVERSITY**

**UNIVERSITY OF FLORIDA**

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<td>Department</td>
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**Recommended SCNS Course Identification:**

Discipline (SMA) _ _  
Prefix B U L  
Level 6  
Course No. 9 0 5  
Lab Code_ _  
Contact Hr* Base_ _  

**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  
- 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.

- Fall 1993  
- Lea King  
- 2-0163

**Effective Term (first term course will be offered):**

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**Signature of Department Chair**  

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**Signature of College Dean**  

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**Signature of Graduate Dean** (if applicable)

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*Example formulas on reverse side.

**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**

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**PART III: SCNS STAFF USE ONLY**

**Signature**  

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August 31, 1992

MEMORANDUM

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
1. **MINUTES**
The minutes of the August 28, 1992, General Faculty Meeting were approved as distributed.

2. **UF HONORS PROGRAM**
Karellisa 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 Erenluc 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.
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
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