November 1, 1994

GRADUATE FACULTY MEETING
October 28, 1994
MINUTES
(Letters correspond to those on agenda)

1. Meeting was called to order at 1:10 pm.

2. Minutes from September 2, 1994 were approved.

3. The following changes were approved:
   a. MAN 6051 - Change from 4 to 3 hours, add prerequisite MAN 6245.
   b. MAN 6107 - Change credits from 4 to 3 hours.
   c. MAN 6245 - Change credits from 4 to 3 hours.
   d. MAN 6321 - Change credits from 4 to 3 hours, update course description, add prerequisite MAN 6245 or consent of instructor.
   e. MAN 6421 - Change credits from 4 to 3 hours.

4. The Graduate Meeting was closed at 1:20 pm.

GENERAL FACULTY MEETING
October 18, 1994
MINUTES
(Letters correspond to those on agenda)

1. Meeting was called to order at 1:20 pm.

2. Minutes from September 2, 1994 were approved.

3. The following changes were approved:
   b. ISM 4220 - Change prerequisites
   c. ISM 4113 - Change prerequisites
4. After much discussion the following changes were approved, with the condition that every course will provide a further description on how they will handle the additional hour. This information will be brought to and discussed at the next faculty meeting.

d. MAN 4504 - Change credits from 3 to 4 hours.
e. QMB 3250 - Change credits from 3 to 4 hours.
f. MAR 3023 - Change credits from 3 to 4 hours.
g. MAN 3021 - Change credits from 3 to 4 hours.
m. BUL 4310 - Change credits from 3 to 4 hours.

5. After much discussion, the following changes were approved:

h. MAN 3240 - Change credits from 3 to 4 hours, change course description, change title.
i. MAN 4310 - Change title, update course description, change prerequisite.
j. MAN 4720 - Change credits from 3 to 2 hours, change course description, change title, include in BABA degree, dropped from BSBA.
k. MAN 4930 - Change credits from 3 hours to variable.
l. BUL 4930 - Change credits from 3 hours to variable.
n. BUL 4351 - Change prerequisite
o. BUL 4352 - Change prerequisite
p. MAN 4052 - Delete course
q. MAN 4053 - Delete course
r. MAN 4201 - Delete course
s. MAN 4318 - Delete course
t. MAN 4410 - Delete course
u. MAN 4242 - Delete course
v. MAN 4280 - Delete course
w. MAN 4xxx - NEW COURSE - Strategic Management

6. Discussion took place about the proposed 3-2 BABA/MBA Program. Concerns were raised about the value of 3-2 option.

7. Discussion took place about the Dean's Seminar.

8. Discussion took place about the Freshman Seminars which would improve student contact with the professors. Topics must be submitted to UC Committee.

9. Discussion took place about the Teacher Evaluations. College will release aggregate information, and encourage faculty to release individual evaluations.

10. Dean Kraft stated that it is time to get ready for reaccreditation and make sure the appropriate processes are in place. The Team, headed up by Rich Lutz will be responsible for preparation and planning for reaccreditation in 1997-1998.

11. Meeting was adjourned at 2:43 pm
MEMORANDUM

TO: John Kraft

FROM: W. Andrew McCollough

SUBJECT: Curriculum Changes

The Undergraduate Committee has approved the following curriculum changes and they have requested that these changes be presented at the next College of Business Administration Faculty Meeting for approval.

A. Change in DIS elective requirement

B. ISM 4220 - Change prerequisites
   ISM 4113 - Change prerequisites
   MAN 4504 - Change credits from 3 to 4 hours
   QMB 3250 - Change credits from 3 to 4 hours
   MAR 3023 - Change credits from 3 to 4 hours
   MAN 3021 - Change credits from 3 to 4 hours
   MAN 3240 - Change credits from 3 to 4 hours
       Change course description
       Change title
   MAN 4310 - Change title
       Update course description
       Change prerequisite
   MAN 4720 - Change credits from 3 to 2 hours
       Change course description
       Change title
   MAN 4930 - Change credits from 3 hours to variable
   BUL 4930 - Change credits from 3 hours to variable
   BUL 4310 - Change credits from 3 to 4 hours
   BUL 4351 - Change prerequisite
   BUL 4352 - Change prerequisite
   MAN 4052 - Delete course
MAN 4053 - Delete course
MAN 4201 - Delete course
MAN 4318 - Delete course
MAN 4410 - Delete course
MAN 4242 - Delete course
MAN 4280 - Delete course
New Course: MAN 4xxx - Strategic Management

C. Change Management major requirements

D. Proposed MBA 3-2 Program

WAM:sh

Attachments

cc: Sandy Berg
    Craig Tapley
Any DIS, ISE or CIS course that is not a part of the student's major curriculum will count as an approved area elective. For other courses to count as an approved area elective, students need to obtain approval from the DIS department.

Prerequisites:

The following prerequisite changes are needed as a result of both the new curriculum and course number changes for certain courses offered by the CIS Department.

**ISM 4220:**
- **Old:** ISM 3011 and either COP 3212 or CGS 3462
- **New:** ISM 3011 and either CGS 3460 or CGS 3462

**ISM 4113:**
- **Old:** COP 3212 or CGS 3462 or other structured procedural language and COP 3120 or COP 3121.
- **New:** CGS 3460 or CGS 3462 and CGS 3403 (formerly COP 3130) or COP 3121.
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

Institution/District: University of Florida
District Code: 00
Institutional Code: 001535
Instructional Unit or Department: Decision & Info Sciences

Terminate Current Course: Effective term (month/year):

Current SCNS Course Identification:
Discipline (SMA): ISM
Prefix: ISM
Level: 4
Course Number: 220
Lab Code: ___ Contact Hour Base: 3 or Head Count: ___
Institution's Course Title: Introduction to Business Data Communications

Change Course As Indicated Below:

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<tr>
<td>Prerequisites/Corequisites</td>
<td>ISM 3011 &amp; either CDP 3212 or GGS 3462</td>
<td>CGS 3462</td>
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Intended Students (Mark all that apply):
- Undergraduate Nonmajors
- Graduate Students
- Other (specify)
- Undergraduate Majors
- Honors Students
- Advanced Undergraduates

Category of Instruction: Introductory
- Intermediate
- Advanced

Effective Term (month/year): Fall 1994
Department Contact and Telephone Number:
Pat Brawner - 392-9600

Signature, Department Chair:
Signature, College Dean:

Signature, Graduate Dean (if applicable):
Signature, Institutional Contact:

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

- New SCNS Course Title (if new):
- New SCNS Course Title (if new):
- New SCNS Course Title (if new):

Signature, Faculty Discipline Committee Representative:

Part III: SCNS Staff Use Only

Signature:
Date Entered:
Correspondence Number:
Rev. 9/94
**Florida Department of Education**  
**Statewide Course Numbering System**  
**Course Termination or Change Transmittal Form**  
*(See instructions on reverse side)*

### Part I: To Be Completed By the Institution or School District

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<th>Institutional Code: 001535</th>
<th>Instructional Unit or Department: Decision &amp; Info Sciences</th>
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**Terminate Current Course:** Effective term (month/year): [Blank]

**Current SCNS Course Identification:**
- Discipline (6-digit) __________ Prefix __________ Level __________ Course Number __________ Lab Code __________ Contact Hour Base __________ or Head Count __________

**Institution's Course Title:**

- Change Course As Indicated Below:

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<tr>
<td>Pre-requisites/Co-requisites</td>
<td>COP 3120 or GICS 3462 or other</td>
<td>OGS 3460 or GICS 3462 &amp; GICS 3403</td>
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**Change Description (Course syllabus must be attached):**

- **Core Requirements:** structured, procedural language & COP 3120 (formerly COP 3120) or COP 3121

**Internal Students (Check all that apply):**
- Undergraduate Nonmajors
- Graduate Students
- Undergraduate Majors
- Honors Students
- Other (specify)

**Category of Instruction:**
- Introductory
- Intermediate
- Advanced

**Effective Term (month/year):**
- Fall Semester, 1994

**Signature, Department Chair:** [Signature]  
**Signature, Department Chair:** Selvak Erengevic 06/28/94

**Signature, Graduate Dean:** [Signature]  
**Signature, Graduate Dean:** [Signature]  
**Signature, Institutional Contact:** [Signature]

### Part II: Faculty Discipline Committee Representative Use Only

**Approved Course Classification (Prefix, Number, Lab Code):**

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

- SCNS Course Title (if new)
- Discourse Title (if new)
- Century Title (if new)

**Signature, Faculty Discipline Committee Representative:** [Signature]  
**Date:** [Date]

### Part III: SCNS Staff Use Only

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# Florida Department of Education

Statewide Course Numbering System

Course Termination or Change Transmittal Form

(See instructions on reverse side)

**Part I: To Be Completed By the Institution or School District**

Institution/District:

- University of Florida

District Code:

- 00

Institutional Code:

- 001535

Instructional Unit or Department:

- Decision & Info Sciences

**Terminate Current Course**: Effective term (month/year):

**Current SCNS Course Identification**:

- Discipline: SMA
- Prefix: MAN
- Level: 4
- Course Number: 504
- Lab Code:
- Contact Hour Base: 3

Institution's Course Title:

- Operations Management

**Change Course As Indicated Below**:

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**Intended Students (Mark all that apply):**

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

**Category of Instruction**:  
- Introductory
- Intermediate
- Advanced

**Effective Term (month/year)**: Fall 1995

Department Contact and Telephone Number:

- Pat Brawner 392-9600

**Signature, Department Chair**: Selcuk Ereneguc 9/14/94

**Signature, College Dean**:  

**Signature, Institutional Contact**:  

**Part II: Faculty Discipline Committee Representative Use Only**

Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative**:  

**Date**:  

**Part III: SCNS Staff Use Only**

Signature

Date Entered

Correspondence Number
**Florida Department of Education**  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form  
(See instructions on reverse side)

### Part I: To Be Completed By the Institution or School District

**Institution/District:** University of Florida  
**District Code:** 00  
**Institutional Code:** 001535  
**Instructional Unit or Department:** Marketing

- **Terminate Current Course:** Effective term (month/year):

**Current SCNS Course Identification:**
- **Discipline (SMA):**  
- **Prefix:** QMB  
- **Level:** 1  
- **Course Number:** 250  
- **Lab Code:**  
- **Contact Hour Base:** 3.0 or Head Count

**Institution’s Course Title:** Statistics for Business Decisions

**Change Course As Indicated Below:**

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**Change Course Title:**  
**Change Course Description (Course syllabus must be attached):**

**Intended Students (Mark all that apply):**
- Undergraduate Nonmajors
- Graduate Students
- Honors Students
- Other (specify):

**Category of Instruction:**
- Introductory
- Intermediate
- Advanced  

**Effective Term (month/year):**  
- Fall 1995

**Department Contact and Telephone Number:**  
Cathy Quincey 392-0161 ext. 1241

**Signature, Department Chair:** (Date)

**Signature, Graduate Dean (if applicable):** (Date)

**Signature, Institutional Contact:** (Date)

### Part II: Faculty Discipline Committee Representative Use Only

**Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative:**  
**Date:**

### Part III: SCNS Staff Use Only

**Signature**  
**Date Entered**  
**Correspondence Number**
Form UCC2
OAA # __

Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

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<th>Instructional Unit or Department:</th>
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<td>University of Florida</td>
<td>00</td>
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Terminate Current Course: Effective term (month/year)

Current SCNS Course Identification:
- Discipline (SMA) __ Pref. __ Level __ Course Number __ Lab Code __ Contact Hour Base __ or Head Count __

Institution's Course Title:

Principal's of Marketing

Change Course As Indicated Below:

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Change Course Title:

Change Course Description (Course syllabus must be attached):

Intended Students (Mark all that apply):
- Undergraduate Nonmajors
- Graduated Students
- Other (specify):
- Undergraduate Majors
- Honors Students
- Advanced Undergraduate

Category of Instruction:
- Introductory
- Intermediate
- Advanced

Effective Term (month/year):
- Fall 1995

Department Contact and Telephone Number:
- Cathy Quincey 392-0161 ext. 1241

Signature, Department Chair:
(Date)

Signature, Graduate Dean (if applicable):
(Date)

Signature, Institutional Contact:
(Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative
(Date)

Part III: SCNS Staff Use Only

Signature

Date Entered

Correspondence Number
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
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Part I: To Be Completed By the Institution or School District

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<td>University of Florida</td>
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Terminate Current Course: Effective term (month/year):

Current SCNS Course Identification:
- Discipline (SMA): MAN
- Prefix: MAN
- Level: 3
- Course Number: 021
- Lab Code: ___
- Contact Hour Base: 3
- Amount of Credit: 1
- Contact Hour Base or Head Count: 3
- Prerequisites/Corequisites: Principles of Management

Change Course As Indicated Below:

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Intended Students (Mark all that apply):
- Undergraduate Nonmajors
- Undergraduate Majors
- Graduate Students
- Honors Students
- Other (specify):

Category of Instruction:
- Introductory
- Intermediate
- Advanced

Effective Term (month/year): 8/95

Department Contact and Telephone Number:
Virginia Maurer 904-392-0163

Signature, Department Chair: [Signature] 9/24/94

Signature, College Dean: (Date)

Signature, Institutional Contact: (Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

SCNS Course Title of new:
Decade Title of new:
Century Title of new:

Signature, Faculty Discipline Committee Representative: [Signature] Date

Part III: SCNS Staff Use Only

Signature: [Signature] Date Entered: [Date] Correspondence Number: [Number]
MAN 3021

Principles of Management - greater depth in existing subject matter
### Part I: To Be Completed By the Institution or School District

**Institution/District:** University of Florida  
**District Code:** 00  
**Institutional Code:** 001535  
**Instructional Unit or Department:** Management

**Terminate Current Course:** Effective term/month/year:

**Current SCNS Course Identification:**
- Discipline: SMA  
- Prefix: MAN  
- Level: 3  
- Course Number: 240  
- Lab Code:  
- Contact Hour Base: 3  
- or Head Count: 

**Institution's Course Title:** Organizational Behavior

**Change Course As Indicated Below:**

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<td>Prerequisites/Co-requisites</td>
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**Change Course Title:** Organizations: Structure and Behavior

**Change Course Description:** (Course syllabus must be attached.) Individual group, and organizational issues that affect and shape businesses. Topics include: individual differences, motivation, communication, decision making, leadership, power, organizational structure and design, and change.

**Intended Students (Mark all that apply):**
- Undergraduate Nonmajors
- Undergraduate Majors
- Graduate Students
- Honors Students
- Other (specify):

**Category of Instruction:**
- Introductory
- Intermediate
- Advanced

**Effective Term/month/year:** 8/95

**Department Contact and Telephone Number:** Virginia Maurer 904-392-0163

**Signature, Department Chair:**  
**Signature, College Dean:**

**Signature, Graduate Dean (if applicable):**

**Signature, Institutional Contact:**

### Part II: Faculty Discipline Committee Representative Use Only

**Approved Course Cancellation (Prefix, Number, Lab Code):**

If not the same as recommended by instructor, please explain:

**SCNS Course Title if new:**

**Degree Title if new:**

**Curriculum Title if new:**

**Signature, Faculty Discipline Committee Representative:**

**Date:**

### Part III: SCNS Staff Use Only

**Signature:**

**Date Entered:**

**Correspondence Number:**
MAN3240 Syllabus

Professor
Office Hrs:
Phone:

Possible Textbook:

GENERAL INFORMATION
Course Objective: The goal of this course is to examine the fundamental forces affecting human behavior and the management of personnel in organizations. The course premise is that the firm's environment is an important determinant of the organization's structure, within which different individuals must be organized to function effectively.

The course will be divided into three components (1) the causes and effects of different types of organization structure, (2) an analysis of individual and group processes in organizations, and (3) managing individuals and groups, with a special emphasis on managing change.

TENTATIVE TOPIC OUTLINE

The content of the course will be covered in the following sequence. The dates are not intended to constrain changes in the schedule as they may be necessary. Some topics may take more time, others less so it is important that you remain updated in order to submit any written assignments at the time they are properly due.

Week 1: RESEARCH, THEORY, AND SCIENCE IN THE STUDY OF MANAGEMENT
Week 2-3: ORGANIZATION ENVIRONMENT, STRUCTURE, AND GROWTH
Week 4: ORGANIZATION STRUCTURE AND BEHAVIOR PATTERNS
Week 5: PERSONALITY AND INDIVIDUAL ADAPTATION TO WORK
Week 6: ORGANIZATIONS: PRESSURES AND STRESS
Week 7: INDIVIDUAL PERCEPTIONS, WORK AND ORGANIZATION
Week 8: ATTITUDES, WORK AND ORGANIZATION
Week 9-10: INDIVIDUAL MOTIVATION AND PERFORMANCE
Week 11: POWER AND INFLUENCE
Week 12: LEADERSHIP
Week 13: GROUPS IN ORGANIZATIONS
Week 14: CONFLICT - CONFLICT RESOLUTION
Week 15 - ORGANIZATIONAL CHANGE AND DEVELOPMENT
# Part I: To Be Completed By the Institution or School District

**Institution/Department:** University of Florida  
**District Code:** 00  
**Institutional Code:** 001535  
**Instructional Unit or Department:** Management

**Terminate Current Courses:** Effective term (month/year):

**Current SCNS Course Information:**
- **Discipline (SMA):** MAN  
- **Level:** 4  
- **Course Number:** 310  
- **Lab Code:**  
- **Contact Hour Base:** 4  
- **Number or Head Count:**

**Institutional Course Title:** Problems in Personnel Management

**Change Course As Indicated Below:**

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**Human Resource Management**

- **Change Course Description (Course syllabus must be attached):** The major human resource management functional areas topics include: organizational employment planning, employment regulation, job analysis, performance assessment, recruitment & selection, training & development, employee/labor relations, and compensation.

**Intended Students (Mark all that apply):**
- Undergraduate Nonmajors
- Graduate Students
- Honors Students
- Other (specify):

**Category of Instruction:**
- Introductory
- Intermediate
- Advanced

**Effective Term (month/year):**  
8/95

**Department Contact and Telephone Number:**  
Virginia Maurer 904-392-0163

**Signature, Department Chair:**  
9/24/91

**Signature, Graduate Dean (if applicable):**

**Date:**

---

# Part II: Faculty Discipline Committee Representative Use Only

**Approved Course Classification (Prefix, Number, Lab Code):**

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

**SCNS Course Title of new:**

**Decade Title of new:**

**Century Title (of new):**

**Signature, Faculty Discipline Committee Representative:**

**Date:**

---

# Part III: SCNS Staff Use Only

**Signature:**

**Date Entered:**

**Correspondence Number:**
MAN4310 Syllabus

Professor
Office Hrs:
Phone:

Possible Textbook:

GENERAL INFORMATION
Course Objective: This course presents an overview of the major topics in human resource management. A special emphasis is placed on concepts, tools, and procedures for recruitment, selection, evaluation, development, compensation, labor relations, and retention of employees in contemporary organizations.

TENTATIVE TOPIC OUTLINE
The content of the course will be covered in the following sequence. The dates are not intended to constrain changes in the schedule as they may be necessary. Some topics may take more time, others less so it is important that you remain updated in order to submit any written assignments at the time they are properly due.

Week 1: STRATEGIC AND GLOBAL ISSUES
Week 2: LEGAL ISSUES
Week 3: JOB ANALYSIS
Week 4-5: PERFORMANCE MANAGEMENT
Week 6: HUMAN RESOURCE PLANNING
Week 7: RECRUITING
Week 8-9: PERSONNEL SELECTION
Week 10: TRAINING AND DEVELOPMENT
Week 11: EMPLOYEE SEPARATIONS, WORKFORCE REDUCTION, AND RETENTION
Week 12-13: COMPENSATION
Week 14-15: LABOR RELATIONS
Florida Department of Education  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form  
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

<table>
<thead>
<tr>
<th>Institution/District</th>
<th>District Code</th>
<th>Institutional Code</th>
<th>Instructional Unit or Department</th>
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<td>University of Florida</td>
<td>00</td>
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<td>Management</td>
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Terminate Current Course: Effective term (month/year):

Current SCNS Course Identification:
- Discipline (5MGA): [Space for code]  
- Prefix: MAN  
- Level: [Space for code]  
- Course Number: 720  
- Lab Code: [Space for code]  
- Contact Hour Base or Head Count: [Space for code]  

Institution's Course Title: Business Policies

Change Course As Indicated Below:

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<thead>
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<th>Item to Change</th>
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<td>2</td>
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</table>

Preparations/Components

Change Course Title: Business Policy and Strategy

Change Course Description (Course syllabus must be attached): This course is designed to integrate prior business courses through study and discussion of real organizational situations, including ethical and global issues, the influence of the external environment and the effect of demographic diversity on organizations.

Intended Students (Mark all that apply):  
- Undergraduate Nonmajors  
- Graduate Students  
- Undergraduate Majors  
- Honors Students  
- Other (specify):  
- Advanced Undergraduates

Category of Instruction:  
- Introductory  
- Intermediate  
- Advanced

Effective Term (month/year): 8/95

Signature, Department Chair: [Signature]  
Date: 9/1/95

Signature, Graduate Dean (if applicable): [Signature]  
Date: [Date]

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative  
Date:

Part III: SCNS Staff Use Only

Signature  
Date Entered  
Correspondence Number
Business Policy and Strategy
MAN 4720


COURSE OBJECTIVES:

1. This course is designed to integrate prior business courses through the discussion of real organizational situations, including ethical and global issues, the influence of the external environment, and the effect of demographic diversity on organizations.

2. The real organizational situations provided in the case studies and the format of the class will allow you to practice your communications and decision making skills.

3. As your last undergraduate business class, the class is designed to increase your preparation for a successful career through both course content and pedagogy.

COURSE REQUIREMENTS:

Most of the assignments in the class will be team efforts. Teams will be composed of four to six students. You may form your own team or be assigned by the instructor to a team.

Class Presentation - Each team will present a case during the term. The presentation, including questions from the class, may take no longer than 30 minutes. The presentation will be graded on content, professionalism, responses to questions, and the effectiveness of the audio-visual aids.

Strategy Game - Each team will represent a company that competes against all other companies in the class. Grades in this section are based on the final standings of the companies. Each team will be responsible for a written strategy at the beginning of the game and a report to shareholders at the end of the game.

Written Case - Each team will submit a written analysis of a case. Papers will be typed, double-spaced, and may not exceed five pages in length plus exhibits.

Class Discussion - You are expected to be prepared to take an active role in class discussion. That means that you must read the appropriate readings from the text before class and, prior to case discussion, read and analyze the case.

GRADES:
Grades will be earned as follows:

- Presentation 25%
- Strategy Game 25%
- Written Case 25%
- Class Discussion 25%

COURSE OVERVIEW

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Text chapter</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction/overview Library Orientation</td>
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<tr>
<td>Week 2</td>
<td>The Strategy Process</td>
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<td></td>
<td>The Three Strategy-Making Tasks</td>
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<td>Week 3</td>
<td>Industry and Company Analysis</td>
<td>3 &amp; 4</td>
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<td>Introduction to the Strategy Game</td>
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<td>Case 1: Carmike Cinemas, Inc.</td>
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<tr>
<td>Week 5</td>
<td>Business Strategy</td>
<td>5 &amp; 6</td>
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<td>Case 2: The Apartment Store</td>
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<td>Week 7</td>
<td>Corporate Strategy</td>
<td>7 &amp; 8</td>
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<td>Week 8</td>
<td>Case 3: Black &amp; Decker</td>
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<td>Week 9</td>
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<td>Week 10</td>
<td>Case 4: Public Service Co. of New Mexico</td>
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<td>Team 1: Home Depot</td>
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<td>Team 2: Walt Disney</td>
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<td>Week 12</td>
<td>Team 3: Akron Zoological Park</td>
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<td>Team 4: Bombadier</td>
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<td>Team 5: TDK in Mexico</td>
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<td>Team 6: KFC in China</td>
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<td>Team 7: Citizens for Clean Air</td>
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<td>Team 8: Faith Mountain</td>
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<td>Week 15</td>
<td>Team 9: Wal-Mart</td>
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### Part I: To Be Completed By the Institution or School District

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<td>Change Course Description (Course syllabus must be attached):</td>
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**Intended Students (Mark all that apply):**
- Undergraduate Nonmajors
- Undergraduate Majors
- Graduate Students
- Honors Students
- Other (Specify)

**Category of Instruction:**
- Introductory
- Intermediate
- Advanced

**Effective Term (month/year):** 8/95

**Signature, Department Chair:** (Date)

**Signature, Graduate Dean (if applicable):** (Date)

**Signature, Faculty Discipline Committee Representative:** (Signature) (Date)

### Part II: Faculty Discipline Committee Representative Use Only

**Approved Course Classification (Prefix, Number, Lab Code):**

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

**SCNS Course Title of new:**

**Degree Title (if new):**

**Century Title (if new):**

**Signature, Faculty Discipline Committee Representative:** (Signature) (Date)

**Part III: SCNS Staff Use Only**

**Signature:**

**Date Entered:**

**Correspondence Number:**
**Florida Department of Education**  
**Statewide Course Numbering System**  
**Course Termination or Change Transmittal Form**  
(See instructions on reverse side)

### Part I: To Be Completed By the Institution or School District

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**Change Course As Indicated Below:**

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<td>permission of department</td>
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**Change Course Title:**

**Change Course Description (Course syllabus must be attached):**

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<table>
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<tr>
<th>Intended Students (Mark all that apply):</th>
<th>☐ Undergraduate Nonmajors</th>
<th>☐ Graduate Students</th>
<th>☐ Other (specify):</th>
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</thead>
<tbody>
<tr>
<td>☐ Undergraduate Majors</td>
<td>☐ Honors Students</td>
<td>☒ Advanced Undergrad</td>
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</tr>
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**Category of Instruction:**  
☐ Introductory  
☐ Intermediate  
☐ Advanced

**Effective Term (month/year):**  
8/95

**Department Contact and Telephone Number:**  
Virginia Maurer  
904-392-0163

**Signature, Department Chair:**  
[Signature]  
9/24/1977  
(Date)

**Signature, Graduate Dean (If applicable):**  
[Signature]  
(Date)

---

**Part II: Faculty Discipline Committee Representative Use Only**

**Approved Course Classification (Prefix, Number, Lab Code):**

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

---

**SCNS Course Title (If new):**

**Decade Title (If new):**

**Century Title (If new):**

**Signature, Faculty Discipline Committee Representative:**  
[Signature]  
(Date)

---

**Part III: SCNS Staff Use Only**

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### Part I: To Be Completed By the Institution or School District

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#### Terminate Current Course:
Effective term (month/year):

#### Current SCNS Course Identification:
- **Discipline (SMA):** [Insert discipline code]
- **Prefix (CUH):** [Insert prefix]
- **Level:** [Insert level]
- **Course Number:** [Insert course number]
- **Lab Code:** [Insert lab code]
- **Contact Hour Base:** [Insert contact hour base]
- **or Head Count:** [Insert head count]

#### Legal Environment of Business

#### Change Course As Indicated Below:

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#### Change Course Title:

#### Change Course Description (Course syllabus must be attached):

---

### Intended Students (Mark all that apply): [Insert options]
- Undergraduate Nonmajors
- Graduate Students
- Other (specify):
- Undergraduate Majors
- Honors Students
- Advanced Undergraduate

### Category of Instruction:
- Introductory
- Intermediate
- Advanced

#### Effective Term (month/year):
- **August 1995**

#### Department Contact and Telephone Number:
- **Virginia G. Maurer**
  - 904-392-0163

#### Signature, Department Chair:
- [Insert signature]
- [Insert date]

#### Signature, Graduate Dean (if applicable):
- [Insert signature]
- [Insert date]

---

### Part II: Faculty Discipline Committee Representative Use Only

#### Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative:
- [Insert signature]
- [Insert date]

---

### Part III: SCNS Staff Use Only

#### Signature:
- [Insert signature]

#### Date Entered:
- [Insert date]

#### Correspondence Number:
- [Insert number]
BUL4310

The Legal Environment of Business - greater depth in existing subject matter.
Part I: To Be Completed By the Institution or School District

University of Florida  00  001535  Management

Terminate Current Course: Effective term (month/year):

Current SCNS Course Information:
Discipline (SMA)  Prefix  BUL  Level  Course Number  351  Lab Code  Contact Hour Base 5 or Head Count

Institution's Course Title: Business Law Problems

Change Course As Indicated Below:

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Change Course Title:
Change Course Description (Course syllabus must be attached):

Internal Attractions (Mark all that apply):  
- Undergraduate Nonmajors  
- Graduate Students  
- Honors Students  
- Other (specify):  
- Advanced Undergraduates

Category of Instruction:  
- Introductory  
- Intermediate  
- Advanced

Effective Term (month/year):  8/95

Signature, Department Chair:  [Signature]  (Date)  
Signature, College Dean:  [Signature]  (Date)  
Signature, Institutional Contact:  [Signature]  (Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, 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]  (Date)  

Part III: SCNS Staff Use Only

Signature  Date Entered  Correspondence Number
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

Institution / District: University of Florida
District Code: 00
Institutional Code: 001535
Institutional Unit or Department: Management

Terminate Current Course: Effective term (month/year):

Current SCNS Course Identification:
- Discipline (SMA): Business Law
- Prefix: BUL
- Level: 4
- Course Number: 352
- Lab Code: 
- Contact Hour Base: 4
- or Head Count: 

Change Course As Indicated Below:
Change From: BUL 4310 or BUL 4200
Change To: BUL 4310

Item to Change
- Recitation: Prof. No., Lab Code (See above)
- Level (See above)
- Amount of Credit
- Contact Hour Base or Head Count
- Prerequisites / Corequisites: BUL 4310 or BUL 4200

Change Course Title:
Change Course Description (Course syllabus must be attached):

Intended Students (Mark all that apply):
- Undergraduate Nonmajors
- Undergraduate Majors
- Graduate Students
- Honors Students
- Other (specify):

Category of Instruction:
- Introductory
- Intermediate
- Advanced

Effective Term (month/year):
- 8/95

Department Contact and Telephone Number:
- Virginia Maurer 904-392-0163

Signature, Department Chair: (Date)
Signature, College Dean: (Date)
Signature, Graduate Dean (if applicable): (Date)
Signature, Institutional Contact: (Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

SCNS Course Title (if new):

Degree Title (if new):

Century Title (if new):

Signature, Faculty Discipline Committee Representative:

Part III: SCNS Staff Use Only

Signature: Date Entered: Correspondence Number:

Additional Information (if necessary):
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
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Part I: To Be Completed By the Institution or School District

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<td>University of Florida</td>
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Terminate Current Course: Effective term (month/year): **August 1995**

Current SCNS Course Information:
- Discipline (SMA) [Prefix] [Number] Level [4] Course Number [052] Lab Code __________ Contact Hour Base [3] or Head Count __________
- Instructor's Course Title: Management Philosophy and Practice

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Intended Students (Mark all that apply):  □ Undergraduate Nonmajors  □ Graduate Students  □ Other (specify):  □ Undergraduate Majors  □ Honors Students  □ Advanced Undergraduates

Category of Instruction:  □ Introductory  □ Intermediate  □ Advanced

Effective Term (month/year): 8/95

Department Contact and Telephone Number: Virginia Maurer 904-392-0163

Signature, Department Chair: [Signature] (Date) 9/24/94

Signature, Graduate Dean (if applicable): [Signature] (Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

[SCNS Course Title if new]:

[Degree Title if new]:

[Century Title if new]:

Signature, Faculty Discipline Committee Representative: [Signature]  Date:

Part III: SCNS Staff Use Only

Signature: [Signature]  Date Entered:  Correspondence Number: [Signature]
Florida Department of Education  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form  
(See instructions on reverse side)  

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Terminate Current Course: Effective term (month/year): August 1995  

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- Level: [Redacted]  
- Course Number: 201  
- Lab Code: [Redacted]  
- Contact Hour Base: [Redacted] or Head Count  
- Institutional Course Title: Principles of Organization  

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Intended Students (Mark all that apply):  
- Undergraduate Nonmajors  
- Graduate Students  
- Undergraduate Majors  
- Honors Students  
- Other (specify):  
- Advanced Undergraduates  

Category of Instruction:  
- Introductory  
- Intermediate  
- Advanced  

Effective Term (Month/year): 8/95  

Department Contact and Telephone Number:  
Virginia Maurer 904-392-3163  

Signature, Department Chair:  
Virginia Maurer  9/24/94  

Signature, College Dean:  
(Date)  

Signature, General Dean (if applicable):  
(Date)  

Signature, Institutional Contact:  
(Date)  

Part II: Faculty Discipline Committee Representative Use Only  

Approved Course Classification (Prefix, Number, Lab Code):  

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

SCNS Course Title (if new):  

Degree Title (if new):  

Century Title (if new):  

Part III: SCNS Staff Use Only  

Signature  
(Date)  

Correspondence Number
Florida Department of Education  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form  
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

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<tr>
<td>Discipline (SMA)</td>
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Institution's Course Title:  
Managerial Planning

Change Course As Indicated Below:

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<td>Change Course Description (Course syllabus must be attached):</td>
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</table>

Intended Students (Mark all that apply):  
- Undergraduate Nonmajors
- Undergraduate Majors
- Graduate Students
- Honors Students
- Other (specify):

Category of Instruction:  
- Introductory
- Intermediate
- Advanced

Effective Term (month/year):  
8/95

Department Contact and Telephone Number:  
Virginia Maurer 904-392-0163

Signature, Department Chair:  
Virginia Maurer 7/24/94

Signature, Graduate Dean (if applicable):  
(Date)

Signature, Institutional Contact:  
(Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative

Date

Part III: SCNS Staff Use Only

Signature  
Date Entered  
Correspondence Number
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

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<tr>
<td>University of Florida</td>
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<td>Management</td>
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**Terminate Current Course:** Effective term (month/year): **August 1995**

**Current SCNS Course Identification:**
- Description (SMA): MAN
- Level: 2
- Course Number: 318
- Lab Code: 3
- Contact Hour Base: 3
- or Head Count

**Institution's Course Title:** Applications in Personnel Management

**Change Course As Indicated Below:**

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<td>Prerequisites / Corequisites</td>
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**Change Course Title:**

**Change Course Description (Course syllabus must be attached):**

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**Intended Students (Mark all that apply):**
- Undergraduate Nonmajors
- Graduate Students
- Honors Students
- Other (Specify)

**Category or Instruction:**
- Introductory
- Intermediate
- Advanced

**Effective Term (month/year):** **August 1995**

**Department Contact and Telephone Number:** Virginia Mauer 904-392-0153

**Signature, Department Chair:**

**Signature, College Dean:** Weiland 9/24/99

**Signature, Graduate Dean (if applicable):**

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Part II: Faculty Discipline Committee Representative Use Only

**Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative:**

**Date:**

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Part III: SCNS Staff Use Only

**Signature:**

**Date Entered:**

**Correspondence Number:**
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

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<tr>
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<td>Management</td>
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Terminate Current Course: Effective term (month/year): August, 1995

Current SCNS Course identification:
- Discipline: 45MA1
- Prefix: MAN
- Level: 4
- Course Number: 41D
- Lab Code: 1
- Contact Hour Base: 1
- Contact Hours of Head Count: Collective Bargaining

Change Course As Indicated Below:

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Change Course Title:

Change Course Description (Course syllabus must be attached):

Intended Students (Mark all that apply):
- Undergraduate Nonmajors
- Graduate Students
- Other (specify):

Category of Instruction:
- Introductory
- Intermediate
- Advanced

Effective Term (month/year): 8/95

Department Contact and Telephone Number:
- Virginia Mauro: 904-382-0163

Signature, Department Chair: [Signature], Date: 9/24/94

Signature, Graduate Dean (if applicable): [Signature], Date: [Date]

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative: [Signature], Date: [Date]

Part III: SCNS Staff Use Only

Signature: [Signature], Date Entered: [Date], Correspondence Number: [Number]
Florida Department of Education  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form  
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

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Terminate Current Course: Effective term (month/year): August 1995

Current SCNS Course Identification:
- Discipline: SMA
- Prefix: NAN
- Level: 4
- Course Number: 242
- Lab Code: 
- Contact Hour Base: 1

Instruction's Course Title: Applications in Organizational Behavior

Change Course As Indicated Below:

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Intended Students (Mark all that apply):
- Undergraduate Nonmajors
- Graduate Students
- Other (specify):
- Undergraduate Majors
- Honors Students
- Advanced Undergraduates

Category of Instruction: Introductory  Intermediate  Advanced

Effective Term (month/year): 8/95

Department Contact and Telephone Number:
Virginia Maurier 904-192-0163

Signature, Department Chair: 9/24/94

Signature, Graduate Dean (if applicable): (Date): 

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

SCNS Course Title (Old):

Course Title (New):

Century Title (New):

Signature, Faculty Discipline Committee Representative:

Date:

Part III: SCNS Staff Use Only

Signature:  
Date Entered:  
Correspondence Number:  

Rev. 9/92
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

Institution/District: University of Florida
District Code: 00
Institutional Code: 001535
Institutional Unit or Department: Management

Terminate Current Course: Effective term (month/year): August 1995

Current SCNS Course Information:
Discipline (SMA): Prefix (MIN): Level: Course Number: 280
Lab Code: Contact Hour Base: 3 or Head Count: Organization Development

Change Course As Indicated Below:

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<td>Change Course Description (Course syllabus must be attached):</td>
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</table>

Intended Students (Check all that apply):
- Undergraduate Nonmajors
- Graduate Students
- Other (specify):
- Undergraduate Majors
- Honors Students
- Advanced Undergraduate

Category of Instruction: Introductory
Intermediate
Advanced

Effective Term (month/year): 8/95

Signature, Department Chair: [Signature]
(Date): 9/24/95

Signature, College Dean: [Signature]
(Date):

Signature, Instructional Contact: [Signature]
(Date):

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

SCNS Course Title (as given):

Decade Title (if new):

Century Title (if new):

Signature, Faculty Discipline Committee Representative: [Signature]
(Date):

Part III: SCNS Staff Use Only

Signer: [Signature]
Date Entered: [Date]
Correspondence Number: [Number]
Florida Department of Education  
Statewide Course Numbering System  
New Course Transmittal Form  
(see instructions on reverse side)

Part I: To Be Completed By the Institution or School District

Institution/District: University of Florida  
District Code: 00  
Institutional Code: 001535  
Instructional Unit or Department Management:

Add Course As Indicated Below:

Recommend SCNS Course Identification:

Discipline (SMA)  
Prefix  
Level  
Course Number  
Lab Code  
Contact Hour Base  

Institution's Course Title:
Strategic Management

Amount of Credit: 4  
II Repeatable Credit or Variable Credit: total repeatable credit allowed

Instructor:  
Department faculty

Course Description (Course syllabus, grading criteria, and reading list must be attached):
Strategic Management

Evaluation of the key functions of organizations and integration of those functions to achieve competitive advantage. Topics include: strategy formulation, implementation and evaluation.

Prerequisites: MAN 3021 or consent of instructor

Intended Students (Mark all that apply):

□ Undergraduate Nonmajors  
□ Graduate Students  
□ Undergraduate Majors  
□ Honors Students

□ Advanced Undergraduates

Category of Instruction:

□ Introductory  
□ Intermediate  
□ Advanced

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

Effective Term (first term/year course will be offered):
Fall 1995

Department Contact and Telephone Number:
Virginia Maurer  
904-392-0163

Signature, Department Chair:

(Date)

Signature, College Dean:

(Date)

Signature, Institutional Contact:

(Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

SCNS Course Title is:

Decade Title is:

Century Title is:

Part III: SCNS Staff Use Only

Signature:  
Date Entered:  
Correspondence Number:
MAN 4XXX Strategic Management

Professor:
Office Hours:
Phone:

Possible Texts:


Course Description/Objective:

This course evaluated the key functions of organizations and the integration of those functions to achieve a competitive advantage. The course focuses on strategy formulation, implementation and evaluation. Designed primarily for undergraduate Management majors.

Methods: The course will include lecture/discussion; written and oral case analysis; case presentation; team projects. Grading will be based on midterm and final exams, written and oral case presentation; team projects.

Topic Outline:

The content of the course will be covered in the following sequence:

Week 1-2 The Strategic Management Process; Three Strategy-Making Tasks
Week 3-4 Industry and Competitive Analysis
Week 5 Company Situation Analysis
Week 6 Strategy and Competitive Advantage
Week 7 Matching Strategy to the Situation
Week 8-9 Diversification
Week 10-11 Implementing Strategy
Week 12 Manager as Chief Strategy Maker
Week 13 Crafting Strategy in Single Business Companies
Week 14 Crafting Strategy in Diversified Companies
Week 15 Strategy and Ethics Management
The Management major is designed to provide students a broad academic background in the major behavioral and organizational problems of management. Students majoring in Management must complete the three required courses in the discipline. Other courses offered in the undergraduate curriculum may be used to fulfill free-elective requirements.

MANAGEMENT MAJOR REQUIREMENTS

Required Courses

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<th>Course</th>
<th>Description</th>
<th>Credits</th>
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<td>MAN 3240</td>
<td>Organizations: Structure and Behavior</td>
<td>4</td>
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<tr>
<td>MAN 4310</td>
<td>Human Resource Management</td>
<td>4</td>
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<tr>
<td>MAN XXXX</td>
<td>Strategic Management</td>
<td>4</td>
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</table>

**Total Credits: 12**
DRAFT

Proposed MBA 3-2 Program

I. Introduction

The College currently has a MBA 3-2 but has admitted no students to the program since 1986. In 1984 and 1985 the College passed a 3-2 program that could accept both business and non-business undergraduates. However, at present the program is only open to engineering undergraduates with an ISM major.

The primary reason for opening admissions to all students is to reinvigorate interest in professional education among the best undergraduate students. It will provide a unique "honors" opportunity for excellent students to accelerate their educational progress.

II. Issues

There are important issues to be considered as the College contemplates expanding its MBA program "product line" to include a 3-2 program.

A. Positive possibilities

1. The program would be a creative response to declining interest in business education, especially at the undergraduate level. There is ample evidence of declining enrollment in business education. It is important that we develop products that have unique and desirable attributes. The 3-2 will add to our undergraduate product portfolio, and with an expeditious track to two degrees including the highly desirable MBA, this program should attract new students into the College.

2. The program will also provide a useful addition to our MBA program products. Good non-business undergraduates are interested in MBA education that does not require the work experience component of the "normal" MBA. Some employers seek the good MBA student without regard to the work experience component. This addition would be a relatively low cost response to this situation.
B. Negative Limitations

1. The program would produce MBA students with little or no work experience. There may be limited demand for such students or at least potential employers would not be willing to pay the "normal" MBA premium for such students. It might be difficult for these students to compete in the job market (or in the classroom for that matter) with other MBAs that have work experience.

III. Possible Program (A)

A class (section) of 50-60 students would be admitted each year. The students would be admitted following their junior year and the class would represent another section of our current two-year MBA program.

A. Pre-Program Requirements

The student must have completed course work in:

1. Calculus
2. Statistics
3. Economics
4. Accounting
or 5. the undergraduate business core

B. Summer Prior to First Academic Year (summer between junior and senior year)

1. One week orientation to include training in case method and assessment of oral and written communication skills.

2. Two-three week leadership skills courses. These non-credit professional development modules would focus on team building, cultural diversity, international environment, ethical environment, and the management of change.

3. Three week study abroad experience to be rotated between Europe, Asia, Latin America and the CIS. During the summer, the student will be enrolled in a language class and this experience would provide a unique opportunity to participate in the venue of cultural diversity in an international setting.

C. First Year

The student would take the first year MBA core and a language. The student would also take a series of skill development modules such as speaking, writing, computer technology, and career planning.
D. Summer Between Fourth and Fifth Year

The students would be involved in a practicum in which they will be assigned as members of a team to work on projects for U.S. firms, not-for-profits, start-ups, and international firms. The team projects would allow student to apply knowledge and tools acquired in the program to problems facing business organizations. These projects would last for six to twelve weeks in a self-managed team environment.

E. Second Year

The students would join students from the other MBA programs to finish the core and take elective courses. The student could choose to take a semester overseas in an appropriate specialty.

IV. A Possible Alternative Program (B) (International Business)

If the student was a business school major and had completed the undergraduate business core (excluding business policy) then he/she could enter the 3-2 after the junior year.

A. Summer Between Junior and Senior Year

Same as under III.

B. First Year

The student would spend the year overseas in an appropriate program involving both academic training and practical experience. The latter would include a practicum/internship in which the student had the opportunity to apply his/her knowledge to the problem of an international business.

C. Summer Between Fourth and Fifth Year

The student would join the three-term MBA students in the three week turbo and two summer courses.

D. Second Year

Same as under III.
V. Summary

A 3-2 MBA program offers a unique bridge between undergraduate education and a professional graduate degree. It offers the possibility of reinvigorating the College's undergraduate program while adding an additional, useful component to our MBA product line. The ancillary aspects of the program would be self-supporting and marginal costs of the additional students in our curricula should be manageable so that the cost/benefit outcome will be positive. There are some negative implications but if these possibilities are realized the downside cost is limited and again the probability is a positive cost/benefit.
PROGRAM

Admitted:
Summer A & B

<table>
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<tr>
<th>Orientation</th>
<th>Leadership Core</th>
<th>Study Abroad</th>
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Language Experience

Year 1

Fall Semester
Accounting
Managerial Behavior
Statistics
Organizational Behavior
Language

Spring Semester
Finance
Marketing
ISM
OM
Language

Summer A&B
Managerial Practicum -
Team Project

Year 1

Fall Semester
Overseas Study

Spring Semester
Overseas Study

Summer

Year 2

Second Year Core
Specialty

Year 2

Second Year Core
Specialty

The special modules, orientation, study abroad, professional development non-credit courses - paid appropriately.
MEMORANDUM

TO: College of Business Faculty

FROM: Sanford V. Berg, Chairperson

DATE: October 12, 1994

SUBJECT: One Credit Freshman Seminars for Spring

The College of Business is seeking ways to integrate students into the life of the College early in their academic careers. An article in the University of Washington alumni magazine triggered some thoughts about how the College might "place students into close contact with a regular faculty member who comes to know them: who they are, where they're from, what they're trying to achieve--(someone) who has an ongoing interest in their academic well-being." I think that we all try to accomplish this task in our classes, but our introductory courses tend to be televised, so there is limited opportunity to make early connections within the College of Business.

I propose a one credit Business Seminar (GEN 2931, S-U) which could provide a very positive educational experience for freshmen. The seminar would be a low enrollment, one-hour-a-week class taught by a professor on any topic he or she wanted to explore. As the magazine article put it, "Upper-level students usually find more enjoyment and meaning in their education when they decide on majors and come to call a certain department home. In the same way, these seminars can help freshmen get a jump-start into a comfortable corner of University life."


The proposed Freshman Seminars would serve two important functions: to draw new students into the academic life of the University and to provide a forum for discussing their lives outside the classroom. I believe that the key functions of the University are to nurture creativity, stimulate critical thought, strengthen communication skills, and promote a sense of community. A one-credit seminar is not going to be able to accomplish all these tasks, but it certainly can support our goal of helping students with their transition to College life.
Nobel Laureate, Astronaut Set to Teach Fall Seminars

A little bit of fine-tuning and several tantalizing new topics are on tap for the 1994-95 round of Freshman Seminars. Every faculty member on campus has been invited to teach a seminar during the 1994-95 academic year. Among those who accepted are the Nobel Prize-winning Physicist Hans Dehmelt, former NASA astronaut George Nelson and two college deans. Here is a selection of the seminars scheduled for Fall Quarter:

- Viswanath Chau, Sociology Professors Robert Crutcher and Joseph Weis
- Global Change: Science and Moral Issues. Oceanography Professor James Murray
- Introduction to the American Indian Novel. Minority Affairs Assistant Vice President Tom Colomerne
- Environmental Chemistry. Chemistry Professor William Zoller
- Astrobiology: “Our Lives Rest on a Thin Layer of Floe.” Aeronautics and Astronautics Professor Robert Braden†
- Estabilishing Community. Social Work Professor Jim Herick
- The Bicycle: A 21st Century Solution to 21st Century Urban Transportation Problems. Engineering Professor Bill Moritz
- The Physics of Waves and Levitation on a Two-Dimensional Surface. Physics Professor Hans Dehmelt
- Understanding Community: From Folklore to Modern Science. Sociology/Microbiology Professor Glover Barnes
- Indian History Timeline from Washington State Past, Present, and Future. Anthropology Professor Eugene Hiebert
- History of “Hunting” Our Nation. American Ethnic Studies Professor Elizabeth Salas
e
- Geoelectromagnetic Fields and Life. Bioengineering Professor Greg Ramos
- Is Nature Good? Forest Resources Professor Reinhard Stierer
- Women, Man, and Nature. Carlson Leadership Office Director Kim Johnson-Bogart
- Comedy—Is the Bible? English Professor David McCracken
- Everything You Ever Wanted to Know About Seeing, But... Ophthalmology Professor Elaine Chuang
- Compressed Air as a Society. Surgery Professor Kirk Beach
- Wealth, Culture, & Temperature. Reflections of Race in Popular Cinema. Health Services Professor Clarence Stapleton

In contrast to the anonymity of "Red Square" (lower left) freshmen can meet senior faculty face to face in Freshman Seminars. Above, students in the Allen Library. Carlson took Ginn's seminar last year. Photos by Mary Lemon.
Ethical Issues in Public Education," taught by Education Professor Gene Edgar, and was elated. "I just loved it," she said.

What unfolded during the first year was exhilarating, unpredictable, provoking and eventually quite satisfying as students and teachers created what Undergraduate Dean Campbell observes were "educational experiences that typically didn't exist in the past."

New Students Director Jundi, who was responsible for organizing the seminars, admits she thought the hard part would be over the first day of the quarter. "I thought once the faculty and students got together, everything would be fine," she recalls. Instead, it became clear that the program's deliberate lack of structure — mixed with freshman inexperience and a few faculty miscalculations about how to proceed — provided problems as well as opportunities.

Typical, perhaps, was the experience of student Jenny Scroggs of Mercer Island who enrolled last fall in "The Development of American Colleges and Universities," taught by UW Executive Vice President Tallman Trask, an affiliate professor in education. The seminar topic was of definite interest, Scroggs remembers, but the initial structure of the class wasn't. The students, she says, "were not going to be receptive to listening to a lecturer." Trask obligingly reshaped his course. He lectured less, instead organizing campus tours, discussing new construction, and even bringing in UW President William P. Gerberding for a guest appearance.

The flexibility Scroggs found in her first seminar encouraged her to enroll in two more. "It's a great way to personalize the University for people who want to feel like the place is a little smaller."

"It's a great way to personalize the University for people who want to feel like the place is a little smaller."

The seminars were begun on only a few months' notice last fall. "I had no clue what they were," says Jeanine Carlson of Everett, who entered the UW in fall 1993, intending to study education. She signed up for
Continued from page 28.
was to break the students’ fears of speaking “balo-
ney.” They wanted to be right or they wanted to keep
their mouths shut. “It’s a high school mentality,” he
says. He took it as his duty to impart the idea to his
freshmen “that there are no dumb questions, only
questions” and that exposing yourself in the learning
process is an honorable risk in higher education.

HANS DEHMELT & GEORGE NELSON
Nobel Prize-winning Physics Professor Hans Dehmelt and Assistant
Provost George Nelson, a former NASA astronaut, will lead Freshman
Seminars this fall. Photos by David Freeman and Mary Lewis.

Oceanography Professor James Murray was in-
spired to teach a seminar by his own lack of contact
with faculty as a freshman. He found his seminar
on “Global Change” thrived when he was sensitive
to his pupils’ need for participation. “What worked
best was when I let the students talk. If I asked
the questions the right way, I didn’t have to do
much talking.”

In short, the seminars inspired responsiveness and
spontaneity. Some groups moved out of classrooms
and into labs, design studios, even the provost’s li-
trary. E-mail discussion groups started. A few instruc-
tors continued their seminars beyond Fall Quarter.
Grossman had her students over for dinner twice.
Campbell required that his students check in with him
regularly after the seminar was over.

Understandably, some bugs remain.

“I didn’t realize that it would really be more a
mentoring than a teaching situation,” says Professor
Dan Luchtel of Environmental Health, who, with Pro-
fessor Jane Koenig, taught “How Does Air Pollution
Affect Your Health?” Their projected solution: shape
seminars around ways of thinking, not specific in-
formation.

“The one thing I would do is give it more structure,” says Law Professor John Haley, who taught
“Critical Thinking.” He suggests connecting the semi-
nars to existing courses, making them informal discussions to pair with more structured course work.

Campbell is taking all the assessments into account
as his office prepares for a second year of seminars.
He has promised to try to accommodate faculty sug-
gestions. “We can’t impose a particular format. It’s
open to faculty taste and innovation. Because it’s a
new program, we have to sort out what works well
from that which doesn’t,” he says. However, he con-
tinues, “to keep it fresh and open requires that faculty
retain the decision about what to teach. It has to be
faculty driven.”

Student Scroggs sees the looseness of the seminars
as an asset from the students’ point of view, too. “It
was a good thing they weren’t too structured the first
year. It was important to feel like the semi-
nars belonged to the students, that we were
all supposed to be teaching each other.”

According to education student Carlson, the
casual few minutes spent each week talking
about their lives outside the classroom, made it “easier later on to discuss important issues.”
Agrees Scroggs, “We had an opportunity to
talk about what was really happening
to us. By December, we felt we had been to-
gether forever.”

Dean Campbell, a sociology professor and
Distinguished Teaching Award winner, found that the intimate Freshman Seminar format
“brought me into their lives” in a moving
way. He recalls one day in particular when everyone
in his seminar, “Becoming Educated,” seemed utterly
down. He went around the room, checking in with
one student after another and getting an earnest about
grades, homework and teachers. That is, until he
reached the freshman who simply said, “My father
died last weekend.”

“We were galvanized by that student. The group
pulled together,” Campbell recalls. Beyond moral sup-
port, Campbell admits, there wasn’t much he person-
ally could do. But the incident emphasized for him
the value of the seminars, as he realized how likely it
was that “no other faculty member knew that student
had that problem.”

Such stories, even though bittersweet, are validating
to those devoting their energy to this project. Heading
into a new year, Jandi feels much has been accom-
plished.

“I hope that there’s a group of freshmen out there
who feel connected to the University on an intel-
llectual level, not just through their friends or the dorm. I
hope that it’s a help in their transition, a beginning to
getting them academically engaged — which is a lot
to ask for one hour per week. But I think it can hap-
pen.” As for faculty, she continues, “I think it opened
up their eyes. I think they saw that freshmen are not
all prepared for college and that the academic and
non-academic all swirl together. It’s easy for faculty to
separate that out. I think they saw it’s all mixed up to-
gether.”

Caroline Showrin is a freelance writer and edits
academic articles for the UW School of Pharmacy.
MEMORANDUM

TO: John Kraft

FROM: W. Andrew McCollough

SUBJECT: Curriculum Changes for the MBA Program

The MBA Committee has approved the following curriculum changes and they have requested that these changes be presented at the next College of Business Administration Graduate Faculty Meeting for approval.

MAN 6051 - Change credits from 4 to 3 hours
   Add prerequisite: MAN 6245

MAN 6107 - Change credits from 4 to 3 hours

MAN 6245 - Change credits from 4 to 3 hours

MAN 6321 - Change credits from 4 to 3 hours
   Update course description
   Add prerequisite: MAN 6245 or consent of instructor

MAN 6421 - Change credits from 4 to 3 hours

WAM:sh

Attachments

cc: Chris James
    Steve DeKrey
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

<table>
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<th>Institutional Code</th>
<th>Institutional Unit or Department</th>
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<td>00</td>
<td>001535</td>
<td>Management</td>
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Terminate Current Course: Effective term (month/year):  

Current SCNS Course Information:
- Discipline: ISMA1  
- Prefix: MAN  
- Level: 6  
- Course Number: 351  
- Lab Code:  
- Contact Hour Base: 4  
- Head Count:  
- Instructor's Course Title: Managerial Planning  

Change Course As Indicated Below:

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<td>MAN 6245 or consent of instructor</td>
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Change Course Title:

Change Course Description (Course syllabus must be attached):

Intended Students (Mark all that apply):  
- Undergraduate Nonmajors  
- Graduate Students  
- Honors Students  
- Other (specify):  

Category of Instruction:  
- Introductory  
- Intermediate  
- Advanced  

Effective Term (month/year): 8/95  

Department Contact and Telephone Number:  
- Virginia Maurer  
- 904-392-0163

Signature, Department Chair:  
- (Signature)  
- (Date)  

Signature, Graduate Dean (if applicable):  
- (Signature)  
- (Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

SCNS Course Title (if new):  

Program Title (if new):  

Category Title (if new):  

Signature, Faculty Discipline Committee Representative:  
- (Signature)  
- (Date)

Part III: SCNS Staff Use Only

Signature:  
- Date Entered:  
- Correspondence Number:  

Admin Version 3.0d
Rev 9/93
MANAGERIAL PLANNING - a more efficient presentation of the subject matter through outside projects and readings.
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

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<th>001535</th>
<th>Instructional Unit or Department Management</th>
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Terminate Current Course: Effective term (month/year):

Current SCNS Course Identification:
- Discipline: 15MA
- Prefix: 00
- Level: 6
- Course Number: 107
- Lab Code:
- Contact Hour Base: 4

Institution's Course Title: Motivation in Organizational Setting

Change Course As Indicated Below:

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<tr>
<td>Level</td>
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<tr>
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<td>3</td>
<td>4</td>
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<td>Prerequisites/Corequisites</td>
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Change Course Title:

Change Course Description (Course syllabus must be attached):

Intended Students (Mark all that apply):
- Undergraduate Nonmajors
- Undergraduate Majors
- Graduate Students
- Honors Students
- Other (specify):

Category of Instruction:
- Introductory
- Intermediate
- Advanced

Effective Term (month/year): 8/95

Department Contact and Telephone Number:
- Virginia Mauzer 904-392-0163

Signature, Department Chair:

Signature, College Dean:

Signature, Graduate Dean (if applicable):

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, Lab Code):

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

SCNS Course Title (of new):

Department Title (of new):

Course Title (of new):
MOTIVATION IN ORGANIZATIONAL SETTING - a more efficient presentation of the subject matter through outside projects and readings.
Florida Department of Education  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form  
(See instructions on reverse side)

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<td>Management</td>
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**Terminate Current Course:** Effective term (month/year)

**Current SCNS Course Identification:**
- Discipline (SMC): MAN  
- Level: 6  
- Course Number: 321  
- Lab Code:  
- Contact Hour Base or Head Count: 6  
- Personnel Techniques and Administration

**Change Course As Indicated Below:**

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<th>Item to Change</th>
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<td>3</td>
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<tr>
<td>Perusal/Corrections</td>
<td>MAN 4310</td>
<td>MAN 6245 of consent of instructor</td>
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**Change Course Title:**

**Change Course Description (Course syllabus must be attached):** Techniques for managing personnel functions such as recruitment, selection, performance evaluation, training, compensation, and labor relations.

**Intended Students (Mark all that apply):**
- Undergraduate Nonmajors
- Graduate Students
- Other (specify):

**Category or Instruction:**
- Introductory
- Intermediate
- Advanced

**Effective Term (month/year):**

8/95

**Department Contact and Telephone Number:**

Virginia Maurer 904-322-0103

**Signature, Department Chair:**

( Date )

**Signature, College Dean:**

( Date )

**Signature, Institutional Contact:**

( Date )

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative:**

Date

Part III: SCNS Staff Use Only

**Signature:**

**Date Entered:**

**Correspondence Number:**
Florida Department of Education  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form  
(See instructions on reverse side)

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<td>001535</td>
<td>Management</td>
</tr>
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**Terminate Current Courses:** Effective term (month/year):

**Current SCNS Course Identification:**
- Discipline (SMA) __________  
- Prefix __________  
- Level __________  
- Course Number __________  
- Lab Code __________  
- Contact Hour Base __________ or Head Count __________

Problems in Collective Bargaining

Change Course As Indicated Below:

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<td>Contact Hour Base or Head Count</td>
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<td>3</td>
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<tr>
<td>Prerequisites/Co-requisites</td>
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</table>

Change Course Title:

Change Course Description (Course syllabus must be attached):

Intended Students (Mark all that apply):  
- Undergraduate Nonmajors  
- Undergraduate Majors  
- Graduate Students  
- Honors Students  
- Other (specify)  
- Advanced Undergraduates  

Category of Instruction:  
- Introductory  
- Intermediate  
- Advanced

Effective Term (month/year):  
8/95  

Department Contact and Telephone Number:  
Virginia Maurer 904-392-0163

Signature, Department Chair:  
[Signature]  
(Date)

Signature, College Dean:  
(Date)

Signature, Graduate Dean (if applicable):  
(Date)

Signature, Institutional Contact:  
(Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Prefix, Number, 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, Faculty Discipline Committee Representative:  
(Date)

Part III: SCNS Staff Use Only

Signature:  
(Date Entered)  
Correspondence Number:
Florida Department of Education
Statewide Course Numbering System
Course Termination or Change Transmittal Form
(See instructions on reverse side)

Part I: To Be Completed By the Institution or School District

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Terminate Current Course: Effective term (month/year).

Current SCNS Course Identification:
Discipline (SMA) PREPRO \ Spec M \N  Level \ 6 \ Course Number 245 \ Lab Code  \ Contact Hour Base or Head Count
Institution's Course Title: Organizational Behavior

Change Course As Indicated Below:

Item to Change | Change From | Change To
---|---|---
Redress | Pref. No., Lab Code | (See above) 6245 | 5243

Amount of Credit
Contact Hour Base or Head Count
Prerequisites / Corequisites

Change Course Title
Change Course Description (Course syllabus must be attached):

Intended Students (Mark all that apply):
Undergraduate Nonmajors
Graduate Students
Other (specify)
Undergraduate Majors
Honors Students
Advisement Undergraduates

Category of Instruction:
Introductory
Intermediate
Advanced

Effective Term (Term/Year):
Fall 1997

Signature, Department Chair:

(Date)

Signature, Institutional Contact:

(Date)

Part II: Faculty Discipline Committee Representative Use Only

Approved Course Classification (Pref., Number, Lab Code):
\MAN 5245

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

Approved by SCNS

(date)

SCNS Course Title (as new):

Degrad Title (if new):
Century Title (if new):

Signature, Faculty Discipline Committee Representative:

(Date)

Part III: SCNS Staff Use Only

Signature Date Entered Correspondence Number
THEORY AND SKILLS OF ORGANIZATION DEVELOPMENT- a more efficient presentation of the subject matter through outside projects and readings.
Oct  6  Recruiting
    Read Ch. 10
    Case:  MacTemps, p. 374

Oct  11  Personnel Selection
    *Quiz 3, on Ch. 9-10

Oct  13  Personnel Selection
    Read Ch. 11

Oct  18  Personnel Selection

Oct  20  Personnel Selection
    Case:  Interview Transcripts
    *Quiz 4, on Ch. 11

Oct  25  Personnel Selection
    Case:  Nucor pp. 409-413, video.

Oct  27  *Second Midterm Examination, on Ch 9-11

Nov  1  Training
    Read Ch. 12
    Case:  General Mills p. 458

Nov  3  Employee Development
    Read Ch. 13
    Case:  Continental Insurance pp. 499-500

Nov  8  Career Management
    Read Ch. 14
    Case:  Delco Systems p. 535

Nov 10  Case:  United Parcel Service
    *Submit reports
    *Class presentations

Nov 15  Case:  Arthur Andersen pp. 536-540, video
    *Quiz 5, on Ch. 12-14

Nov 17  Pay Structure Decisions
    Read Ch. 15
    Case:  Rewards on the Slow Track p. 579

Nov 22  Paying Individuals
    Read Ch. 16
    Case:  Incentive Pay for Doctors p. 615

Nov 29  Case:  Budget Rent-A-Car pp. 658-661, video
Dec 1  Case: Merck and Co.
   *Submit reports
   *Class presentations

Dec 6  Labor Relations
      Read Ch 18
      Case: Saturn Corp. pp. 748-753, video

Dec 8  Case: International Harvester
   *Class presentations

Final Examination during exam week on Ch 12-16, 18

Summary:

Examinations:
   September 29  (Ch. 1-4, 6-7)
   October 27    (Ch. 9-11)
   Finals Week    (Ch. 12-16, 18)

Quizzes:
   September 1   (Ch. 1-4)
   September 15  (Ch. 6-7)
   October 11    (Ch. 9-10)
   October 20    (Ch. 11)
   November 15   (Ch. 12-14)

Group Case Reports: September 6  People Express Airlines
   September 22  Office Technology, Inc.
   November 10   United Parcel Service
   December 1    Merck and Co.
GENERAL FACULTY MEETING  
October 28, 1994  
102 BUS - 1:00 pm  
AGENDA

1. Minutes from the September 2, 1994 General Faculty Meeting (Attachment 1)

2. Curriculum Changes (Attachment 2)
   a. Change in DIS elective requirement
   b. ISM 4220 - Change prerequisites
   c. ISM 4113 - Change prerequisites
   d. MAN 4504 - Change credits from 3 to 4 hours
   e. QMB 3230 - Change credits from 3 to 4 hours
   f. MAR 3023 - Change credits from 3 to 4 hours
   g. MAN 3021 - Change credits from 3 to 4 hours
   h. MAN 3240 - Change credits from 3 to 4 hours, change course description, change title
   i. MAN 4310 - Change title, Update course description, change prerequisite
   j. MAN 4720 - Change credits from 3 to 2 hours, change course description, change title
   k. MAN 4930 - Change credits from 3 hours to variable
   l. BUL 4930 - Change credits from 3 hours to variable
   m. BUL 4310 - Change credits from 3 to 4 hours
   n. BUL 4351 - Change prerequisite
   o. BUL 4352 - Change prerequisite
   p. MAN 4052 - Delete course
   q. MAN 4053 - Delete course
   r. MAN 4201 - Delete course
   s. MAN 4318 - Delete course
   t. MAN 4410 - Delete course
   u. MAN 4242 - Delete course
   v. MAN 4280 - Delete course
   w. MAN 4xxx - NEW COURSE - Strategic Management

3. Change Management major requirements (Attachment 3)

4. Proposed 3-2 BABA/MBA Program (Attachment 4)

5. Proposed Faculty Seminars (Attachment 5)
1. Minutes from the September 2, 1994 General Faculty Meeting (Attachment 1)

2. Curriculum Changes (Attachment 6)
   a. MAN 6051 - Change credits from 4 to 3 hours, add prerequisite MAN 6245
   b. MAN 6107 - Change credits from 4 to 3 hours
   c. MAN 6245 - Change credits from 4 to 3 hours
   d. MAN 6321 - Change credits from 4 to 3 hours, Update course description, add prerequisite MAN 6245 or consent of instructor
   e. MAN 6421 - Change credits from 4 to 3 hours
Dean Kraft opened the meeting and introduced Bob Cramer, Assistant Director of the Career Resource Center.

1. He will act as liaison to students and faculty of the College.
2. He is hosting a weekly business career search session.
3. He is available to speak in classes.
4. He is available to speak to any of the student organizations.

It was moved and seconded that the April meeting minutes be approved. All were in favor.

Rich Lutz has accepted a position as Associate Dean for Student Affairs and Academic Programs in the Graduate School. His appointment will begin October 1, 1994.

The College of Business Administration TIP Committee will be meeting soon to begin work on this year's protocol and this year's process. The whole process will be completed by November 30.

All new faculty were introduced by their Chairs.

Enrollment management
- TV enrollments are down
- Course enrollments are down
- Undergraduate enrollment must be considered and appropriate strategies identified

The general faculty meeting was adjourned and the graduate faculty meeting opened. It was moved and seconded that the April meeting minutes be approved. All were in favor.

Motion was made and passed to waive requirement of 10-day previous review of curriculum changes.

The following curriculum change requests were made:

1. MAR 6646 - Marketing Research for Managerial Decision Making
   Credit change from 4 credits to 3
2. **MAR 6816 - Advanced Marketing Management**  
   Credit change from 4 to 3

3. **MAR 6336 - Promotional Strategy & Planning**  
   Credit change from 4 to 3

4. **MAR 6506 - title change from "Consumer Behavior" to "Customer Analysis" for the MBA course only. The graduate course will keep the old title.**

5. There are three (3) MBA electives being taught as special topics. Marketing faculty want to give these courses a title and number. The proposed new courses are:

   - **MAR 6832 - Product Development and Management**
   - **MAR 6405 - Sales Management and Control**
   - **MAR 6840 - Services Marketing**

6. **Management requested MAN 6930 special topics course be changed from a three (3) credit course to variable (1 to 3).**

All of these requests were discussed and approved by majority vote.

J. B. Ray was nominated and unanimously approved to serve as a parliamentarian for this year.

Meeting was adjourned at 1:43 p.m.