I. Review of minutes of December 16, 2004 – Minutes were approved via e-mail and distributed to Faculty Senate and campus.

II. New Business

Motion to accept proposals #20 to 37 was made by Bridges (Deiterman Greni). The vote was unanimous. The motion carried. (Schipporeit arrived after the vote was taken.)

NUMBER, REQUEST, COURSE/DEGREE, COURSE/PROGRAM, TITLE, DEPT, COL, REASON

NUMBER, REQUEST, LEVEL, SPECIFIC REQUEST, DEGREE/ COURSE, PROGRAM/COURSE TITLE, DEPT, COL, REASON

#20, Alter, Course, Prerequisites, ART 319, Design Illustration I, ART, FA, Remove Prerequisite of 301. Art 301 Typography is no longer a prerequisite for ART 319 since VCD students take both courses in the same semester.

#21, Create, Course, FORL 110, Introduction to a Language & Culture, ML, FA, Because we were able to get a GA through Fulbright we are currently offering a similar course (Introduction to Arabic), but we have had to use an independent study number FORL 499. This designation is deceptive because the class is not an advanced independent study course.

#22, Alter, Course, Prerequisites, BIOL 307, Ecology, BIOL, NSS, In the past Math 112 was a prerequisite for BIOL 307. Since Math 112 is no longer offered, the prerequisites for BIOL 307 will continue as BIOL 104 and BIOL 107.

#23, Alter, Program, B.A. Ed, Social Science 7-12 Teaching Field Endorsement, HIST, NSS, To add newly created course 412 Society and Gender in the Middle Ages as a regular part of the curriculum.

#24, Alter, Program, B.S., Globalization and Diversity Emphasis, SOC, NSS, In order to provide students with critical and timely knowledge and research based information about current trends taking place internationally and within societies and the implications for humans, the Sociology Program of the Department of Sociology, Geography and Earth Science is requesting that Globalization and Diversity Emphasis be added to the Sociology Major at the University of Nebraska at Kearney.
#25, Discontinue, Course, BASM 280H, Special Topics-Honors, ITEC, B&T, Request is to discontinue course as it is no longer offered.

#26, Alter, Course, Prerequisites, ITEC 310, Construction Estimating, ITEC, B&T, Request is to remove PHYS 100GS or PHYS 205GS as a prerequisite for ITEC 310. Prerequisite was penciled into original paperwork dated 2/20/04 and should not have been.

#27, Alter, Course, Prerequisites, BMGT 355, Organizational Behavior, BMGT, B&T, To add the prerequisite of Junior Standing to the course which would prepare the students for the course.

#28, Alter, Program, Business Administration Minor, BMGT, B&T, Add ECON 270 as required General Studies course for minor.

#29, Alter, Program, B.A., Business Administration Option Bachelor of Arts, BMGT, B&T, To conform to the other Business Programs.

#30, Alter, Program, B.S., Business Administration Option Bachelor of Science, BMGT, B&T, To conform to the other Business Programs.

#31, Alter, Course, BMIS 302, Principles of Management Information Systems, BMIS, B&T, The course BMIS 302 is moved to business core beginning Fall 2004. Through 2005-2006 academic year the evaluation of computer proficiency of students enrolled prior to 2004 Fall and transfer students can be done by the instructor of BMIS 302. During the academic year 2005-2006 the backlog will be cleared and formal testing process will be required of all students. This change helps to accommodate transfer students.

#32, Create, Course, BMIS 485, Information Systems Strategy and Management, BMIS, B&T, Information Technology (IT) is embedded into business product and processes. To optimize the corporate performance, the information systems strategy should be developed in congruence with the corporate strategy. At times the ITE strategy leads to a revision in the corporate strategy. Further, the ITE investments in most of the organizations are up to 7% of their sales revenue. The significant investment in information systems requires proper management of ITE resources. This course is designed to provide a set of practical and powerful tools to ensure the understanding of strategic, tactical, and operational responsibilities of the chief information officer (CIO). The strategic responsibilities include the strategic alignment among information technology and business functions of the organizations.

#33, Create, Course, BMKT 444, Person Marketing, BMKT, B&T, Person Marketing is being created due to the increasingly competitive nature of promoting a unique brand a specific person to a nontraditional market i.e. Bush for President. Students will learn SWOT analysis for the person they are marketing using creative problem-solving skills. Students will develop a marketing plan to market themselves. Adding Person Marketing to the Marketing Emphasis and the Marketing/Management Minor will broaden the students' elective offerings.
#34, Create, Course, BMKT 450, Pharmaceutical Marketing, BMKT, B&T, Pharmaceutical Marketing is being created due to a response by the Marketing alumni. Past graduates see a need for this class since a number have been in pharmaceutical sales, while current students often aspire to careers in this field. Due to the industry policy issues and the competitive market, the users have little say in the changing dynamics of the field. This class will give students the skills to take the product science to the marketplace. Adding Pharmaceutical Marketing to the Marketing Emphasis will broaden the students' elective offerings.

#35, Alter, Program, B.S., Management Information Systems Emphasis - Business Administration Comprehensive Option of Business Administration Major, BMKT, B&T, Add BMIS 485 to electives.

#36, Alter, Program, B.S., Marketing Emphasis, BMKT, B&T, Adding BMKT 444, Person Marketing and BMKT 450, Pharmaceutical Marketing to the Marketing Emphasis will give students more elective options in the Marketing/Management Minor.

#37, Alter, Program, B.S., Marketing/Management Minor, BMGT/BMKT, B&T, Adding of BMKT 444, Person Marketing and BMKT 450, Pharmaceutical Marketing to the Marketing/Management Minor will give students more elective options.

**TABLED (Paperwork was not complete), Create, Course, BSAD 100, Exploring Business, ECON, B&T, This course will help the student make a successful transition from high school to the College of Business and Technology at UNK by providing the opportunity to explore the various business disciplines and associated campus and career opportunities.**

**Other New Business**

Glen Powell distributed copies of the new drafts for forms used to propose altering, creating, or discontinuing a course or program. He asked the committee to review them and send our comments and suggestions to him and marked copies of the form to Jeanne Cutler. We will discuss the proposed revisions at the next meeting.

Powell distributed a copy of his report, entitled *Analyses of Assessment Topics Addressed in the North Central Accreditation Team Final Report*. He explained that this report gleans the specific comments on assessment needs from the NCAT final report and outlines his ideas about how we might address those needs. Of particular relevance to the Academic Affairs Committee are recommendations that 1) proposals to alter or create a course or program present relevant assessment data as part of the justification for the proposal and 2) departments submit revisions of their assessment plans as needed as part of the AA approval process. These two recommendations have been incorporated into the instructions in the new drafts of the forms used to propose altering or creating a course or program. So the report provides context and justification for the assessment-related changes to the forms that we will consider at the next meeting.
Powell distributed copies of the National Survey of Student Engagement 2004 summary data. He explained that we now have three years of data from NSSE (2002 to 2004), which are posted on the Assessment web site. Although the data have been collected for three years, there have been limited institutional efforts to grapple with what the data show or to use them to benchmark institutional goals. The survey will not be administered this year. Rather he thinks we should concentrate on making use of the existing data.

Review of General Studies Council Minutes (Bill Wozniak) – There were no minutes to distribute. GS Director Wozniak and FS President Bridges reminded members of the upcoming faculty forums on General Studies, being held on January 25 & 28.

III. Adjournment

Next Subcommittee Meeting: Wed., February 9, 2005 at 4:00 pm in 2122 Founders Hall
Next Committee Meeting: Thursday, February, 17, 2005 at 3:30 pm in Ockinga Center

Respectfully submitted by:
Joan M. Blauwkamp, Secretary