

Coggin Undergraduate Curriculum Committee

Minutes: 11-17-10 Meeting

Present: Gene Baker, Cheryl Campbell, Chris Johnson, Jeff Michelman, Jeff Steagall, Ping Zhang

1. The meeting was called to order at 9am.
2. Minutes from the October 20, 2010, meeting were edited and approved.
3. Jeff Steagall volunteered to take minutes which was greatly appreciated!
4. SPC 4064 was discussed. In light of continued comments from employers that our graduates need more preparation in oral and written communication and teamwork, committee members are to initiate departmental discussions about whether SPC 4064 is satisfying our students' needs, or whether something different is required. One option is maintaining the requirement of a communication class for every major, but allowing each major to require a different course. The committee decided to postpone the cyclical review of SPC 4064 until 2011-12 as departments deliberate.
5. Committee members should remind their departments that all APC forms must be electronic beginning in January, 2011.
6. Both marketing curriculum changes were approved by a unanimous vote by all committee members present: (a) removing International Marketing as a pre-requisite for Strategic Marketing Management, and (b) Replacing SOP 3004 with an upper-division marketing elective.
7. The Department of Economics and Geography's course description changes were returned to the department to ensure that the department faculty had approved them, with two requested changes from the committee: (a) the GEO 2420 wording change, "...as they occur throughout the world" seems grammatically incorrect (to what does "they" refer?), and (b) GOE 4956 should require, "permission of instructor," making it consistent with other Coggin study abroad courses. This statement allows each instructor to determine the specific course(s) that are appropriate for his/her particular study abroad course.
8. The Management department will be asked to change the prerequisites on GEB 2956 to only include "permission of instructor." This will make this course consistent with all other Coggin Study Abroad courses.

9. The dean has approved a new policy requiring that Coggin students studying elsewhere through a Concurrent Enrollment Form must study at AACSB-accredited institutions in order to transfer credits toward their degrees to UNF. Committee members are asked to recommend to their chairs and departments that an analogous policy be created for lower-division courses. Cheryl Campbell will provide the committee with information covering the past five years about the number of students that have been admitted to CCB but have gone to take any of the 7 College pre-requisites at another school (and where if possible). Cheryl will also provide the committee with statistics about the breakdown of where CCB graduates did their first two years of student for the last 5 years of graduating classes.

10. Cyclical reviews: consideration of the ACG 2021 and ACG 2071 reviews has been postponed three times by the committee. They will be the first agenda item at the committee's next meeting. At that time, the ECO 3411 review should also be ready for consideration, as it will be discussed by the department on November 19, 2010. SOP 3004 need not be reviewed, since it has been dropped from the curriculum. As stated in item 2 above, the SPC 4064 review is postponed until 2011-12. Jeff Michelman will follow-up with Robb Frankel and the IB curriculum committee to consider making ECO 3411 required of their majors (currently both majors have a choice between ECO 3411 and MAN 4550). This would mean that all Coggin students would be required to take ECO 3411. Cheryl Campbell will collect statistics on the percentage of students selecting each of the two courses and this information will be provided to the executive committee before any action is taken.

11. The committee's next meeting will be Wednesday, January 12, 2011, at 9:00am. Jeff Michelman will send a reminder with a location.

12. The meeting was adjourned at 10am.