

LSC Use Only No: LSC Action-Date: UWUCC USE Only No. 03-27 UWUCC Action-Date: Apr 4/6/04 Senate Action Date: Apr-4/27/04

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Bill McPherson	Email Address mcperso@iup.edu
Proposing Department/Unit Technology Support and Training	Phone 7790

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

New Course Course Prefix Change Course Deletion
 Course Revision Course Number and/or Title Change Catalog Description Change

BTST 101 Introduction to Business BTST 105 Introduction to Business

Current Course prefix, number and full title *Proposed course prefix, number and full title, if changing*

2. Additional Course Designations: check if appropriate

This course is also proposed as a Liberal Studies Course. Other: (e.g., Women's Studies, Pan-African)
 This course is also proposed as an Honors College Course.

3. Program Proposals

New Degree Program Program Title Change Program Revision
 New Minor Program New Track Other

Current program name *Proposed program name, if changing*

4. Approvals

		Date
Department Curriculum Committee Chair(s)	<i>Lolann Willie</i>	10-15-03
	<i>Melissa D. Denardo</i>	10-15-03
Department Chair(s)	<i>Lindi Byrd</i>	10-16-03
College Curriculum Committee Chair	<i>Joyce Wozniak</i>	10-27-03
College Dean	<i>Ralu C. Long</i>	11/10/03
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	<i>Gail Stechiest</i>	4-6-04


FEB 26 2004

LIBERAL STUDIES

NOV 10 2003

Memorandum

To: Gail Sechrist, Chair
University-Wide Undergraduate Curriculum Committee

From: LeAnn Wilkie, Co-Chair 
Undergraduate Curriculum Committee
Technology Support & Training Department

Date: February 24, 2004

Re: Course Revision: BTST 101 – Introduction to Business

The following is in response to your email message of January 21, 2004, regarding the revision to an existing course, BTST 101 – Introduction to Business. A revised copy of the course proposal is attached.

“Bill,

The University Wide Curriculum Committee had your proposal on its agenda at our Nov. 25th meeting (the Tuesday before Thanksgiving). Since I was heading out of town that evening I requested that another member of the committee contact you, but I now suspect that no one ever did. The proposal did not pass because the committee had the following concerns:

- a. The course objectives are too detailed and appear to be daily lecture objectives rather than course objectives. The objectives need to be rewritten at a more global level.

RESPONSE: The course objectives have been re-written.

- b. The number of lecture hours does not add up to 42 and the final exam is given only a single hour rather than a two-hour block. It appears that the final exam was placed as the final hour of class rather than being given a separate time slot during final exam week.

RESPONSE: This item has been corrected.

- c. The UWUCC questioned whether this course, an Introduction to Business, should not have a college-wide prefix. What will happen if another department in the College wanted to teach an Introduction to Business course?

RESPONSE: This is a revision to a course which has been in existence for several years. No college-wide prefix exists.

- d. There are a few typographical errors in the course evaluation section and in the attendance policy section.

RESPONSE: These errors have been corrected.

- e. Is the attendance policy stated correctly? Will attendance for this course be required for every instructor or will the instructor have the option to establish his/her own attendance policy. The UWUCC does not object to course-specific attendance policies, but it wants to be sure that the Department is aware of the implications of doing so.

RESPONSE: The attendance policy was revised in accordance with UWUCC guidelines.

- f. The UWUCC asked whether this course was open to only majors in the department, all College of Business majors, or all IUP students.”

RESPONSE: This course is open to all IUP students. A section for non-business majors is offered.

An electronic copy will follow this hard copy. Please do not hesitate to contact me at Wilkie@iup.edu or 357-3081 if you have any questions.

Course Revision: BTST 105 Introduction to Business

Part II. Description of Curriculum Change

1. Syllabus of Record.

The new syllabus of record for this revised course is attached as Appendix A.

2. A summary of the proposed revisions.

a. The course has not been revised or updated in the past ten years. New business terminology, new trends, new endeavors are being introduced; the course content should reflect these changes. In addition, revamping course content will enable the department to meet various accreditation standards.

b. Course Description has changed

Old Course Description:

An overview of the principles, practices, and methods common to most business firms in a private enterprise system. (Not open to juniors and seniors in Business) (Offered as ADMS 101 Prior to 2001-02).

New Course Description:

An introduction to business, emphasizing critical issues impacting the business world, such as globalization, technology, ethics, and diversity. Provide an overview of the various functional areas of business and provide an understanding of the need for integration of those functional areas for success in business. The course stresses experiential learning, develops team building skills, strengthens oral and written communication skills, and provides for personal interaction with university faculty. The course provides an introduction to career opportunities and curriculum choices in business.

c. Course objectives were rewritten to reflect accurately the content being covered.

d. Evaluation methods were changed to reflect the critical skills needed in business (i.e. teamwork, oral communication, etc.)

3. Justification/rationale for the revision.

The changes to the course syllabus comes from many avenues:

a. National Council on Accrediting Teacher Education (NCATE) requires more detail in syllabi to accurately reflect that the standards are being met.

b. Pennsylvania Department of Education (PDE) requires more detail in syllabi to offer more information as to what the course is really about, its content, and objectives.

- c. The course will provide an overview of the functional areas of business which directly relate to the business majors and how the integration of these are necessary for success in business.
 - d. The Department of Technology and Support wanted to insure that the new revisions included the most recent information, content, and trends to be indicative of what is taking place in each field and to be inclusive to insure all areas were being represented to make this truly an introduction to business.
 - e. The number change is due to the confusion of BTED 101 and being a freshmen course. This will make it clearer to the students and advisors.
4. The old syllabus of record.

The old syllabus of record is attached as Appendix B.

Appendix A. New syllabus of record

BTST 105 Introduction to Business

**3 class hours
0 lab hours
3 credits
(3c-01-3cr)**

Prerequisite: None.

I. Catalog Description.

An introduction to business, emphasizing critical issues impacting the business world, such as globalization, technology, ethics, and diversity. Provide an overview of the various functional areas of business and provide an understanding of the need for integration of those functional areas for success in business. The course stresses experiential learning, develops team building skills, strengthens oral and written communication skills, and provides for personal interaction with university faculty. The course provides an introduction to career opportunities and curriculum choices in business.

II. Course Objectives.

The student will be able to:

1. Understand the structure of business schools, including governing policies and procedures as applied to the foundations of business.
2. Understand the challenges of business today and the impact of technology on business operations and culture.
3. Describe our business system, including effective communication, technology, teamwork, legal aspects and the social responsibility and ethical behavior of business.
4. Describe economic challenges facing global and domestic business in competitive, global markets.
5. Describe the major forms of business ownership and the options for organizing your business.
6. Explain the key aspects of managing business and managing human resources, including legal aspects, employee empowerment, the social responsibility of business, and total quality management.
7. Explain how businesses create, produce and market world-class goods and services.
8. Discuss how businesses account for their finances and report financial information to the public.
9. Explain the role of money and banks in our economy, and describe how businesses manage their finances and obtain funds in the securities markets.
10. Explain the use of technology and the Internet to succeed in business and the need for managing information.
11. Make a well-informed decision about your college major and a possible business career.
12. Explain how functional integration makes businesses successful.

III. Course Outline.

1. Introduction to College of Business and Information Technology.
2. Foundations and Challenges of Business.
3. The Internet.
4. Ethics and Social Responsibilities of Business.
5. Global Business.

Total: 10 hours

Exam 1: 1 hour

6. Small Business, New Ventures, and Franchises.
7. Forms of Business Ownership and Business Expansion.
8. Functions and Skills of Management.
9. Organization, Teamwork, Communication Technology and Information Management.
10. Technology and information management.

Total: 10 hours

Exam 2: 1 hour

11. Production of Quality Goods and Services.
12. Motivation, the Changing Workforce, and Employee—
Management Relations.
13. Human Resources Management.
14. Fundamentals of Marketing and Customer Satisfaction.
15. Product and Pricing Strategies.

Total: 10 hours

Exam 3: 1 hour

16. Distribution Strategies.
17. Promotion Strategies.
18. Accounting.
19. Financial Management and Banking.
20. Securities.
21. Business Law, Taxes, and the U.S. Legal System.
22. Careers in Business and the Employment Search.
23. Integration of the functional areas in business.

Total: 12 hours

Final Activity: 2 hours

Total: 44 hours

IV. **Evaluation Methods.**

Chapter Tests	45%.
Tests will be composed of true/false, multiple choice, and short answer items.	
Group/Team work activities	10%
Students work in small groups working on cases, assignments, and projects.	
Written assignments	15%
Students will compile a written report related to a business topic.	
Oral Report	10%
Students will videotape an oral presentation based upon their written report. This will be turned in at the same time.	
Participation in related activities	20%
Students will participate in various business related activities (i.e., six o'clock series, small business incubator, business day, etc.) They will be asked to summarize the activity and their participation by writing a mini synopsis of the event.	
Total:	100%

The final culminating activity will be exam #4.

V. **Example Grading Scale.**

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

VI. **Undergraduate Course Attendance Policy.**

The university expects all students to attend class. Students' need to miss class because of illness or personal illness is recognized. The number of excused absences is equal to the number of course credit hours (i.e., three). Excused absences must be submitted immediately upon return to class.

VII. **Required Textbook(s), Supplemental Books and Readings.**

Business Today, 10e, Prentice Hall -2002

VIII. **Special Resource Requirements.**

Purchase supplement from Copies Now.

IX. **Bibliography.**

Built to Last: Successful Habits of Visionary Companies ~ Jim Collins , Jerry I. Porras / Paperback / Published 2002

Business Communication Today (5th Ed) ~ Courtland L. Bovee, John V. Thill / Hardcover / Published 1998

Business Law Today : The Essentials : Text & Summarized Cases--Legal, Ethical, Regulatory, and International Environment Roger Leroy Miller, Gaylord A. Jentz / Paperback / Published 1999

Business Today ~ Michael H. Mescon, et al / Hardcover / Published 1998

Business: A Changing World ~ O.C. Ferrell, Geoffrey Hirt / Paperback / Published 2003

Business Essentials (4th Edition) ~ Ronald J. Ebert, Ricky W. Griffin / Paperback / Published 2003

Business in Action ~ Courtland L. Bovée, John V. Thill, Barbara E. Schatzman / Paperback / Published 2004

Business (7th Edition) ~ Ricky W. Griffin, Ronald J. Ebert / Hardcover / Published 2004

E-Business: Strategic Thinking and Practice ~ Brahm Canzer / Hardcover / Published 2003

Economics Today : The MacRo View : 1999-2000 ~ Roger Leroy Miller / Paperback / Published 1998

Economics Today : With Your Economic Life : The Practical Applications of Economics (9th Ed) Roger Leroy Miller / Hardcover / Published 1997

Economics Today; 1999-2000 Edition, Microview with EIA Package ~ Roger Leroy Miller / Paperback / Published 1999

The Employer's Legal Handbook: A complete guide to our legal rights & Responsibilities ~ Fred. S. Steingold / Paperback / Published 1999

Essential Managers: Interviewing Skills ~ Tim Hindle / Paperback / Published 1998

Essential Managers: Communicate Clearly ~ Robert Heller / Paperback / Published 1998

Execution: The Discipline of Getting Things Done ~ Larry Bossidy, Ram Charan, Charles Burck (Contributor) / Audio CD / Published 2002

The Executive Course : Eleven Business Experts Tell the Corporate Leaders of Tomorrow What They Need to Know Today ~ Gayton E. Germane(Editor) / Paperback / Published 1999

First, Break All the Rules: What the World's Greatest Managers Do Differently ~ Marcus Buckingham, Curt Coffman / Paperback / Published 1999

The Frontiers of Management : Where Tomorrow's Decisions Are Being Shaped Today ~ Peter Ferdinand Drucker / Paperback / Published 1999

Global Business Today Charles W. L. Hill / Paperback / Published 2000

Good to Great: Why Some Companies Make the Leap... and Others Don't ~ Jim Collins / Hardcover / Published 2001

High Impact Marketing on a Low-Impact Budget : 101 Strategies to Turbo-Charge Your Business Today! ~ John Kremer, J. Daniel McComas (Contributor) / Paperback / Published 1998

Intercultural Business Communication (3rd Edition) ~ Lilian H. Chaney, Jeanette S. Martin / Paperback / Published 2004

Jump-Start Your Career : How the 'Strengths' That Got You Where You Are Today Can Hold You Back Tomorrow ~ Lois P. Frankel / Paperback / Published 1998

Keeping Good People : Strategies for Solving the #1 Problem Facing Business Today ~ Roger E. Herman / Paperback / Published 1999

Leadership Wisdom of Jesus : Practical Lessons of Today ~ Charles C. Manz / Hardcover / Published 1999

Lessons of the Future; Thriving Today by Understanding Tomorrow ~ Andrew Duggan, David J. Murcott / Paperback / Published 1999

Managing Today! ~ Stephen P. Robbins / Hardcover / Published 1999

The Only Guide to a Winning Investment Strategy You'll Ever Need : Index Mutual Funds and Beyond - The Way Smart Money Invests Today ~ Larry E. Swedroe / Hardcover / Published 1998

Power Tools : 33 Management Inventions You Can Use Today ~ Samuel D. Deep, et al / Paperback / Published 1998

Practical Intuition for Success : A Step-By-Step Program to Increase Your Wealth Today ~ Laura Day, Martin Edelson / Hardcover / Published 1999

Training for Organizations ~ Dr. Bridget O'Connor, Dr. Michael Bronner, and Chester Delaney / Paperback / Published 2002

Understanding Business (Annotated Instructor's Edition) ~ William G. Nickles, James M. McHugh, Susan M. McHugh / Hardcover / Published 2002

Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life ~ Spencer Johnson, Kenneth H. Blanchard / Hardcover / Published 1998

Appendix B Old syllabus of record

Introduction to Business, AD 101

Please take a few minutes to read this important handout. You are responsible for the contents of the document. Hopefully everything you will need to be successful in this class is touched upon in this handout. Keep it handy!

Catalog Course Description

Overview of the principles, practices, and methods common to most business firms in a private enterprise system. (Not open to juniors and seniors in the College of Business).

Course Objectives:

1. Discuss the nature of business and the importance of the profit motive.
2. Compare and contrast the prevalent economic systems.
3. Describe the government-business relationship as it exists today in the United States.
4. Identify and discuss the basic forms of business ownership.
5. Differentiate between short- and long-term financing.
6. Describe the Federal Reserve System and the roles it plays in our economic system.
7. Identify other major types of financial institutions and describe their role in our economic system.
8. Discuss the functions of the stock market and its implications for business.
9. Outline the marketing function and describe its significance.
10. Explain the major issues in labor-management relations.
11. Discuss the responsibilities and significance of human resource management.
12. Define the motivational approaches available to the manager.
13. Explain the role of the organization chart.
14. Describe the authority relationships that exist in an organization and explain the delegation process.
15. Discuss the social responsibility of business.
16. Demonstrate the ability to use the library for research purposes and to write coherent and readable paragraphs.

Evaluation Methods

Your attention is drawn to the following activities. A variety of experiences are planned for this course. The following breakdown seems appropriate for grading at this time:

- | | |
|-----------------------------------|------------|
| 1. Chapter Tests: | 50 percent |
| 2. Oral Report: | 15 percent |
| 3. Written Report: | 15 percent |
| 4. Group Oral Presentation: | 15 percent |
| 5. Field Based research/interview | 5 percent |

Teaching Method:

This course will be conducted as a lecture class with student discussion, exercises and projects to develop concepts learned in class, and videos, field experiences and/or speakers to reinforce these concepts. Group work is a major component of the course.

Grading Scale

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

Required Textbook

Rachman. Business Today. McGraw-Hill,

Special Resource Requirements

Handout available at Copies Now.

Six O'Clock Series you asked to attend various six o'clock series. If you can not attend you need to complete a summary and reaction paper on the topic which was presented.

Students who attend please bring attendance slip to class on the next class meeting after the assigned Six O'Clock Series.

For those you do not attend or care not to attend you need to complete the following:

Prepare a three page paper, double spaced, with a summary of the topic by researching it and a reaction. Must have a bibliography of a minimum of three sources.

Attendance

The class meets twice a week, then two absences are permitted. After that, each absence will result in a two point final grade reduction. For example, if you missed three classes, and your final average is 90-you will be dropped to 88. You decide your priorities within what you feel you would like to accomplish. Excused absences must be submitted immediately upon your return to class. These will not be accepted, for example, at the end of the semester. Please be on time to class as well. Students who are frequently late will have a penalty deducted from their final grade as well. **All assignments are due even if you are absent.**

Selected Bibliography

Business Law Today : Comprehensive Edition : Text and Cases, Legal, Ethical, Regulatory, and International Environment -- Roger Leroy Miller, Gaylord A. Jentz; Hardcover

50 Powerful Ways to Win New Customers : Fast, Simple, Inexpensive, Profitable and Proven Ideas You Can Use Starting Today! ~ Paul R. Timm / Paperback / Published 1997

77 No Talent No Experience and (Almost) No Cost Businesses You Can Start Today! ~ Kelly Reno / Paperback / Published 1996

The American Corporation Today ~ Carl Kaysen (Editor) / Hardcover / Published 1996

Business Communication Today (5th Ed) ~ Courtland L. Bovee, John V. Thill / Hardcover / Published 1998

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How to Get Hired Today! (Vgm Career Horizons) ~George E. Kent / Paperback / Published 1991

How to Invest Today : A Beginner's Guide to the World of Investments ~ Lawrence Lynn(Editor), Kenneth G. Altvater (Editor) / Hardcover/ Published

Indispensable You : 7 Simple Things You Must Do to Keep Your Job Today and Tomorrow ~ Editors at Darnell, et al / Audio Cassette / Published 1996

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Mind Your Own Business : The Best Businesses You Can Start Today for Under 500 ~ Stephen Wagner, the Editors of Income Opportunities Magazine / Paperback / Published 1992

The Only Guide to a Winning Investment Strategy You'll Ever Need : Index Mutual Funds and Beyond - The Way Smart Money Invests Today ~ Larry E. Swedroe / Hardcover / Published 1998

Small Business Today Guide to Beating the Odds : Small Business Today Guide to Self-Employment ~ Hattie Bryant / Paperback / Published 1996

Poor Richard's Horse Keeper : More Ways Than a Poor Soul Can Count to Save Time and Money Providing Quality Care for Horses Today Susan McBane, et al / Paperback / Published 1993

Postwar Economic Reconstruction and Lessons for the East Today Rudiger Dornbusch(Editor), et al / Hardcover / Published 1993

Power Tools : 33 Management Inventions You Can Use Today ~ Samuel D. Deep, et al / Paperback / Published 1998

Practical Intuition for Success : A Step-By-Step Program to Increase Your Wealth Today ~ Laura Day, Martin Edelson / Hardcover / Published 1997

Re-Engineering Yourself : Using Tomorrow's Success Tools to Excel Today ~ Daniel Burrus / Audio Cassette / Published 1996

Reinventing the Factory : Productivity Breakthroughs in Manufacturing Today ~ Roy L. Harmon

5. Liberal Studies course approval form and checklist (if appropriate)

Part III. Letters of Support or Acknowledgement

Not needed for course revisions