

General Curriculum Report #207

UNIVERSITY OF IDAHO - REGISTRAR'S OFFICE

November 12, 1999

To: MEMBERS OF THE RESIDENT FACULTY

The items listed below will be considered to have the necessary faculty approvals unless a petition requesting further consideration of specific items is signed by five faculty members and submitted to the chair of the Faculty Council within 14 calendar days after the date of circulation. If no petition is received within 14 days, the entire report will be submitted to the president for approval and transmittal to the regents, if regents action is required. If a petition is received, the items in the report for which further consideration is requested will be referred to the Faculty Council and the remainder of the report will move forward. On items referred to it, the council may: (1) affirm the action and report it to a meeting of the university faculty, (2) amend the action and report it to a meeting of the university faculty, or (3) rescind the action. NOTE: If a petition concerns courses or curricula in the College of L & S or in the College of Agriculture, and is signed by five faculty members of the respective college, those items will be returned to the college concerned for further consideration.

BIOLOGY

Change the prerequisite to Biol 201 from "Prereq: one semester college chemistry recommended" to "Prereq: Chem 101 or 111 or perm." [Summer 2000]

BUSINESS

1. Change the title of Bus 324 from "Consumer Behavior" to "Buyer Behavior" (3 cr). [Summer 2000]
2. Change the number of Bus 325, Retail Distribution Management (3 cr), to Bus 425 and change the prerequisite from "Prereq: Bus 321 or Bus 340-342" to "Prereq: Bus 321; OR prereq or coreq: Bus 343." [Summer 2000]
3. Change the number, title and description of Bus 327 to read [Summer 2000]:

Bus 327 427 Services/Nonprofit Marketing (3 cr) (Bus 327). Marketing principles applied to marketing of intangibles, societal issues, and to donor markets and publics for profit and nonprofit organizations; includes strategies for designing service layout and process, training of service providers, and other marketing mix elements to enhance customer satisfaction Survey of concepts addressing distinctive marketing problems and opportunities in service industries, as well as current issues and trends in the service sector; includes discussion of strategies for marketing services, emphasizing the distinctive challenges and approaches that make the marketing of services different from marketing manufactured goods. May involve evening exams. Prereq: Bus 321; ~~or 340-345~~ OR prereq or coreq: Bus 343.

4. Change the description of the following courses by adding "Open only to undergraduate CBE majors" [Spring 2000]:

- Bus 340 Team Building and Group Dynamics (2 cr)
- Bus 341 Business Systems (4 cr)
- Bus 342 Product and Process Planning (3 cr)
- Bus 343 Planning and Decision Making in Organizations (2 cr)
- Bus 344 Managing the Firm's Resources (3 cr)
- Bus 345 Business Operating Decisions (4 cr)

5. Change the prerequisite to Bus 355, Systems Analysis and Design (3 cr), from "Prereq: Bus 250; prereq or coreq: Bus 350 or 340-345" to "Prereq: Bus 250; Bus 350 OR prereq or coreq: Bus 343." [Summer 2000]

6. Change the prerequisite to Bus 412, Human Resource Management (3 cr), from "Prereq: BLaw 265; Bus 311 or 340-345" to "Prereq: BLaw 265 and Bus 311; OR prereq or coreq: Bus 343." [Spring 2000]

7. Change the prerequisite to Bus 413, Organizational Behavior (3 cr), from "Prereq: Bus 311 or Bus 340-345 or AgEc 391" to "Prereq: AgEc 391 or Bus 311; OR prereq or coreq: Bus 343." [Spring 2000]

8. Change the prerequisite to Bus 418, Organization Theory (3 cr), from "Prereq: Bus 311 or 340-345" to "Prereq: Bus 311; OR prereq or coreq: Bus 343." [Spring 2000]

9. Change the number of Bus 420, Promotional Strategy (3 cr), to Bus 323, and change the prerequisite from "Prereq: Bus 321 or 340-345; prereq or coreq: Bus 324" to "Prereq: Bus 321; OR prereq or coreq: Bus 343." [Summer 2000]

10. Change the prerequisite to Bus 421, Marketing Research and Analysis (3 cr), from "Prereq: Bus 321 and 332, or Bus 340-345" to "Prereq: Stat 251 or 271, and Bus 321; OR prereq or coreq: Bus 343." [Summer 2000]

11. Change the prerequisite to Bus 422, Sales Force Management (3 cr), from "Prereq: Bus 311 and 321, or Bus 340-345" to "Prereq: Bus 321; OR prereq or coreq: Bus 343." [Spring 2000]

12. Change the title and description of Bus 428 to read [Spring 2000]:

Bus 428 Product Marketing Management (3 cr). Analysis of the product management process including the product life cycle, new product development, product assortment decisions, product elimination, forecasting market potential and sales, and the development of the marketing plan. May include evening exams Discussion of major marketing management functions, including market and environmental analysis, as well as marketing planning, strategy, implementation, and control concepts; special emphasis on application of such concepts by developing a marketing plan that identifies market opportunities and proposes relevant marketing

programs for a given case study. May involve evening exams. Prereq: Bus 323, 324, 420, 421, Acct 381.

13. Change the prerequisite to Bus 452, Business Telecommunications Management (3 cr), from "Prereq: Bus 350 or 340-342; prereq or coreq: Bus 352" to "Prereq: Bus 350 or 340-342, and Bus 352." [Summer 2000]

14. Change the prerequisite to Bus 482, International Marketing (3 cr), from "Prereq: Bus 321 and Bus 380 or Econ 446; or Bus 340-345" to "Prereq: Bus 321; OR prereq or coreq: Bus 343." [Spring 2000]

15. Change the major in human resources management (B.S.Bus.) to read [Summer 2000]:

MANAGEMENT AND HUMAN RESOURCES MANAGEMENT (B.S.Bus.)

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

- Acct 381 Accounting for Managers & Investors (3 cr)
- Bus 412 Human Resource Management (3 cr)
- Bus 413 Organizational Behavior (3 cr)
- ~~Bus 416 Staffing & Compensation (3 cr)~~
- Bus 418 Organization Theory (3 cr)
- ~~Bus 441 Labor Relations (3 cr)~~
- ~~One course selected from the following (3 cr)~~
 - ~~Bus 414 Entrepreneurship~~
 - ~~Bus 422 Sales Force Management~~
 - ~~Econ 441 Labor Economics (may be used to fulfill college core economics requirements)~~
- ~~One course selected from the following (3 cr)~~
 - ~~ComG 235 Organizational Communication~~
 - ~~ComG 331 Conflict Management~~
 - ~~ComG 332 Communication & the Small Group~~
 - ~~Psyc 316 Industrial Psychology~~
 - ~~Psyc 320 Introduction to Social Psychology~~

And one of the following emphases:

MANAGEMENT EMPHASIS

- Bus 414 Entrepreneurship (3 cr)
- One of the following courses (3 cr)
 - Bus 378 Project Management
 - Bus 456 Quality Management
 - Bus 470 Purchasing and Materials Management
 - Bus 472 Operations Planning and Scheduling

- One of the following courses (3 cr)
 - Bus 323 Promotional Strategy
 - Bus 324 Buyer Behavior
 - Bus 326 Marketing Channels Management
 - Bus 422 Sales Force Management
 - Bus 425 Retail Distribution Management
 - Bus 427 Services Marketing
- One of the following courses (3 cr)
 - Bus 302 Intermediate Financial Management
 - Bus 362 Real Property Appraisal
 - Bus 364 Insurance
 - Bus 407 Financial Institutions
 - Bus 481 International Finance
- One additional course selected from those not taken in the three groups above (3 cr)
- One of the following courses (3 cr)
 - ComG 235 Organizational Communication
 - ComG 331 Conflict Management
 - ComG 433 Organizational Communication Theory and Research
 - Psyc 320 Introduction to Social Psychology
- Additional non-CBE electives (7 cr)

HUMAN RESOURCES MANAGEMENT EMPHASIS

- Bus 416 Staffing & Compensation (3 cr)
- Bus 441 Labor Relations (3 cr)
- One of the following courses (3 cr)
 - Psyc 316 Industrial Psychology
 - Psyc 430 Tests and Measurements
 - Psyc 435 Personnel Psychology
 - Psyc 450 Training and Performance Support
- One of the following courses (3 cr)
 - ComG 235 Organizational Communication
 - ComG 331 Conflict Management
 - ComG 332 Communication & the Small Group
 - Soc 322 Racial & Ethnic Relations
- Additional non-CBE electives (3 cr)
- Electives (13 cr)

~~In addition to all other requirements, students must take at least 9 credits from outside the CBE in addition to those specifically required.~~

16. Change the major in information systems (B.S.Bus.) to read [Summer 2000]:

INFORMATION SYSTEMS (B.S.Bus.)

Required course work includes the university requirements (see regulation J-3), the college requirements, and:

- Bus 250 Introductory Systems Development (3 cr)
- Bus 352 Modern Information Technology (3 cr)
- Bus 355 Systems Analysis & Design (3 cr)
- Bus 453 Database Design (3 cr)
- ~~One IS elective: at least two courses selected from the following list of project electives (3-er 6 cr)~~
 - Bus 378 Project Management
 - Bus 439 Systems & Simulation
 - Bus 452 Business Telecommunications Management
 - Bus 454 Current Issues in Information Systems
 - Bus 455 IS Project
- ~~Communications elective: Two one courses (in addition to those taken to meet the CBE requirement) selected from the following list of communications electives (6-er 3 cr)~~
 - ~~ComG 233 Interpersonal Communication~~
 - ~~ComG 235 Organizational Communication~~
 - ComG 331 Conflict Management
 - ~~ComG 332 Communication & the Small Group~~
 - ~~ComG 347 Persuasion~~
 - ComG 433 Organizational Communication Theory & Research
 - ~~ComG 435 Strategies of Organizational Communication~~
 - ~~Comm 431 Professional Presentation Techniques~~
 - ~~Comm 449 Theory in Communication~~
 - ~~Engl 207 Persuasive Writing or 208 Personal & Exploratory Writing or 209 Inquiry Based Writing~~
 - Engl 313 Business Writing
 - Engl 317 Technical & Engineering Report Writing
 - Phil 201 Critical Thinking
- ~~Restricted electives: two additional courses from the IS electives list or from the following Three courses in addition to those taken to meet the above requirements selected from the following list of IS electives (9-er 6 cr)~~
 - ~~Bus 378 Project Management~~
 - ~~Bus 404 Special Topics (with permission of area coordinator)~~
 - Bus 418 Organization Theory
 - Bus 427 Services Marketing
 - ~~Bus 439 Systems & Simulation~~
 - ~~Bus 452 Business Telecommunications Management~~
 - ~~Bus 454 Current Issues in Information Systems~~
 - ~~Bus 455 IS Project~~
 - Bus 472 Operations Planning & Scheduling
 - Acct 381 Acct for Managers & Investors or 385 Cost & Management Acct (not both)
 - Acct 492 Auditing & Controls
 - Art 372 Interface Design IV (3 cr)

- ~~CS 371 Expert Systems~~
- Any course from computer science numbered 300 and above
- Econ 453 Econometrics
- Geog 385 GIS Primer or Geog 470 Computer Mapping (not both)
- ME 409 Human Factors in Engineering Design
- ~~Min 410 Simulation of Engineering Systems~~

In addition to all other requirements, students must take at least ~~6~~ 9 credits from outside the CBE in addition to those specifically required. These may be chosen from the ~~non-CBE IS technical~~ restricted electives or from other courses.

17. Change the major in production/operations management (B.S.Bus.) by (a) deleting Bus 398, Internship (spring or fall) as an alternative course to Bus 439, Systems & Simulation, and (b) deleting Bus 439 from the list of electives. [Summer 2000]

FOREST RESOURCES

Add For 540 Conservation Genetics (3 cr). Basic principles of population genetics and phylogenetics and their applications to the field of conservation genetics and natural resource management; case studies and examples from current literature; topics include genetic diversity, inbreeding, population structure, gene flow, genetic drift, molecular phylogenetics, and hybridization. [Summer 2000]

MILITARY SCIENCE

1. Change the corequisite to MS 280, Raider Operations (1 cr, max 4), from "Coreq: another MS course" to "Coreq: MS 101 or 102 or 201 or 202 or 301 or 302 or 401 or 402." [Summer 2000]
2. Add MS 290 Color Guard/Drill Team (1 cr, max 4). Participation and training in color guard and drill team. Coreq: MS 101 or 102 or 201 or 202 or 301 or 302 or 401 or 402. [Summer 2000]