

Josephine Elliott



SPECIAL EDITION

October 5, 1972

### Curricular Committee Report

The Curricular Committee has given its initial approval to the following petitions. These petitions will receive final evaluation from the committee at its regular meeting on Monday, October 9, 1972, at 12:00 noon in Room 100. Faculty reaction to these petitions may be expressed at the October 9 meeting or to any member of the Curricular Committee or to members of the Faculty Council after October 9.

### Course Modifications

Business	251	<u>Modern Computing Techniques</u> Comprehensive survey of data processing equipment and techniques emphasizing data processing.	3 hours
Business	265	<u>Business Statistics I</u> Presents mathematical, tabular and graphical techniques for describing sets of data and for making inferences from the data. Uses business problems as a vehicle of presentation.	3 hours
Business	350	<u>Introduction to Management Science</u> Presents quantitative methods for examining management problems. Prerequisite: Mathematics III	3 hours
Business	376	<u>Computer Techniques in Business I</u> A programming course utilizing both a business language and an algebraic language in solving basic business problems. Prerequisite: Business 251.	3 hours
*Life Science	367	<u>Plant Anatomy and Taxonomy</u>	3 hours (Credit hour reduction)

### New Courses

Business	360	<u>Business and Environmental Factors</u> An inquiry into the purposes, methods, institutions, results and philosophy of American business and its relationship to the environment in which it functions. Class covered by lectures, discussion of issues and case analysis.	3 hours
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\*Indicates courses to be offered in the Spring, 1973

Business	375	<u>System Analysis and Design I</u>	3 hours
		Presents techniques for defining business systems, for revealing system difficulties, and for developing system improvements. Concentrates on the development of system improvements through computer utilization. Prerequisite: Business 251.	
Business	470	<u>International Marketing</u>	3 hours
		The role of enterprise, comparative marketing and transport institutions and systems in selected foreign countries and the United States. The managerial and operational problems of world enterprise, with emphasis on the role of ethnic and cultural differences in influencing marketing strategy. Case studies will be used. Prerequisite: Business 280	
*Chemistry	350	<u>Polymer Chemistry</u>	3 hours
		This is a one semester general polymer science course consisting of three one-hour lecture sessions each week. Prerequisite: One semester of Organic Chemistry, one semester of physics or their equivalents.	
*Education	198	<u>Correction of Reading Skills</u>	3 hours
		This course is open to freshmen students who exhibit deficiencies in reading skill. It is designed to correct reading skill deficiencies which might prevent the student from being successful in his initial experiences in college.	
*English	320	<u>Literature and Social Criticism</u>	3 hours
		By way of study and class discussion of various literary works, a consideration of the techniques, the problems, and the value of interpreting literature in terms of social theory and as the reflection of the author's unspoken assumptions and explicit beliefs about the nature of society. Offered for both general education and major and minor credit. Prerequisite-post freshman standing.	
*Psychology	375	<u>Psychometrics</u>	3 hours
		Introduction to the general area of mental measurement. Theory and content of measuring devices in the fields of intelligence, interests, personality and special aptitudes. Prerequisites: 6 hours of psychology including Psychology 302.	
*History	499	<u>Seminar in European History</u>	3 hours
		A research course in selected fields of European History. Prerequisites: History 151, 152 and 310, or consent of Instructor.	

\*Indicates courses to be offered in the Spring, 1973

PETITION FOR MODIFICATION OF MARKETING MAJOR

- I. The following are proposed changes in the Marketing Major for the B.S. Degree in Business.

Required courses under proposed changes. Business core plus:

Business 333 Product and Price Strategy  
Business 334 Promotion Strategy  
Business 338 Marketing Research  
Business 448 Marketing Management

plus 12 hours elected from the following:

Business 332 Consumer Behavior  
Business 358 Marketing Channels Strategy  
Business 442 Advertising Policy and Management  
Business 444 Sales Policy and Management  
Business 447 Retailing Policy and Management  
Business 450 Credits and Collections  
Business 360\* Business and Environmental Factors  
Business 470\* International Marketing  
Business 347 Principles of Transportation

- II. Required courses presently required:

Business Core plus:

Business 332 Consumer Behavior  
Business 333 Product and Price Strategy  
Business 334 Promotion Strategy  
Business 338 Marketing Research  
Business 353 Marketing Channel Structure and Strategy  
Business 448 Marketing Management

plus 6 hours from:

Business 442 Advertising Policy and Management  
Business 444 Sales Policy and Management  
Business 447 Retailing Policy and Management

- III. The proposed changes in the Marketing Major will allow marketing majors more latitude and flexibility while studying this expanding and increasingly specialized subject. It is imperative that marketing students have the option to select certain areas of marketing for more concentrated study after acquiring basic information and training in the subject. The proposed program will give the student more flexibility which will improve our curriculum.

## PETITION FOR NEW PROGRAM APPROVAL

### I. Submitted by the Division of Business

### II. Program

Minor in Business Data Processing

### III. Justification and Need for the Program

Business in the United States is faced with increasing need to process large quantities of data rapidly, accurately, and efficiently in order to meet both internal and external demands for information. The ISUE Business Division has recognized this need by including three (3) computer oriented courses in its offerings and requiring a computer course for Management majors.

ISUE students have indicated a strong interest in business data processing by quickly filling courses presently offered. Additionally, numerous students have indicated a strong desire to participate in an expanded program.

Secondary schools in the area have begun data processing programs which fact presages growing demand for offerings at the college level.

Demand for trained data processing personnel is encouraging many business schools to add emphasis to data processing programs. According to the American Association of Collegiate Schools of Business 11% of Business Schools required programming proficiency in 1966; by 1970 the percentage had grown to 62%. The offering of this proposed minor will fill a need of ISUE business students by better preparing them for business life.

### IV. Academic Requirements for the Minor

Business 101	Principles of Accounting	3 hours
Business 240	Principles of Management	3 hours
Business 251	Modern Computing Techniques	3 hours
Business 265	Business Statistics	3 hours
Business 375	Systems Analysis and Design	3 hours
Business 376	Computer Techniques in Business	3 hours

#### New Courses Necessary to Implement the Program

Business 375	Systems Analysis and Design	3 hours
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#### Resources Required

Faculty - One (for first year)

Space - Classroom for about 40 students.  
Laboratory for about 40 students.

Equipment - Modern computing and data recording facilities to meet University-wide needs should be available for implementation of this minor.

Supplies - Punch cards, continuous forms, etc.

V. Benefits

It is estimated that the program will start with about 60 students. For approximately two years modest increases of about 10% are expected. Larger increases are expected following the acquisition of improved computing facilities.

VI. Summary Statement

Business has need for personnel trained in data processing activities. The ISUE Business Division has attempted to meet the needs by including related courses in its offerings. The ISUE Business Division can better meet the needs of business students by expanding its offerings and integrating them in a minor Program in data processing. Therefore, the Division of Business requests approval of this Minor in Business Data Processing.