

REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: FCS PROPOSED EFFECTIVE SEMESTER: Fall 2016 COLLEGE: CEHD

PROPOSED IMPROVEMENTS

Academic Program

- New degree*
- New major*
- New curriculum*
- New concentration*
- New certificate
- New minor
- Revised major
- Revised minor
- Admission requirements
- Graduation requirements
- Deletion Transfer
- Other (explain**)

Substantive Course Changes

- New course
- Pre or Co-requisites
- Deletion (required by others)
- Course #, different level
- Credit hours
- Enrollment restriction
- Course-level restriction
- Prefix Title and description
(attach current & proposed)
- General education (select one)
Not Applicable
- Other (explain**)

Misc. Course Changes

- Title
- Description (attach current & proposed)
- Deletion (not required by others)
- Course #, same level
- Variable credit
- Credit/no credit
- Cross-listing
- COGE reapproval
- Other (explain**)

**** Other:**

Title of degree, curriculum, major, minor, concentration, or certificate: Secondary Education Business major (SUSJ)

Existing course prefix and #: Proposed course prefix and #: Credit hours:

Existing course title:

Proposed course title:

Existing course prerequisite & co-requisite(s):

Proposed course prerequisite(s)

If there are multiple prerequisites, connect with "and" or "or". To remove prerequisites, enter "none."

Proposed course co-requisite(s)

If there are multiple corequisites, they are always joined by "and."

Proposed course prerequisite(s) that can also be taken concurrently:

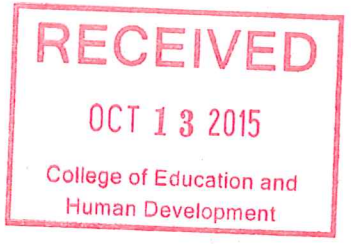
Is there a minimum grade for the prerequisites or corequisites?

The default grades are D for undergraduates and C for graduates.

Major/minor or classification restrictions: SUSJ

List the Banner 4 character codes and whether they should be included or excluded.

For 5000 level prerequisites & corequisites: Do these apply to: (circle one) undergraduates graduates both



Specifications for University Schedule of Classes:

a. Course title (maximum of 30 spaces):

b. Multi-topic course: No Yes

c. Repeatable for credit: No Yes

d. Mandatory credit/no credit: No Yes

e. Type of class and contact hours per week (check type and indicate hours as appropriate)

- 1. Lecture
- 2. Lab or discussion
- 3. Lecture/lab/discussion
- 4. Seminar or studio
- 5. Independent study
- 6. Supervision or practicum

CIP Code (Registrar's use only):

Chair/Director Gray A. M Date 10/13/15

Chair, College Curriculum Committee Carol ... Date 10 27 15

Dean M ... Date: 11-1-15 Graduate Dean: _____ Date _____

Curriculum Manager: Return to dean Date _____ Forward to: _____ Date _____

Chair, COGE/ PEB / FS President _____ Date _____

FOR PROPOSALS REQUIRING GSC/USC REVIEW:

* Approve Disapprove Chair, GSC/USC _____ Date _____

* Approve Disapprove Provost _____ Date _____

1. Explain briefly and clearly the proposed improvement.

We propose to change the required business courses for the Secondary Education Business major (SUSJ). Please see attached table for details.

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)

The curriculum has not been updated for about 7 years so the changes are needed to reflect current trends in business education. Also, the added courses may improve the student pass rate on the Michigan test #98 for teacher certification.

3. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

Currently business education students take most of their business courses in the College of Business. With the proposed changes the credits will be redistributed somewhat from a few current courses to a few different courses (see the side-by-side table attached). Department chairs and administrators in those areas which are affected have been notified and have sent letters of support (see attached).

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

There may be slightly less enrollment in the 2 FCS courses being dropped from this major but those courses have strong enrollment from other FCS majors

5. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

Once implemented for newly admitted business education students, the course of study will be somewhat different, but the changes will not affect graduation requirements.

6. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

There is a small but steady market for this major, 15-25 students per year, and most graduates obtain a teaching position immediately. The main benefit is that students will be equipped with an improved curriculum to teach their future students.

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

As explained in #3 above, the business education students will no longer be enrolled in several courses and will be enrolled in several different courses. Since our students are already mixed in with other business majors there should be no effect on resources in the College of Business

8. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.)

Not applicable

9. List the learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

The proposed courses in the revised major are better aligned with the Michigan test #98 objectives.

10. Describe how this curriculum change is a response to assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

The change is being made based on students' performance on the Michigan test #98 over the last few years rather than on a formal assessment. One of the goals of the recent academic program review is to improve the pass rate on the test.

11. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

There are no formal articulation agreements for this major. The transfer guidelines for related business courses completed at a community college will not change.

Proposed Secondary Education: Business, Management, Marketing, and Technology Major

Old SUSJ Major	Credits	Proposed SUSJ Major	Credits
Courses Being Continued		Courses Being Continued	
FCS 2140 Child Development or ED 2500 Human Development	3	FCS 2140 Child Development or ED 2500 Human Development	3
ACTY 2100 Accounting 1	3	ACTY 2100 Accounting I	3
BUS 1750 Business Enterprise	3	BUS 1750 Business Enterprise	3
LAW 3800 Legal Environment	3	LAW 3800 Legal Environment	3
MGMT 2500 Organizational Behavior	3	MGMT 2500 Organizational Behavior	3
ECON 2010 Microeconomics	3	ECON 2010 Microeconomics	3
Courses Being Removed		Courses Being Added	
FCS 2250 Computer Applications or CS 1000 Computer Applications*	3	FCS 2250 Computer Applications or CIS 1020 Intro to Business Computing*	3
FCS 2090 Consumer Education	3	ACTY 2110 Accounting II	3
FCS 3290 Promotion in the Merchandising Environment	3	ECON 2020 Macroeconomics	3
BCM 3800 Business Web Design	3	MKTG 2500 Marketing Principles	3
COM 1700 Interpersonal Communication	3	MGMT 2800 Introduction to Supply Management	3
FIN 3100 Financial Markets	3	CIS 2700 Business-Driven Information Technology	3
FCS 3200 Visual merchandising	3	FIN 2420 Entrepreneurial Finance	3
TOTAL:	39	TOTAL:	39

WESTERN MICHIGAN UNIVERSITY



Haworth College of Business
Department of Accountancy

October 13, 2015

Gary H. Bischof, PhD
Professor & Chair
Dept of Family & Consumer Sciences
Western Michigan University

Dear Gary:

I am writing to support the inclusion of the following two Accountancy courses in the Secondary Education Business teaching major curriculum:

ACTY 2100 Principles of Accounting I
ACTY 2110 Principles of Accounting II

Please let me know if you need any more information related to your curriculum proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Donald W. Gribbin".

Donald W. Gribbin
Professor and Chair
Department of Accountancy

1903 W. Michigan Ave., Kalamazoo, MI 49008-5402
PHONE: (269) 387-5210 FAX: (269) 387-5710
WEBSITE: wmich.edu/accountancy/
CAMPUS SITE: 3190 Schneider Hall

WMU Webmail Plus

bischofg@wmich.edu

Re: Need support for new FINANCE course in Secondary Educ Business teaching majors

From : Devrim Yaman <devrim.yaman@wmich.edu> Tue, Oct 06, 2015 04:36 PM
Subject : Re: Need support for new FINANCE course in Secondary Educ Business teaching majors 1 attachment
To : Gary H Bischof <gary.bischof@wmich.edu>
Cc : charles r bruce <charles.r.bruce@wmich.edu>

Hi Gary:

I do not have any reservations on this change.

Devrim

Devrim Yaman, Ph.D., CFA
Chair, Department of Finance and Commercial Law
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
(269) 387-5722

----- Original Message -----

> From: "Gary H Bischof" <gary.bischof@wmich.edu>
> To: "Devrim Yaman" <devrim.yaman@wmich.edu>
> Cc: "charles r bruce" <charles.r.bruce@wmich.edu>
> Sent: Tuesday, October 6, 2015 12:58:24 PM
> Subject: Need support for new FINANCE course in Secondary Educ
Business teaching majors
>
> Hi Devrim,
>
> We are in the process of putting through curricular changes to
our
> Secondary Educ Business teaching majors that will improve the
> content of these majors and align better with courses teachers
are
> called upon to teach in K-12 settings. These changes are also
> intended to improve pass rates on the MTTC-the Michigan content
> teaching tests.

>
> If you are OK with what we are recommending highlighted on the
> attached, please reply to this email to indicate your support.
>
> The changes involve the addition of:
>
> FIN 2420 Entrepreneurial Finance
>
> and the deletion of:
>
> FIN 3100 Financial Markets
>
> Please let me know if you have any questions on this.
>
> Thanks,
>
> Gary
>
> --
> Gary H. Bischof, PhD
> Professor & Chair
> Dept of Family & Consumer Sciences
> 1903 W. Michigan Ave
> Kalamazoo, MI 49008-5322
> Ofc: (269) 387-3713
> Fax: (269) 387-3353
>

FINANCE_Secundary Education in Business Major - Proposed

 **Revisions.docx**

17 KB

WMU Webmail Plus

bischofg@wmich.edu

Re: Support for the SGSJ and SUSJ Major

From : Gary H Bischof <gary.bischof@wmich.edu>
Subject : Re: Support for the SGSJ and SUSJ Major
To : Gary H Bischof <gary.bischof@wmich.edu>

Tue, Oct 13, 2015 02:19 PM

From: "Mushtaq Luqmani" <mushtaq.luqmani@wmich.edu>
To: "Gary Bischof" <gary.bischof@wmich.edu>
Cc: "Christina Stamper" <christina.stamper@wmich.edu>
Sent: Tuesday, October 13, 2015 2:05:18 PM
Subject: RE: Support for the SGSJ and SUSJ Major

Dear Dr. Gary Bischof:

In regards to FCS proposals:

- 1.The Department of Marketing supports the addition of MKTG 2500 (Marketing Principles) in the SGSJ Major.
- 2.The Department of Marketing supports the addition of MKTG 2500 (Marketing Principles) in the SUSJ Major.

Mushtaq Luqmani

--

Dr. Mushtaq Luqmani
Professor and Chair of Marketing
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008
E-mail: mushtaq.luqmani@wmich.edu
Tele: 269-387-6133
Fax: 269-387-6225

WMU Webmail Plus

bischofg@wmich.edu

Re: Sec Education: Business major

From : Jyhhornng Michael Tarn <mike.tarn@wmich.edu>

Tue, Oct 13, 2015 05:25 PM

Subject : Re: Sec Education: Business major

1 attachment

To : Gary H Bischof <gary.bischof@wmich.edu>**Cc :** Charles R Bruce <charles.r.bruce@wmich.edu>, Christina Stamper <christina.stamper@wmich.edu>

Hi Gary,

On behalf of the BIS Department, I fully support the proposal.

- Mike Tarn

=====
Dr. J. Michael Tarn, Professor & Chair
Department of Business Information Systems
Haworth College of Business
Co-Director, WMU Center for Health Information Technology Advancement (CHITA)
Western Michigan University
1903 W. Michigan Ave., MS 5412
Kalamazoo, MI 49008-5412
Phone: (269) 387-5409 Fax: (269) 387-5710
Email: mike.tarn@wmich.edu

From: "Christina Stamper" <christina.stamper@wmich.edu>
To: "HCOB Policy Council" <hcob-policy-council@wmich.edu>
Cc: "Gary H Bischof" <gary.bischof@wmich.edu>, "Charles R Bruce" <charles.r.bruce@wmich.edu>
Sent: Tuesday, October 13, 2015 11:25:51 AM
Subject: Sec Education: Business major

Hi all,

I had a good meeting with Gary Bischof, Marcia Fetters, and three of the Sec Ed: Business instructors/faculty. They need to build up the amount of marketing, accounting, and other general business topics like entrepreneurship and supply chain management taught to the students in this program to help them perform better on their certification exams. Given this, they would like to add the following HCoB courses into their majors:

1. CIS 1020 as a possible alternative with FCS 2250

2. ACTY 2110 (Gary and Charles, please notice that this designation needs to change from ACTY 2010 on your documentation)
3. MKTG 2500
4. MGMT 2800 - Introduction to Supply Management
5. **CIS 2700**
6. FIN 2420

Other courses for those students who do not take an additional minor:

7. BUS 2200
8. MGMT 2140 - Exploring Entrepreneurship
9. MKTG 4770 - Consumer Behavior

The Secondary Ed: Business program currently has about 5 students, so the additional enrollment in these courses will not be significant. Gary and Charles, an added benefit is that many of these courses are offered during Summer.

Don, Mike, Bob, Mush, and Devrim, please send Gary a letter of support from your departments if you are willing to support these changes. Given that the College of Ed meeting is tomorrow, he will need these letters today, if possible.

We will also need to do two curriculum proposals to add the major codes to the courses listed above - I will do this paperwork, but will need your emails in support of this, so please copy me on your emails to Gary.

As always, let me know if you have any questions or concerns.

Chris

Christina L. Stamper
Associate Dean for Undergraduate Programs
Professor of Management
Haworth College of Business
Western Michigan University
2110 Schneider Hall
Kalamazoo, MI 49008-5457
ph: 269-387-5068
fax: 269-387-5797



WMU Webmail Plus

bischofg@wmich.edu

Re: Sec Education: Business major

From : Robert Landeros <robert.landeros@wmich.edu> Wed, Oct 14, 2015 08:56 AM**Subject :** Re: Sec Education: Business major**To :** Christina Stamper
<christina.stamper@wmich.edu>**Cc :** HCOB Policy Council <hcob-policy-council@wmich.edu>, Gary Bischof
<gary.bischof@wmich.edu>, Charles R Bruce
<charles.r.bruce@wmich.edu>, Robert Reck
<robert.reck@wmich.edu>

Gary,

The Management Department supports the Secondary Education Business major with the inclusion of MGMT2140, *Exploring Entrepreneurship*. I also checked with Robert Reck, ISM Director and you can also include MGMT 2800, *Introduction to Supply Management*.

Robert Landeros, Ph.D.
Professor, Supply Management
Chair, Department of Management
Director, Center for Entrepreneurship & Innovation

On Oct 13, 2015, at 11:25 AM, Christina Stamper
<christina.stamper@wmich.edu> wrote:

Hi all,

I had a good meeting with Gary Bischof, Marcia Feters, and three of the Sec Ed: Business instructors/faculty. They need to build up the amount of marketing, accounting, and other general business topics like entrepreneurship and supply chain management taught to the students in this program to help them perform better on their certification exams. Given this, they would like to add the following HCoB courses into their majors:

1. CIS 1020 as a possible alternative with FCS 2250
2. ACTY 2110 (Gary and Charles, please notice that this designation needs to change from ACTY 2010 on your documentation)

Catalog Change for Secondary Education in Business SUSJ Major

Current Catalog Copy	Proposed Catalog Copy
<p>A Minimum of 122 Hours is Required for this Curriculum</p> <p>1. General Education/Liberal Arts Requirements (37 hours)</p> <p>2. Required Core Courses (72 hours)</p> <p>ACTY 2100 – Accounting 1 Principles – 3 hours</p> <p>BCM 3800 – Business Web Design – 3 hours</p> <p>BUS 1750 – Business Enterprise – 3 hours</p> <p>COM 1700 – Interpersonal Communication – 3 hours</p> <p>CTE 3050 – Career and Employability Skills – 3 hours</p> <p>CTE 3480 – Student Assessment and Management – 3 hours</p> <p>CTE 5100 – Special Populations in Career and Technical Education – 3 hours</p> <p>CTE 5120 – Principles of Career and Technical Education – 3 hours</p> <p>CTE 5130 – Teaching Methods for Career and Technical Education – 3 hours</p> <p>CTE 5420 – Curriculum Development in Career and Technical Education – 3 hours</p> <p>CTE 4100 – Seminar in Education – 2 hours and</p> <p>CTE 4750 – Teaching Internship: Secondary – 10</p> <p>FCS 2090 – Consumer Education – 3 hours</p> <p>Either</p> <p>FCS 2140 – Child Development 3 hours</p> <p>or</p> <p>ED 2500 – Human Development – 3 hours</p> <p>Either</p> <p>FCS 2250 – Computer Applications – 3 hours</p> <p>or</p> <p>CS 1000 – Computer Applications – 3 hours</p> <p>FCS 3200 – Visual Merchandising – 3 hours</p> <p>FCS 3290 – Promotion in the Merchandising Environment – 3 hours</p> <p>ECON 2010 – Microeconomics – 3 hours</p> <p>FIN 3100 – Financial Markets – 3 hours</p> <p>LAW 3800 – Legal Environment – 3 hours</p> <p>LS 3050 K-12 Content Literacy – 3 hours</p>	<p>A Minimum of 122 Hours is Required for this Curriculum</p> <p>1. General Education/Liberal Arts Requirements (37 hours)</p> <p>2. Required Core Courses (72 hours)</p> <p>ACTY 2100 – Accounting 1 Principles – 3 hours</p> <p>ACTY 2110 – Accounting II Principles – 3 hours</p> <p>BUS 1750 – Business Enterprise – 3 hours</p> <p>BUS/CIS 2700 Business-Driven Information Technology – 3 hours</p> <p>CTE 3050 – Career and Employability Skills – 3 hours</p> <p>CTE 3480 – Student Assessment and Management – 3 hours</p> <p>CTE 5100 – Special Populations in Career and Technical Education – 3 hours</p> <p>CTE 5120 – Principles of Career and Technical Education – 3 hours</p> <p>CTE 5130 – Teaching Methods for Career and Technical Education – 3 hours</p> <p>CTE 5420 – Curriculum Development in Career and Technical Education – 3 hours</p> <p>CTE 4100 – Seminar in Education – 2 hours and</p> <p>CTE 4750 – Teaching Internship: Secondary – 10</p> <p>Either</p> <p>FCS 2140 – Child Development 3 hours</p> <p>or</p> <p>ED 2500 – Human Development – 3 hours</p> <p>Either</p> <p>FCS 2250 – Computer Applications – 3 hours</p> <p>or</p> <p>CIS 1020 – Intro to Business Computing – 3 hours</p> <p>ECON 2010 – Microeconomics – 3 hours</p> <p>ECON 2020 – Macroeconomics – 3 hours</p> <p>FIN 2420 – Entrepreneurial Finance – 3 hours</p> <p>LAW 3800 – Legal Environment – 3 hours</p> <p>LS 3050 K-12 Content Literacy – 3 hours</p>

MGMT 2500 – Organizational Behavior – 3 hours

4. Electives – As needed for graduation total of 122 hours

MGMT 2500 – Organizational Behavior – 3 hours

**MGMT 2800 – Introduction to Supply
Management – 3 hours**

MKTG 2500 – Marketing – 3 hours

4. Electives – As needed for graduation total of 122 hours