California Baptist University
Undergraduate Curriculum Committee
12 February 2007


Guests: Keanon Alderson, Stephen Christie

• Jonathan Parker opened the meeting in prayer.

• Stephen Christie presented the findings of the School of Business review of the core course requirements for the Accounting and Business Administration majors in conjunction with the development of the Marketing major and made the following recommendations:
  o Adjust the core program requirements for all majors in the School of Business, for the Business Administration minor and for the Adult Degree Completion Program (ADCP) as follows:
    ▪ Reposition BUS 456, Business Communications, as a 300 level course (BUS 356) to improve program sequencing and alleviate academic advising issues and include the course in the core program requirements for all business majors (it is currently required for ADCP) with the following content revisions:
      • Include a writing component to train students in business writing
      • Include instruction in and application of business software programs to replace CIS 265, Information Systems Essentials
    ▪ Eliminate CIS265 as a core program requirement since most business degree program students are already competent at this level and would benefit from a more rigorous course.
    ▪ Reposition BUS 337 Management Based on Biblical Principles as a 200 level course (BUS 237) to provide more stimulating business applications within the first two years of the program and alleviate advising issues.
    ▪ Replace BUS 337, Management Based on Biblical Principles, in the ADCP program with PST XXX, Ethical and Biblical Principles for Leadership (approved in the 11 December 2006 minutes) to maintain the upper division requirement.
    ▪ Rename BUS 301 from e-Business Fundamentals to e-Commerce in business administration and marketing majors and ADCP to more accurately reflect the content of the course and be consistent with general practice at other universities.
  o Eliminate the business technology concentration within the business administration major.
    ▪ Currently only four students are enrolled in this program.
    ▪ The following three courses would also be eliminated.
      • BUS 309 Management of Business Technology
      • BUS 335 Internet and Network Technology
      • BUS 336 Ethics in Information Technology
The following courses would be retained as electives in the business administration major to allow current business technology students to complete the program.

- BUS 359 Intellectual Property Law
- BUS 370 Business Systems Analysis
- BUS 475 Project and Team Management

- Eliminate the management concentration within the business administration major, leaving three majors within the school of business: business administration, accounting, and marketing as presented below.

The proposal was approved

- Keanon Alderson proposed that the School of Business eliminate the present concentration in Marketing in favor of a Bachelor of Science degree with a 60 unit major in marketing. The program will be offered in the traditional program only and will have an emphasis on experiential learning.
  - The program was developed following a survey of similar programs at 20 universities. Benchmark information was provided to the Committee from 8 schools.
  - Marketing courses will be labeled MKT. The following courses currently designated as BUS courses will be re-numbered as MKT.
    - BUS 333 Principles of Marketing will change to MKT 333
    - BUS 458 Consumer Behavior will change to MKT 458
  - The program will be structured with a 42 unit core which includes general courses common to business disciplines and consistent with industry practice as evidenced in comparable programs, 12 additional units of required marketing classes, and 6 units of marketing or marketing-focused business electives.
    - The core includes courses currently required for the business administration major with the approved changes from the previous proposal to eliminate CIS 265 and replace it with the re-positioned BUS 356 Business Communications.
    - Required additional marketing courses include the following. New courses appear with an asterisk.
      - MKT 353 Integrated Marketing Communications*
      - MKT 423 Marketing Research* (pre-requisite BUS 315 Business Statistics)
      - MKT 458 Consumer Behavior (Renumbered from BUS 458)
      - MKT 463 Marketing Management*
  - Students will select 6 of the following 12 units to complete their elective requirements. New courses appear with an asterisk.
    - MKT 313 Retailing and Merchandising*
    - MKT 443 Personal Selling and Sales Management* (replaces BUS 443 Sales and Advertising)
    - BUS 357 Small Business Management
    - MKT 491 Marketing Internship*

- A library impact study shows the need for increased spending to update and expand materials.
- One additional position for a marketing professor is budgeted and is currently being advertised. The program is otherwise staffed by current faculty.
- Admissions staff is looking forward to the program and Academic Advising is also supportive.
The proposal was approved.

- Chris McHorney proposed revisions to the requirements for the 39 unit political science major to create five concentrations: Public Administration, Political Philosophy, American Institutions and Processes, International Relations, and Pre-Law. Each political science major will complete twelve (12) units in one of the concentrations and three (3) units in each of the remaining four concentrations to obtain breadth and depth in the field.
  - Add 2 upper division requirements:
    - POL 480 Statistics - will include research methods to assist majors with the capstone course
    - POL 4XX Christianity and Citizenship
  - Change POL 395 Political Economy from the upper division requirement to an elective within the public administration concentration.
  - Delete "American" from POL 223 American State and Local Government
  - Split POL 483 Constitutional Law into two courses, Constitutional Law I and Constitutional Law II to allow for more appropriate coverage of this complex content.
    - Criminal justice majors will take Constitutional Law I.
    - Students in the ADCP political science major program will take Constitutional Law II.
    - History and political science double majors would take Constitutional Law I.
  - Cross list CJS 480 Statistics for Criminal Justice with POL 480 Statistics.

The proposal was tabled pending revision of CJS 480. Dr. McHorney will work with the registrar to more clearly present in the requirements for the newly structured major.

- Sean Sullivan presented a proposal to add prerequisites to two courses.
  - BIO 153 Anatomy and Physiology 1 for KIN 264 Movement Anatomy
  - KIN 264 Movement Anatomy for KIN 274 Applied Movement Anatomy
  - Students are currently taking these courses out of sequence and are not prepared to approach the content of each course appropriately.
  - Academic Advising concurred that this will alleviate problems with course sequencing and help ensure student success.
  - Catalog language will be developed for the two anatomy and physiology classes to help students choose the appropriate course for their major.

The proposal was approved.

- Sean Sullivan proposed that a course, KIN 253, be created for ADCP students as an alternative to KIN 264 which requires a prerequisite. This new course would assume that no previous background and cover only functional anatomy.

The proposal was tabled until a syllabus can be developed.

- Gary Bonner presented a proposal to include acoustics in the curriculum for music majors to meet NASM requirements. Because the BMus program is already highly impacted, Dr. Bonner proposed that MUS 224 be approved to take the place of a lab science for music majors. Further discussion suggested development of a physics course designed to specifically meet this need.
The proposal was tabled pending research on how other institutions fulfill this requirement and further discussion within the School of Music about how best to proceed.

- Shawnn Koning proposed that all intercollegiate athletic courses be designated as variable unit (0-1) courses to track and facilitate priority registration for athletes. Athletics has agreed that this would definitely help athletes.

The proposal was approved.

The meeting was adjourned at 11:07 am. The next Undergraduate Curriculum Committee Meeting is scheduled for 12 March 2007. Materials to be included in the agenda should be submitted no later than 7 March.