

Educational Policies Committee Meeting

Meeting Date: Wednesday, October 15, 2014

Status of Minutes: Approved 11/5/14

Attendees:

MEMBERS PRESENT: L. Becker, L. Borchard, D. Conner, L. Henderson, Y. Mimura, J. Oh, V. Pedone, D. Schwartz, C. Spector

MEMBERS ABSENT: L. McConville, D. Wakefield

STAFF: M. Neubauer, J. Hunter

GUESTS PRESENT: R. Ryan, D. Hosken, M. Cahn, M. Williams, K. Stanford, J. Kalfsbeek-Goetz, D. Gray, C. Jones, G. Giotta, J. Bruton, L. Shelton, R. Covington, M. Curren, P. Faiman, T. Abourezk

I. Announcements

EPC members introduced themselves to guest, Vice Provost M. Neubauer.

M. Neubauer discussed the need to review all undergraduate options. The review is prompted from a recent audit by the Chancellor's Office finding that some options do not have enough common core and should be separate degree programs. He tasked EPC with forming a subcommittee to develop a rough definition of "option," (including other terms such as concentrations, tracks, emphasis, etc.) and rules that can be applied widely but meet Chancellor's Office approval to determine if the options have enough core courses in common. L. Becker and D. Schwartz volunteered to be on the subcommittee that will collaborate with E. Adams and J. Hunter to work through this problem.

It was noted that old curriculum forms are still being used by some departments. New versions of the forms (updated in Spring 2014) are available on the EPC website and need to be used.

The Liberal Studies "Essential Knowledges" curriculum package was tabled until the November 19, 2014 meeting.

II. Business

A. Review of the minutes from October 1, 2014 was tabled until the next meeting.

B. College of Science and Mathematics

1. BIOL 310/L – Functional Human Anatomy and Lab (CM) was **MSP approved** to delete the course.

C. New Experimental Topics Courses (Spring 2015 Implementation)

1. COMP 496ALG – Algorithm Design and Analysis was **MSP approved**. Title and prerequisites need to be added to the course description.

The Mathematics department was consulted and is supportive of COMP 496ALG as an Experimental Topics course; however, the department wants to be included/consulted prior to COMP 496ALG being proposed as a regular course.

2. COMS 396F – Communication and Food was **MSP approved**.

D. David Nazarian College of Business and Economics

Regular Curriculum

1. BUS 497BBH – Capstone- Small Business Planning and Growth (NC). MSP approved with changes: uncheck the box that says *Requirement or Elective in another Program*.

2. Business Honors Program (PM). **MSP approved** with correction to the unit count for BUS 296BH and the addition of a statement instructing the number of times the seminar course needs to be completed in each track.

3. BLAW 412 – Real Estate Practice (NC). **MSP approved** with change to the implementation semester (should be Fall 2015). Department will add a note on how to access the journals/magazines in the recommended reading list from the sample syllabus.

4. BLAW 456 – Negotiation and Conflict Management (NC). **Tabled** until departments resolve prerequisite issues related to cross-listing the class.

5. Business Law Option (PM). **Tabled**, related to BLAW 456.

6. Business Law Minor (PM). **Tabled**, related to BLAW 456.

7. Real Estate Option (PM). **Tabled**, related to BLAW 456.

8. Real Estate Minor (NP). **Tabled**, related to BLAW 456.

9. Global Supply Chain Management Option (PM). **MSP approved.**
10. MKT 100 – Conceptual Foundations of American Enterprise (CM). **MSP approved** with changes. Need to check change course description box and add new course number and title to the course description.
11. Interactive Marketing Minor (PM). **MSP approved.**
12. Marketing Minor (PM). **MSP approved.**
13. Quality Management and Assurance Minor (PM). **MSP approved.**
14. Management Minor (PM). **MSP approved.**
15. MKT 356 – Marketing Metrics and Insights (CM). **MSP approved** with changes. Need to check change course description box and add new course description with changed prerequisites. Justification statement needs to be added.
16. MKT 448 – Internet Marketing (CM). **MSP approved** with changes. Need to check change course description box and add new title to the course description. Impact statement needs to be added.
17. BUS 310 – Foundations of Entrepreneurship (NC). **MSP approved** with changes. Reference to MKT 100 needs to be updated to BUS 104; change to course description (rewording “Learn about business model formation” sentence).
18. BUS 410 – Business Development and Operation for Entrepreneurs (NC). **MSP approved** with change to implementation semester (should be Fall 2015); change to course description (rewording “Learn about business model formation” sentence).
19. BUS 495E – New Venture Launch (NC). **MSP approved** with change to implementation semester (Fall 2015); change to short title (Venture Launch); changes to course description (remove “introduction” and extra space). Department will add grading criteria to the sample syllabus.
20. MGT 498 – Internship Management (CM). **MSP approved** to add suffixes AE, BE, CE.
21. Entrepreneurship Minor (NP). **MSP approved** with changes. Reference to MKT 100 needs to be updated to BUS 104. *Required Lower Division Core* will be renamed to *Required Introductory Core* since it includes a 300-level course.

- E. Syllabus Policy Update: L. Becker shared that C. Spector's consult with the Academic Technology Committee resulted in various comments at the October 3 meeting and additional feedback and ideas in writing. Most of the recommendations are best practices.

The policy will move to the Senate Executive Committee and then to the Senate floor.

- F. L. Becker discussed draft changes to the Faculty Authored Materials Policy. Important changes include updating language such as *Self Authored* or *Faculty Authored* to *CSUN Faculty Authored* and adding electronic texts (ebooks and emedia) to the types of faculty authored materials. The subcommittee struggled with the last provision of the old policy (2.4). L. Becker favors removing this provision because the eText Initiative program provides faculty with opportunities for funding. Removing the provision also supports the overall goal of reducing the cost of materials for students. V. Pedone suggests that EPC leave the clause for the Faculty Senate to debate with a larger cross section of the campus community. She provided a handout on the usage of department royalties in the College of Science and Mathematics as currently allowed in 2.4. It was suggested to look at the savings to students rather than royalties to the department; disincentivizing the department hurts students. D. Schwartz suggested investigating a path through the Campus Quality Fee. There was also discussion about asking to disperse central funds to the colleges based on previous allowable revenue generated from the sale of faculty authored materials through the campus bookstore. L. Borchard described services available from the Library such as ScholarWorks, which is an instructional repository. She also suggested collaboration with the Library and its copyright team.

The meeting was adjourned at 4:06 p.m.