

VALDOSTA STATE UNIVERSITY

ACADEMIC COMMITTEE PACKET

ACADEMIC COMMITTEE

**MONDAY,
March 11, 2013**

2:30 p.m.

**Rose Room
UNIVERSITY CENTER**

**Stanley Jones
Registrar/Secretary of the Academic Committee**

ACADEMIC COMMITTEE
AGENDA
March 11, 2013

1. Minutes of the February 11, 2013 meeting. (pages 1-6) were approved by email February 18, 2013.
2. **COLLEGE OF THE ARTS**
 - a. Removal of catalog narrative and Department of Art (pages 7-11)
 - b. Deactivation of ARTH 7650, ART 6000, ARED 7450 and 7500 (pages 12-13)
3. **INTERNATIONAL STUDIES**
 - a. Revised minor in International Studies (pages 14-16)
 - b. New course INTL 2090H (pages 17-23)
 - c. New course INTL 4800H (pages 24-28)
4. **COLLEGE OF ARTS AND SCIENCES**
 - a. Revised Core Area F for the BS in Environmental Geosciences – Geography Track (pages 29-30)
 - b. Revised Senior College Curriculum for the BS in Environmental Geosciences – Geography Track (pages 31-33)
 - c. Revised Core Area F for the BS in Environmental Geosciences – Geology Track (pages 34-35)
 - d. Revised Senior College Curriculum for the BS in Environmental Geosciences – Geology Track (pages 36-38)
 - e. Revised prerequisites for CS 1301 (pages 39-41)
 - f. Revised prerequisites for MATH 3180 (pages 42-44)
 - g. New course CS 4835 (pages 45-50)
 - h. New course CRJU 4690 (pages 51-58)
5. **COLLEGE OF BUSINESS**
 - a. Revised GPA requirements for the admission to the College of Business undergraduate program 59-61)
 - b. Revised senior college curriculum for the BBA in Finance (pages 62-63)
 - c. Revised course description for ACCT 4980 (pages 64-66)
 - d. Revised course description for FIN 4980 (pages 67-69)
 - e. New course HCAD 3200 (pages 70-76)
 - f. New course MGNT 3250H (77-86)
 - g. Revised course description for HCAD 4980 (pages 87-89)
 - h. Revised course description for MGNT 4980 (pages 90-92)
 - i. New minor in Advertising and Promotion (pages 93-94)
 - j. Revised catalog copy – minor listing (pages 95-97)
 - k. New course MKTG 3050H (pages 98-106)
 - l. New course MKTG 3080 (pages 107-112)
 - m. Revised course description ECON 4980 (pages 113-115)
 - n. Revised prerequisites for MKTG 4000 (pages 116-118)
 - o. New course MKTG 4300 (pages 119-127)
 - p. Revised course title, prerequisite, co-requisite, and description MKTG 4720 (pages 128-130)
 - q. Revised course title, prerequisite, co-requisite, and description MKTG 4730 (pages 131-133)
 - r. Revised course description MKTG 4980 (pages 134-136)
 - s. Revised catalog narrative for the College of Business – graduate catalog – revised section begins on page 153 (pages 137-166)
 - t. Revised MBA degree requirements – addition of new track – Healthcare Administration (pages 167-172)
 - u. New course MBA 7800 (pages 173-179)
 - v. New course MBA 7810 (pages 180-186)
 - w. New course MBA 7820 (pages 187-193)
 - x. New course MBA 7830 (pages 194-200)
 - y. New course MBA 7840 (pages 201-206)
 - z. New course MBA 7850 (pages 207-211)
 - aa. New course MBA 7860 (pages 212-216)
 - bb. New course MBA 7870 (pages 217-221)
 - cc. New course MBA 7899 (pages 222-226)
 - dd. Revised course description MACC 7980 (pages 227-229)
6. **COLLEGE OF EDUCATION**
 - a. Deactivation of SPEC 5270, 5260, 3040, 3100, 4020, 4070, 4110, and 4170 (page 230)
 - b. Deactivation of MED in Special Education – General Curriculum/Early Childhood (page 231)
 - c. Revised Department of Early Childhood Education and Special Education catalog narrative (pages 232-234)
 - d. Revised Teaching Degree Programs in the College of Education (pages 235-237)
 - e. Revised catalog narrative for the EDD in Leadership (pages 238-240)
 - f. Revised admission requirements for the EDD in Leadership (pages 241-243)
 - g. Revised catalog narrative for the Department of Adult and Career Education (pages 244-246)
 - h. Revised catalog narrative for the BS in Office Administration and Technology – Online Bachelor Completion Option (pages 247-249)
 - i. Revised Core Area F and Senior College Curriculum for the BS in Office Administration and Technology – Online Bachelor Completion Option (pages 250-253)
 - j. Revised Core Area F and Senior College Curriculum for the BS in Office Administration and Technology – On-Campus Option (pages 254-257)

- k. Revised name for the BAS in Technical Studies to a BAS in Human Capital Performance (pages 258-260)
- l. New selected Outcomes for the BAS in Human Capital Performance (pages 261-263)
- m. Revised Selected Educational Outcomes for the BAS in Human Capital Performance (pages 264-266)
- n. Revised degree requirements for the BAS in Human Capital Performance – new option – Online Bachelor Completion (pages 267-270)
- o. Revised Core Area F and Senior College Curriculum for the BAS in Human Capital Performance (pages 271-273)
- p. New course ACED 2101 (pages 274-282)
- q. New course ACED 2106 (pages 283-291)
- r. New course ACED 2160 (pages 292-300)
- s. New course ACED 3800 (pages 301-309)
- t. New course ACED 4030 (pages 310-318)
- u. New course ACED 4830 (pages 319-328)
- v. Revised course number ACED 3000 to 2300 (pages 329-331) Deactivation ACED 3000
- w. Revised course title, and prerequisites ACED 3101 (pages 332-334)
- x. Revised course title and description ACED 3150 (pages 335-337)
- y. Revised course number ACED 3700 to 2700 (pages 338-340)
- z. Revised course prerequisites ACED 4070 (pages 341-343)
- aa. Revised course prerequisites ACED 4160 (pages 344-346)

7. Pending Items

- a. BA in Transatlantic Studies Program – BOR and SACS approval (Dec 10 AC)
- b. Revised course CHEM 1010 – USG General Education Council approval
- c. Inclusion of GEOG 1125 into Area D.1 – BOR approval (DEC 11 AC)
- d. Prospectus - DNP – Doctor of Nursing Practice – BOR approval (SEP12 AC)
- e. Prospectus – BBA in Healthcare Administration – BOR approval (SEP12 AC)
- f. Prospectus – PSM – Professional Science Master's in Chemistry and Biochemistry – BOR approval (SEP12 AC)
- g. Minor – Entrepreneurship – BOR notification (SEP12 AC)
- h. Certificate – Public Administration – Public Management, Human Resources Management, and Non-Profit Management – BOR notification (SEP12 AC)

VALDOSTA STATE UNIVERSITY
ACADEMIC COMMITTEE MINUTES
February 11, 2013

The Academic Committee of the Valdosta State University Faculty Senate met in the University Center Rose Room on Monday, February 11, 2013. Dr. Sharon Gravett, Assistant Vice President for Academic Affairs, presided.

Members Present: Dr. Melissa Benton, Dr. Vivianne Foyou, Dr. Dawn Lambeth, Ms. Catherine Schaeffer, Dr. Jimmy Bickerstaff, Dr. Frank Barnas, Dr. Kathe Lowney (Proxy for Dr. Frank Flaherty), Dr. Kathe Lowney, Dr. Ray Elson, Dr. Nicole Gibson, Dr. Gidget Ryskamp, Dr. Melissa Benton (Proxy for Dr. Michelle Dykes), Dr. Frank Barnas (Proxy for Dr. Selen Lauterbach), and Dr. Vivianne Foyou (Proxy for Dr. Colette Drouillard).

Members Absent: Dr. Michael Sanger, Dr. Nathan Moates, Dr. Frank Flaherty, Dr. Aubrey Fowler, Dr. Michele Dykes, Dr. Selen Lauterbach, Dr. Carol Rossiter, and Dr. Colette Drouillard.

Catalog Editor: Dr. Jane Kinney.

Visitors Present: Ms. Tanya Enloe, Dr. Leon Pate, Dr. Ellen Wiley, Ms. Teresa Williams, Dr. Yakov Woldman, Dr. Barbara Radcliffe, Dr. Greg Harrell, Dr. Michael Schmidt, Dr. Don Leach, Mr. Garrett White, and Dr. Fred Knowles.

The Minutes of the January 14, 2013 meeting were approved by email on January 22, 2013. (pages 1-2).

A. College of Nursing

1. New Honors option for the BSN was approved effective Fall Semester 2013. (pages 3-5).
2. Revised prerequisites and course description, Nutrition (NUTR) 3100, "Applied Nutritional Science", (APPLIED NUTRITIONAL SCIENCE – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 338-340).
3. Revised prerequisites, Nutrition (NUTR) 4950, "Community Nutrition and Health", (COMMUNITY NUTRITION & HEALTH – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 341-343).

B. College of the Arts

1. Revised degree requirements for the MMED was approved effective Fall Semester 2013 with the correction of the spelling of the word "ethics". (pages 6-7).
2. Revised course description, Art (ART) 4170, "Professional Preparation", (PROFESSIONAL PREPARATION – 1 credit hour, 0 lecture hours, 2 lab hours, and 2 contact hours), was approved effective Fall Semester 2013. (pages 8-10).
3. Revised prerequisites, credit hours, and course description, Art (ART) 4171, "Senior Exhibition Seminar", (SENIOR EXHIBITION SEMINAR – 1 credit hour, 0 lecture hours, 2 lab hours, and 2 contact hours), was approved effective Fall Semester 2013. (pages 11-13).
4. New course, Art (ART) 4172, "Senior Portfolio Presentation", (SENIOR PORTFOLIO PRESENTATION – 1 credit hour, 0 lecture hours, 2 lab hours, and 2 contact hours), was approved effective Fall Semester 2013 with "major" changed to "majors" in the course description. (pages 14-18).
5. Revised senior college curriculum for the BA in Art was approved effective Fall Semester 2013. (Pages 19-21).
6. Revised senior college curriculum for the BFA in Art was approved effective Fall Semester 2013. (Pages 22-23).

C. College of Arts and Sciences

1. New course, Physics (PHYS) 3821, "Computational Physics II", (COMPUTATIONAL PHYSICS II – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Spring Semester 2014 with the description changed to read "better. Application of advanced...world problems, and...them. Topics include...." (pages 24-30).
2. Deactivation of WGST 2010 was noted effective Summer Semester 2013. (pages 32-32). **Remove from Core Area

C**

3. New course, Chemistry (CHEM) 1200, "Pre General Chemistry", (PRE GENERAL CHEMISTRY – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013 with the description changed to read ..atomic structure, and....take Principles of Chemistry I but do not.... (pages 33-38).
4. Revised course prerequisites, Chemistry (CHEM) 1211, "Principles of Chemistry I", (PRINCIPLES OF CHEMISTRY I – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 39-41).
5. Revised course prerequisites, Mathematics (MATH) 1112, "Trigonometry", (TRIGONOMETRY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013 with the description changed to read ...higher, or by mathematics placement.... (pages 42-44).
6. Revised course prerequisites, Mathematics (MATH) 1113, "Precalculus", (PRECALCULUS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013 with the description changed to read ...higher, or by mathematics placement.... (pages 45-47).
7. Revised course prerequisites, Mathematics (MATH) 1113H, "Honors Precalculus", (HONORS PRECALCULUS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013 with the description changed to read ...higher, or by mathematics placement.... (pages 48-50).
8. Revised course prerequisites, Mathematics (MATH) 1261, "Survey of Calculus I", (SURVEY OF CALCULUS I – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013 with the description changed to read ...higher, or by mathematics placement.... (pages 51-53).
9. Revised course prerequisites, Mathematics (MATH) 1262, "Survey of Calculus II", (SURVEY OF CALCULUS II – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 54-56).
10. Revised course prerequisites, Mathematics (MATH) 2150, "Introduction to Linear Algebra", (INTRODUCTION LINEAR ALGEBRA – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 57-59).
11. Revised course prerequisites, Mathematics (MATH) 2261, "Analytic Geometry and Calculus I", (ANALYTIC GEOMETRY & CALCULUS I – 4 credit hours, 4 lecture hours, 0 lab hours, and 4 contact hours), was approved effective Fall Semester 2013 with the description changed to read ...higher, or by mathematics placement.... (pages 60-62).
12. Revised course prerequisites, Mathematics (MATH) 2262, "Analytic Geometry and Calculus II", (ANALYTIC GEOMETRY & CALCULUS II – 4 credit hours, 4 lecture hours, 0 lab hours, and 4 contact hours), was approved effective Fall Semester 2013. (pages 63-65).
13. Revised course prerequisites, Mathematics (MATH) 2263, "Analytic Geometry and Calculus III", (ANALYTIC GEOMETRY & CALCULUS III – 4 credit hours, 4 lecture hours, 0 lab hours, and 4 contact hours), was approved effective Fall Semester 2013. (pages 66-68).
14. Revised course prerequisites, Mathematics (MATH) 2620, "Statistical Methods", (STATISTICAL METHODS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 69-71).
15. Revised course prerequisites, Mathematics (MATH) 3010, "History of Mathematics", (HISTORY OF MATHEMATICS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 72-74).
16. Revised course prerequisites, Mathematics (MATH) 3040, "Set Theory", (SET THEORY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 75-77).
17. Revised course prerequisites, Mathematics (MATH) 3340, "Ordinary Differential Equations", (ORDINARY DIFFERENTIAL EQUATIONS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 78-80).

18. Revised course prerequisites, Mathematics (MATH) 3510, "Foundations of Geometry", (FOUNDATIONS OF GEOMETRY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 81-83).
19. Revised course prerequisites, Mathematics (MATH) 4081, "Modern Algebra I", (MODERN ALGEBRA I – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 84-86).
20. Revised course prerequisites, Mathematics (MATH) 4082, "Modern Algebra II", (MODERN ALGEBRA II – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 87-89).
21. Revised course prerequisites, Mathematics (MATH) 4085, "Applied Modern Algebra", (APPLIED MODERN ALGEBRA – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 90-92).
22. Revised course prerequisites, Mathematics (MATH) 4110, "Number Theory", (NUMBER THEORY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 93-95).
23. Revised course prerequisites, Mathematics (MATH) 4150, "Linear Algebra", (LINEAR ALGEBRA – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 96-98).
24. Revised course prerequisites, Mathematics (MATH) 4260, "Mathematical Analysis", (MATHEMATICAL ANALYSIS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 99-101).
25. Revised course prerequisites, Mathematics (MATH) 4300, "Functions of a Complex Variable", (FUNCTIONS COMPLEX VARIABLE – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 102-104).
26. Revised course prerequisites, Mathematics (MATH) 4540, "Topology", (TOPOLOGY – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 105-107).
27. Revised course prerequisites, Mathematics (MATH) 4621, "Mathematical Statistics I", (MATHEMATICAL STATISTICS I – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 108-110).
28. Revised course prerequisites, Mathematics (MATH) 4622, "Mathematical Statistics II", (MATHEMATICAL STATISTICS II – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 111-113).
29. Revised course prerequisites, Mathematics (MATH) 4651, "Numerical Analysis I", (NUMERICAL ANALYSIS I – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 114-116).
30. Revised course prerequisites, Mathematics (MATH) 4652, "Numerical Analysis II", (NUMERICAL ANALYSIS II – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 117-119).
31. Revised course prerequisites, Mathematics (MATH) 4901, "Operations Research I", (OPERATIONS RESEARCH I – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 120-122).
32. Revised course prerequisites, Mathematics (MATH) 4902, "Operations Research II", (OPERATIONS RESEARCH II – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 123-125).

D. College of Education

1. Revised Admission requirements to the Teacher Education Program was approved effective Fall Semester 2013 with the following changes ...3.0 GPA; and Art Education....Skills Assessment or exemptions (SAT, ACT, GRE, or CLAST). Available on the College of Education website. 6. successfully completed appropriate "2999" course. ...8. professional liability... (pages 126-132).

2. Revised senior college curriculum for the BS in Organizational Leadership was approved effective Fall Semester 2013 with the following changesMajor Core Courses....30 hours....Specialties, such as: POLS 3610....LEAS 4230 General Electives...0-15 hours...Electives, and General Electives.).... (pages 133-135).
3. Revised credit hours and course description, Kinesiology & Physical Education (KSPE) 7160, "Human Kinetics", (HUMAN KINETICS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 136-138).
4. Educational Outcomes for the Department of Early Childhood and Special Education was approved effective Fall Semester 2013. (pages 139-141).
5. Revised departmental narrative for the Department of Communication Disorders was approved effective Fall Semester 2013. (pages 142-144).
6. Revised Area F for the BSED in Communication Disorders was approved with the effective date changed from Summer to Fall Semester 2013. (pages 145-146).
7. Revised senior college curriculum for the BSED in Communication Disorders was approved effective with the effective date changed from Summer to Fall Semester 2013. (pages 147-149).
8. Revised course description, Communication Science and Disorders (CSD) 3010, "Introduction to Communication Disorders", (INTRO COMMUNICATION DISORDERS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 150-151).
9. Revised course description, Communication Science and Disorders (CSD) 3080, "Introduction to Neurology in Communication Disorders", (INTR NEUROLOGY COMM DISORDERS – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013. (pages 152-153).
10. Revised prerequisites, Communication Science and Disorders (CSD) 4040, "Introduction to Articulation Disorders", (INTRO ARTICULATION DISORDERS – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 154-155).
11. Revised prerequisites, Communication Science and Disorders (CSD) 4050, "Observation", (OBSERVATION – 2 credit hours, 0 lecture hours, 4 lab hours, and 4 contact hours), was approved effective Fall Semester 2013. (pages 156-157).
12. Revised Selected Educational Outcomes for the BSED in Middle Grades, Deaf Education, and American Sign Language/Interpreting was approved effective Fall Semester 2013. (pages 158-160).
13. Revised prerequisites, Middle Grades Education (MGED) 3220, "Reading and Writing in the Content Areas for Middle Grades", (READ & WRITE CONTENT AREAS MG – 3 credit hours, 3 lecture hours, 0 lab hours, and 3 contact hours), was approved effective Fall Semester 2013. (pages 161-163).
14. Revised senior college curriculum for the BSED in Middle Grades Education was approved effective Fall Semester 2013. (pages 164-166).
15. Revised credit hours, Middle Grades Education (MGED) 3990, "Development and Education of the Middle Grades Student, Part I", (DEVELOPMENT AND EDUCATION I – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013. (pages 167-169).
16. Revised credit hours, Middle Grades Education (MGED) 3991, "Differentiated Classroom for Middle Grades", (DIFFERENTIATED CLASSROOM MGE – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013. (pages 170-172).
17. New course, Middle Grades Education (MGED) 3020, "Introduction to Standards, Planning, and Assessment", (INTR STNDRDS, PLNNING & ASSMNT – 2 credit hours, 2 lecture hours, 0 lab hours, and 2 contact hours), was approved effective Fall Semester 2013 with the course description changed to - Prerequisite: Appropriate 2999 course. Must be successfully completed prior to admission to the MGED professional program. An introduction to the basic principles of instructional design and lesson planning, emphasizing the interrelationships among content standards, instructional objectives, planning, and assessment. The course focuses on evidence-based practices and theories in middle grades instruction. A field experience is required. (pages 173-187).

18. New course, Middle Grades Education (MGED) 4100, "Mathematics Methods for Middle Grades Education", (MATHEMATICS METHODS FOR MGED – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013 with the course description changed to - Prerequisites: Appropriate 2999 course and admission to the MGED professional program; Co-requisite: MGED 4620. An examination of teaching methods in middle grades (4th-8th) mathematics, emphasizing principles and methods for teaching concepts, skills, and relationships in middle grades mathematics in accordance with national and state standards. A field experience is required.. (pages 188-203).
19. New course, Middle Grades Education (MGED) 4200, "Science Methods for Middle Grades Education", (SCIENCE METHODS FOR MGED – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013 with the course description changed to - Prerequisites: Appropriate 2999 course and admission to the MGED professional program; Co-requisite: MGED 4620. An examination of teaching methods in middle grades (4th-8th) science, emphasizing principles and methods for teaching concepts, skills, and relationships in middle grades science in accordance with national and state standards. A field experience is required. (pages 204-217).
20. New course, Middle Grades Education (MGED) 4300, "Social Studies Methods for Middle Grades Education", (SOCIAL STUDIES METHODS FOR MGED – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013 with the course description changed to - Prerequisites: Appropriate 2999 course and admission to the MGED professional program; Co-requisite: MGED 4620. An examination of teaching methods in middle grades (4th-8th) social studies, emphasizing principles and methods for teaching concepts, skills, and relationships in middle grades social studies in accordance with national and state standards. A field experience is required. (pages 218-233).
21. New course, Middle Grades Education (MGED) 4400, "Language Arts Methods for Middle Grades Education", (LANGUAGE ARTS METHODS FOR MGED – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013 with the course description changed to - Prerequisites: Appropriate 2999 course and admission to the MGED professional program; Co-requisite: MGED 4620. An examination of teaching methods in middle grades (4th-8th) language arts, emphasizing principles and methods for teaching concepts, skills, and relationships in middle grades language arts in accordance with national and state standards. A field experience is required. (pages 234-252).
22. New course, Middle Grades Education (MGED) 4500, "Methods of Teaching Reading for Middle Grades Education", (METHODS OF READ INSTRUCT MGE – 3 credit hours, 2 lecture hours, 2 lab hours, and 4 contact hours), was approved effective Fall Semester 2013 with the course description changed to - Prerequisites: Appropriate 2999 course and admission to the MGED professional program; Co-requisite: MGED 4620. An examination of teaching methods in middle grades (4th-8th) reading, emphasizing principles and methods for teaching concepts, skills, and relationships in middle grades reading in accordance with national and state standards. A field experience is required. (pages 253-268).
23. Revised department narrative for the Department of Middle, Secondary, Reading, and Deaf Education was approved effective Fall Semester 2013. (pages 269-275).
24. Revised Selected Educational Outcomes for the MED in Reading Education was approved effective Fall Semester 2013. (pages 276-278).
25. Revised department narrative for the Department Curriculum, Leadership, and Technology was approved effective Fall Semester 2013. (pages 279-308)
 - a. EDD in Curriculum and Instruction – split into 2 concentrations – P-12 Curriculum and Instruction – and General Curriculum and Instruction (pages 282-284)
 - b. EDS in Instructional Technology – split into 3 concentrations – P-12 Technology Applicants Concentration (P-12 public school personnel) –Technology Applications Concentration (non-P-12 public school personnel) – and Library Media Concentration (pages 297-299)
 - c. MED in Instructional Technology – Technology Applications Concentration – split into 2 options – option 1 for P-12 public school personnel and option 2 for non P-12 public school personnel (pages 300-302)
26. Revised program requirements for the EDD in Curriculum and Instruction was approved effective Fall Semester 2013. (pages 309-312).
27. Revised admission requirements for the EDD in Curriculum and Instruction was approved effective Fall Semester 2013. (pages 313-315).

28. Revised admission requirements for the MED in Educational Leadership – Higher Education Administration Track and Student Affairs Track was approved effective Fall Semester 2013. (pages 316-318).
29. Revised admission requirements for the EDS in Educational Leadership – Performance-based-leadership was approved effective Fall Semester 2013. (pages 319-321).
30. Revised admission requirements for the MED in Instructional Technology – Technology Application Concentration was approved effective Fall Semester 2013. (Pages 322-324).
31. Revised admission requirements for the MED in Instructional Technology – Media Specialist Concentration was approved effective Fall Semester 2013. (pages 325-327).
32. Revised admission requirements for the EDS in Instructional Technology was approved effective Fall Semester 2013. (pages 328-330).
33. Change EDS in Curriculum and Instruction – concentration Teaching and Learning Exemplary Teaching to EDS in Teacher Leadership was approved effective Fall Semester 2013. (pages 331-333).
34. Revised Selected Educational Outcomes for the EDS in Teacher Leadership was approved effective Fall Semester 2013. (pages 334-336).
35. Deactivation of the EDS in School Psychology was noted effective Fall Semester 2013. (page 337).

Respectfully submitted,

Stanley Jones
Registrar

REQUEST FOR A REVISED CATALOGUE COPY
(New Learning Outcomes, Admissions, or Other Program Policies)

Valdosta State University

Area of Change: Core Senior Graduate

Current Catalogue Page Number: 147 - 148

Proposed Effective Date for Revised Catalogue Copy: (new or revised) 2013

Degree and Program Name:

Department of Art - (MASTER OF EDUCATION WITH A MAJOR IN MIDDLE GRADES EDUCATION OR A MAJOR IN SECONDARY EDUCATION)

Present Requirements:

DEPARTMENT OF ART
Mr. A. Blake Pearce, Head
Room 109, Fine Arts Building

The Department of Art, in cooperation with the Department of Middle, Secondary, Reading, and Deaf Education, offers a Master of Education degree with a major in middle grades education or a major in secondary education-teaching field ART. This M. Ed. program begins with a new cohort every 2 1/2 years, as determined by the prescribed sequence of education courses and available courses in the Art Department. A cohort must have a minimum of five students in order to guarantee classes. Students entering this degree program must be certified in Field 764-Art and must have a minimum of two years of teaching experience and the necessary foundation and professional education course work for advanced study. Coursework for the primary content courses is chosen from among advanced courses in studio, art history, analysis, criticism, philosophy of art, and art education. The track requires a minimum of one advanced course in art history, one in studio, and one in art analysis. Students are expected to complete a final project indicating achievement within a specialized area of inquiry pertaining to the classroom. Students enrolled in the program will be expected to work with the faculty in the Art Education and Middle, Secondary, Reading, and Deaf Education Departments to facilitate advising and portfolio development. Advising for this major is done in the Art Department.

Selected Educational Outcomes for Advanced Teacher Education Programs

Proposed Requirements: (highlight changes after printing)

Students in advanced teacher education programs must

- 1. demonstrate in-depth knowledge of the content that they teach.**
- 2. demonstrate a broad range of instructional strategies and technologies that promote student learning.**
- 3. demonstrate a clear explanation of the choices they make in their practice.**
- 4. provide evidence of reflection on their practice by identifying their strengths and areas of needed improvement.**
- 5. exhibit evidence of using student, classroom, and school performance data to make data-driven decisions for teaching and learning.**

Selected Program Assessments (Advanced Teacher Programs)

Majors in advanced teacher education programs will

- 1. demonstrate the level of their content knowledge through performance on comprehensive examinations or completion of a capstone project.**
- 2. demonstrate use of instructional strategies and technologies through completion of a self-evaluation of teaching episode.**
- 3. document reflection and identify areas of strengths and areas for improvement through completion of the COE Advanced Teacher Self-Assessment Instrument.**
- 4. provide evidence through assessment of their ability to positively impact P-12 learning through documentation of student performance and achievement in an electronic portfolio.**

The first step for admission to this program is to apply to graduate school. There can be no official evaluation of transcripts without admission. The completed application packet includes official transcripts from all institutions previously attended, official test scores (GRE or MAT), completed application form, fee, and any additional program requirements submitted by the admission deadline. To be considered for your preferred term, all required materials must be received by the Graduate School no later than the close of business on the deadline date. It is the responsibility of the applicant to allow adequate time for document submission and to ensure receipt of documents.

**Admission Deadlines: Fall Deadline: July 15
Spring Deadline: November 15**

Summer Deadline: April 15

Go to the Graduate School Website
<http://www.valdosta.edu/gradschool/programs.shtml>
and click on M.Ed. Middle/Secondary Art Education
Track for information on:

- Specific Art Education Track Program Admission Requirements
- Art Education Track Program Retention, Dismissal and Readmission Policies
- Art Education Track Program Graduation Requirements

To Apply Online:
<https://www.applyweb.com/apply/vsug/menu.html>

**MASTER OF EDUCATION
WITH A MAJOR IN SECONDARY EDUCATION
OR MIDDLE GRADES EDUCATION
—ART EDUCATION TRACK**

College of Education Core Courses	6 hours
PSYC 7010 and RSCH 7100	6 hours
MSED Specialization Courses	12 hours
MSED 7000, ARED 7500 , and MSED 7800	9 hours
MSED 7650	3 hours
Content Courses	18 hours
ARED 7450 and ARED 7670	6 hours
Art History Elective	3 hours
Art Studio / Art History / Art Education Electives	9 hours
Total Hours Required for the Degree	36 hours

Justification: (select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.)

- Improving Student Learning Outcomes
- Adopting Current Best Practice(s) in Field
- Meeting Mandates of State/Federal/Outside Accrediting Agencies - The Georgia Professional Standards Commission does not appear to be interested in an innovative program design of this nature.
- Other

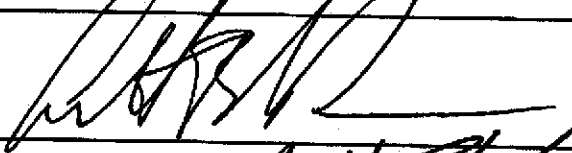
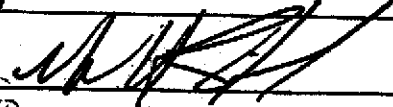
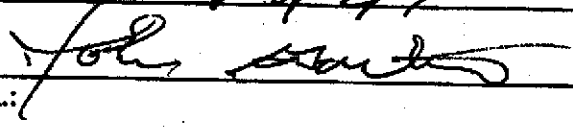
Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) **Mandate from the Georgia Professional Standards Commission.**

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Department Head: 	Date: 3/1/13
College/Division Exec. Committee: 	Date: 5/1/13
Dean(s)/Director(s): 	Date: 3/1/13
Graduate Exec. Comm.: (for grad program)	Date:
Graduate Dean: (for grad program)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST TO DEACTIVATE A COURSE/PROGRAM

Valdosta State University

Date of Submission: 2-18-2013

Department Initiating Deactivation:
ART

Semester & Year to be Effective:
Fall 2013

List of courses (or the program or track) to be deactivated:

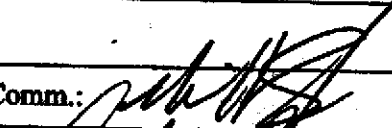
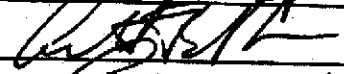
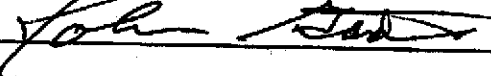
ARTH 7650 Late Twentieth Century Art
ART 6000 Watercolor
ARED 7450 Art Education Curriculum and Assessment
ARED 7500 Issues And Trends In Art Education

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving Student Learning Outcomes
- Adopting Current Best Practice(s) in Field
- Meeting Mandates of State/Federal/Outside Accrediting Agencies - Based on the Georgia Professional Standards Commission recommendation.
- Other - Courses will no longer be offered on a regular basis due to changes in M.Ed. in Middle Grades and Secondary Education tracks.

Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
College/Division Exec. Comm.: 	Date: 3.1.13
Dept. Head: 	Date: 3-1-13
Dean/Director: 	Date: 3-1-13
Graduate Exec. Comm.: (for grad course/program)	Date:
Graduate Dean: (for grad course/program)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED CATALOGUE COPY

(New Learning Outcomes, Admissions, or Other Program Policies)

Valdosta State University

Area of Change: Core Senior Graduate

Current Catalogue Page Number: 146

Proposed Effective Date for Revised Catalogue Copy: (new or revised) Fall 2013

Degree and Program Name: Minor in International Studies

Present Requirements: Core Requirements
INTL 2090, INTL 4800, INTL 3500..... 9 hours

Proposed Requirements: (highlight changes after printing) Core Requirements
INTL 2090, INTL 4800..... 6 hours
Upper Division Study Abroad Course..... 3 hours

Justification: (select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.)

- Improving Student Learning Outcomes
- Adopting Current Best Practice(s) in Field
- Meeting Mandates of State/Federal/Outside Accrediting Agencies
- Other The INTL3500 "Study Abroad" course is used as a course number for some classes taken by VSU students involved in overseas study programs that otherwise do not have a specific discipline related course number that can be assigned to them. By changing to the requirement from INTL3500 to "Upper Division Study Abroad Course" the intent of the requirement remains in place, but the student now has the flexibility of using a course taken in a study abroad program with a specific discipline related course number to also fulfill the requirement.

Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) At present course substitution forms are completed by the Coordinator for the Minor in International Studies and the student so that the student receives credit towards the minor for the course taken in a study abroad program. This change will negate the necessity for the additional paperwork on the part of the student and the Coordinator.

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:		
Department Head:	<i>[Signature]</i>	Date: 2-11-2013
College/Division Exec. Committee:	<i>[Signature]</i>	Date: 2-11-2013
Dean(s)/Director(s):	<i>[Signature]</i>	Date: 2-11-2013
Graduate Exec. Comm.: (for grad program)	N/A	Date:
Graduate Dean: (for grad program)	N/A	Date:
Academic Committee:		Date:

Form last updated: January 6, 2010

REQUEST FOR A NEW COURSE

Valdosta State University

Date of Submission: 02/18/2013 (mm/dd/yyyy)

Department Initiating Request:
International Programs/Honors College

Faculty Member Requesting:
Dr. Charles T. Johnson

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
INTL2090H

Proposed New Course Title:
Honors Introduction to
International/Intercultural Studies

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Honors Intro Intl/Intrultri Stude

Semester/Year to be Effective:
Fall 2013

Estimated Frequency of Course Offering:
Every Fall and Spring semester

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) An enhanced overview of international studies as a field of inquiry. An examination of the primary approaches to international study, the development of cross-cultural perspective in the study of international problems, and an appreciation of the complexities of cross-cultural communication are emphasized

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: A non-honors course is already in place as part of the requirement for the Minor in International Studies. The creation of an honors component would afford students in the Honors College the opportunity to take the course for honors credit.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Roughly twenty percent of the students successfully completing the requirements for the International Studies Minor have been Honors students. Up until this time they have taken two of the core courses (INTIL2090 and INTL4800) as regular non-Honors courses. Creation of an honors version of each existing course would allow them to take the classes for Honors credit and would also

help with recruitment of an even higher number of Honors students into the International Studies Minor. It also affords students another avenue towards completion of the Global Experience requirement for all students in the Honors College.

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>C. Johnson</i>	Date: 2/15/13
College/Division Exec. Comm.: <i>M. Smith</i>	Date: 2-15-13
Dean/Director: <i>W. F. Weber</i>	Date: 3-15-13
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

(Please note that the use of ANY and ALL electronic devices is forbidden in my classroom. This includes—but is not limited to cell phones, pagers, i-pods, laptop computers and mp3 players. Use of such devices subjects you to the penalties detailed in the syllabus. Please also note that the syllabus is subject to change.)

INTL 2090H
"Honors Introduction to International Studies"

Professor: Dr. Charles Johnson
Office: Honors College
Hours: Tu/Th: 10-11 and 12:30-1:30. Other times by appointment
Email: ctjohnso@valdosta.edu

Outcomes and Assessments

This course is designed to introduce you to the field of international studies as a field of inquiry and practice. This involves issues facing the global community, understanding other cultures, studying other nations and preparing to live and study overseas. During the course of the semester students will engage in dialogue and discussion over current global issues as well as discussing the complexities of cultural differences and the impact of these differences on cross-cultural understanding. Finally, students will engage in an in-depth research project in which they must prepare to live and study in a country of their choice for one year. This project will contain both a written portfolio component and an oral presentation.

Grading and Course Policies

- 25% Assignments Based on Smallman and Brown
- 40% "The Country Project"
- 15% Weekly presentations
- 20% Participation

Grading Scale for Final Grades

A	3.6-4.0
B	3.0-3.59
C	2.0-2.59
D	1.0-1.99
F	0.0

Required Books

Smallman and Brown. *Introduction to International and Global Studies*
Articles from newspapers and magazines

In order to be eligible to pass this course you must complete all the required assignments and turn them in on the date that they are due. Failure to do so will result in an automatic "F" for a final grade in this course.

RULES OF THE SEMINAR

The existence of structure allows for the flow of ideas to take place. Consequently, the following ground rules apply to everyone in this class:

1. Please note that the syllabus is subject to change
2. Please refer to the VSU catalog and Student Handbook regarding your responsibilities as a student as well as the basic university policies. Students with special needs should contact the Access Office to arrange for assistance.
3. Before entering the classroom, turn off ALL cell phone, pagers and any and all other electronic devices. Use of these devices in this classroom will result in the following penalties:

First Offense:	Warning and dismissal from class
Second Offense:	One full grade deduction from final grade
Third Offense:	Second full grade deduction
Fourth Offense:	Automatic "F" for the course
4. Papers are due IN CLASS on the date in the syllabus. Papers not handed in to me in class on the day they are due will be given credit for work completed but a 0.0 for a grade.
5. Only completed work will be accepted. Work turned in that is not complete will receive an automatic "F" for a grade.
6. In order to be eligible to pass this course you must complete all the required assignments and turn them in on the date that they are due. Failure to do so will result in an automatic "F" for a final grade in this course.
7. A deduction of one letter grade will be taken from your final grade for each absence. Since 20% of your grade is based on discussion/participation why would you miss class????? If you know you will need to miss a class for academic reasons you must notify me in advance. Medical absences must be documented (from the doctor or hospital) and will be verified.
8. Excessive tardiness will result in a one letter grade deduction from your final grade.
9. Students coming to class unprepared (no articles, text or paper) will be told to leave and marked absent.
10. As stated above, this is an INTERACTIVE course. It is not a class for those who cannot speak freely, openly and share their ideas and thoughts with others.
11. Any student found plagiarizing any assignment will receive an automatic 'F' for the course.

FORMAT INSTRUCTIONS FOR ALL WRITTEN ASSIGNMENTS

Unless otherwise noted all papers **MUST** adhere to the following style criteria. A deduction of $\frac{1}{2}$ letter grade will be applied if any one of these rules is not followed:

1. Typed on ONE side of page only.
2. Double-spaced.
3. Stapled in upper LEFT corner
4. Margins: Left—1 $\frac{1}{2}$ " ; Top, Bottom and Right—1". Font: 10 pt. Courier; 12 pt. New Times Roman; 12 pt. CG Times.
5. Page numbers in upper right-hand corner.
6. Cover sheet that includes the title of the book, your name, course number, and semester.
7. When citing sources you must adhere to the guidelines used by historians. That means you must following the Chicago method as outlined in Kate Turabian, *A Manual for Writers* or *The Chicago Manual of Style*.

QUESTIONS FROM SMALLMAN AND BROWN

At the end of each chapter you will find a series of questions. You are to answer them based on your reading of the text *as well as your own thoughts and ideas*.

WEEKLY PRESENTATIONS

Each week students will make a short presentation focusing on a key issue/event involving the nation that they selected for the country project. This presentation will be five minutes in length followed by class discussion.

THE COUNTRY PROJECT

This will be your major project for the semester. It will require you to undertake an in-depth study of one nation. Guidelines for the project will be handed out by the middle of the semester.

Weekly Schedule

<u>Week One: 13-17 August</u>	
Course Introduction	
<u>Week Two: 20-24 August</u>	
Country Selection	
Smallman and Brown	One/Two
<u>Week Three: 27-31 August</u>	
Smallman and Brown	Three/Four
<u>Week Four: 3-7 September</u>	
Smallman and Brown	Five/Six
<u>Week Five e: 10-14 September</u>	
Studying Overseas	
<u>Week Six: 17-21 September</u>	
Smallman and Brown	Seven/Eight
<u>Week Seven: 24-28 September</u>	
Smallman and Brown	Nine/Ten
<u>Week Eight: 1-5 October err</u>	
Smallman and Brown	Eleven/Twelve/Conclusion
<u>Week Nine: 8-12 October</u>	
TBA	
<u>Week Ten: 15-19 October</u>	
Fall Break (No Classes on Monday/Tuesday)	
Country Project Discussion	
<u>Week Eleven: 22-26 October</u>	
Country Project Preparation	
<u>Week Twelve: 29 October—2 November</u>	
Meetings	
<u>Week Thirteen: 5-9 November</u>	
Country Project	Oral Presentations
<u>Week Fourteen: 12-16 November</u>	
Country Project	Oral Presentations
<u>Week Fifteen: 19-23 November</u>	
Thanksgiving	
<u>Week Sixteen: 26-30 November</u>	
Summary Discussions	

REQUEST FOR A NEW COURSE
Valdosta State University

Date of Submission: 02/18/2013 (mm/dd/yyyy)

Department Initiating Request:
International Programs/Honors College

Faculty Member Requesting:
Dr. Charles T. Johnson

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
INTL4800H

Proposed New Course Title:
Honors Senior Capstone Course

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Honors Senior Capstone Project

Semester/Year to be Effective:
Fall 2013

Estimated Frequency of Course Offering:
Fall, Spring and Summer

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: Successful completion of a relevant overseas study experience and all other coursework within the minor. An enhanced project that requires the development, assembly and presentation of an extended research project focused on the student's minor emphasis, under the direction of a faculty supervisor in that field.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: A course is already in place as part of the requirement for the minor in International Studies. The creation of an honors component of the course would afford students in the Honors College the opportunity to take the course for honors credit.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Roughly twenty percent of the students successfully completing the requirements for the International Studies Minor have been Honors students. Up until this time they have taken two of the core courses (INTL 2090 and INTL 4800) as regular non-Honors courses. Creation of honors version of each existing course would allow them to take the classes for Honors credit and would also help with

24

recruitment of an even higher number Honors students into the International Studies Minor. It also affords students another avenue towards completion of the Global Studies Experience requirement for all students in the Honors College.

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>C. J. H.</i>	Date: 2/15/13
College/Division Exec. Comm.: <i>M. Smith</i>	Date: 2-15-13
Dean/Director: <i>W. J. W.</i>	Date: 2-15-13
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

INTL 4800H Honors Senior Capstone Project

Professor: Dr. Charles Johnson
Office: Honors House
Hours: Tu. & Th., 11-12 and 12:30-1:30. Other times by appointment
Phone: 249-4894 **Email:** cjohnso@valdosta.edu

OBJECTIVES and OUTCOMES

This independent study class is designed as the capstone experience in the International Studies Minor. The student will select an international studies project—in consultation with his major professor—and complete it as partial fulfillment for the minor.

1. To provide the student with the opportunity to engage in an in-depth international studies project based on their experience studying in another country To be assessed through written and oral projects.
2. To challenge students to think cross-culturally in an attempt to gain an understanding of the world around them. To be assessed through written work and group verbal interaction
3. To afford the students an opportunity to work with a variety of faculty an individual faculty member at VSU experienced in the area of international studies with the end result being the student gaining a better understanding of the importance of a specific international issue. Assessment accomplished through working with the professor over the course of the project.

EVALUATION

The final grade is determined by the successful completion of the project as determined by the mentoring professor in the discipline. The project must contain both a written (paper, portfolio, etc.) component and an oral presentation. Fulfillment of the oral presentation component can be fulfilled either through the student presenting their research to a group assembled by the student and the faculty advisor or as a conference presentation either at VSU or at a meeting of a professional society.

GENERAL PROJECT GUIDELINES

1. The final project must represent original research done by the student and is discipline specific. It must be international in focus and is usual associated with the student's experience in their overseas study program. It can take the form of a research paper, portfolio, or any other extended length project that demonstrates that the student has engaged in original research that contributes to the body of knowledge in the discipline.
2. As stated above, the capstone project must contain an oral component. This can be fulfilled through presentation at a conference, exhibition or in front of an invited gathering from faculty and students in the VSU community.

EXAMPLE PROJECT

The following criteria apply to a student in the History program who engaged in a yearlong study abroad program in France:

1. **PAPER:**
 - a. The final paper must be a minimum of twenty-five pages in length.
 - b. It must conform to the style guidelines of the discipline as outlined in the *Chicago Manual of Style*.

- c. It must demonstrate an original thesis and the use of both primary and secondary sources (a significant number of which must be in the French language).
- d. It must contribute the existing body of knowledge in the field.

2. ORAL PRESENTATION

- a. The oral presentation will take place in front of a group of faculty and students at a date to be determined.
- b. The presentation must be between 15-20 minutes in length.
- c. The student is free to use any visual aids or technology.
- d. The presentation should provide the audience with a summary of the student's findings as well as conclusions drawn from the research.
- e. A question and answer session will take place at the conclusion of the presentation.

REQUEST FOR A CURRICULUM CHANGE

Valdosta State University

Select Area of Change:

Core Curriculum Senior Curriculum Graduate Curriculum Other Curriculum

Specify: Area A,B,C,D,F

F

Current Catalog Page Number:
183

Proposed Effective Date for Curriculum Change:
(Month/Year): Fall 2013

Degree & Program Name:
(e.g., BFA, Art): BS,
Environmental Geosciences,
Geography Track

Present Requirements:

Core Curriculum Area F*18 hours
 MATH 2261 (1 hour left over from Area D)
1 hour
 MATH 26203 hours
 BIOL 2010 or CHEM 1212, if not taken in Area
 DII4 hours
 CHEM 1211 & CHEM 1211L, if not taken in
 Area DII4 hours
 PHSC 1100 or PHYS 11114 hours
 GEOG 1112 or GEOL 11224 hours
 GEOG 1113 or GEOL 11214 hours
 GEOG 2010 or GEOL 20103 hours

* All core classes with prefixes GEOL and GEOG must be completed with a grade of "C" or better.

Proposed Requirements (Underline changes after printing this form:

Core Curriculum Area F—Geography Track*
18 hours**
 GEOG 1112..... 4 hours
 GEOG 1113.....4 hours
 GEOG 2010.....3 hours
 BIOL 1107 (if not taken in Area DII).....
0-4 hours
 CHEM 1211 & CHEM 1211L (if not taken in
 Area DII).....0-4 hours
 MATH 2261 (1 hour left over from Area D)...
1 hour
 MATH 2620.....3 hours
 PHSC 1100.....3 hours

*All core classes with prefixes GEOL and GEOG must be completed with a grade of "C" or better.

**Hours in excess of 18 will carry over to the senior curriculum.

Justification:

Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improve student learning outcomes: The current course listings for Area F of the Geosciences major is confusing to students. These proposed changes are to clarify and distinguish the requirements for the Geography Track of the Geosciences major. The courses listed contain content that is more appropriate in preparing students for the upper-level classes of the Geography Track.

- Adopting current best practice(s) in field:
- Meeting mandates of state/federal/outside accrediting agencies:
- Other:

Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests,

portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures:** SOIs; student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) With a more specific list of courses in Area F, geography track students should perform better on tests and projects given in the upper-level classes.

Approvals:

Department Head:	<i>Edward E. Chatelain</i>	Date: 2/12/13
College/Division Exec. Committee:	<i>Lonnie Richards</i>	Date: 2/13/13
Dean(s)/Director(s):	<i>Lonnie Richards</i>	Date: 2/13/13
Grad. Exec. Committee: (for graduate course)		Date:
Graduate Dean: (for graduate course)		Date:
Academic Committee:		Date:

Form last updated: January 6, 2010

REQUEST FOR A CURRICULUM CHANGE

Valdosta State University

Select Area of Change:

- Core Curriculum
 Senior Curriculum
 Graduate Curriculum
 Other Curriculum
 Specify: Area A,B,C,D,F

Current Catalog Page Number:
183

Proposed Effective Date for Curriculum Change:
(Month/Year): Fall 2013

Degree & Program Name:
(e.g., BFA, Art): BS,
Environmental Geosciences,
Geography Track

Present Requirements:

Required Departmental Courses.....21 hours
 GEOG 3050, GEOG 3051, GEOG 3210,
 GEOG 3300, GEOG 3410,
 GEOL 4860, GEOL 4861, and GEOL 4862
Geology Electives above 3000..... 9 hours
Other Supporting Courses.....30 hours
Foreign Language.....6-9 hours
 (3 hours may be taken in Area C)
Geography Electives.....9 hours
 GEOG 3020, GEO 3052, GEOG 3053,
 GEOG 3120, GEOG 3150, GEOG 3240,
 GEOG 3320, GEOG 3330, GEOG 3710,
 GEOG 3810, GEOG 3910, GEOG 3920,
 GEOG 4700, GEOG 4710, GEOG 4900,
 or GEOG 4990
Other guided electives.....8-15 hours
 GEOL 1121 (if not taken in Area D) 0-4 hours

Students wishing to concentrate in biology are advised to take BIOL 2230, BIOL 2270, BIOL 3300, or any taxonomy courses.
 Students wishing to concentrate in chemistry are advised to take CHEM 1212, CHEM 1212L, CHEM 3401, and CHEM 2310.

Total hours of senior curriculum: 60

Proposed Requirements (Underline changes after printing this form:

Required upper-level Geography Courses
22 hours
 GEOG 3050, GEOG 3052, GEOG 3210,
 GEOG 3410, GEOG 4710, GEOG 4860,
 GEOG 4861, GEOG 4862
Upper-level electives in a single discipline outside of GEOG6 hours
Additional Geoscience Electives11 hours
Other Supporting Courses.....21 hours
 GEOG 2011.....3 hours
 GEOL 1121.....0-4 hours
 Modern Foreign language....3-6 hours
 Other guided electives.....8-15 hours (includes hours which carry over from Area F)
TOTAL—60 hours

Justification:

Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improve student learning outcomes:
 Adopting current best practice(s) in field: In order to keep up with current trends in the field of geography, we feel it is necessary to make some adjustments to the geography curriculum. There are four

ways this is being accomplished on this form:

1. Two of the required courses have been changed and the number of credit hours for two other courses have been changed so there is an increase in the required hours.
2. The list of specific supporting geography courses has been removed. Some of those courses have not been offered in many years and other courses are being regularly offered that are not on this list. Removing the specific list of courses allows the department greater flexibility in course offerings that are aligned with current trends in the discipline of geography.
3. The foreign language requirement has been reduced by three credit hours. However, students are still required to take a total of 6 hours of a modern foreign language. This allows students to take a three-hour class on the application of geographic information science (GIS). GIS is a technical computer class that is more helpful for our students in their post-graduate pursuits. This class is listed specifically under the Other Supporting Courses (GEOG 2011). Many graduate programs and job listings now require the ability to understand GIS and its application in the geosciences. Adding this course will help address that need.
4. The option to concentrate in Biology or Chemistry has been removed. The Biology and Chemistry programs have changed and a concentration is no longer viable.

Meeting mandates of state/federal/outside accrediting agencies:

Other:

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Observation of trends in the discipline of geography.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

Indirect measures: SOIs; student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) All of our graduates are required to complete a senior thesis project. These projects will be used to assess the major. Students are also given a test when they begin the program and as they finish the program. Results from this test will also be used to assess the major.

Approvals:

Department Head:

Edward E. Chelani

Date:

2/12/13

College/Division Exec. Committee:

Lonnie Richards

2/13/13

	Date:
Dean(s)/Director(s): <i>Connie Richard</i>	Date: <i>2/13/13</i>
Grad. Exec. Committee: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A CURRICULUM CHANGE

Valdosta State University

Select Area of Change:

Core Curriculum Senior Curriculum Graduate Curriculum Other Curriculum

Specify: Area A,B,C,D,F

F

Current Catalog Page Number:

183

Proposed Effective Date for

Curriculum Change:

(Month/Year): Fall 2013

Degree & Program Name:

(e.g., BFA, Art): BS,

Environmental Geosciences,

Geology Track

Present Requirements:

Core Curriculum Area F*.....18 hours
 MATH 2261 (1 hour left over from Area D)
1 hour
 MATH 26203 hours
 BIOL 2010 or CHEM 1212, if not taken in Area
 DII.....4 hours
 CHEM 1211 & CHEM 1211L, if not taken in
 Area DII4 hours
 PHSC 1100 or PHYS 11114 hours
 GEOG 1112 or GEOL 11224 hours
 GEOG 1113 or GEOL 11214 hours
 GEOG 2010 or GEOL 20103 hours

* All core classes with prefixes GEOL and GEOG must be completed with a grade of "C" or better.

Proposed Requirements (Underline changes after printing this form:

Core Curriculum Area F—Geology Track*
18 hours**
 GEOL 1121..... 4 hours
 GEOL 1122.....4 hours
 GEOG 2010.....3 hours
 CHEM 1211 & CHEM 1211L (if not taken in
 Area DII).....0-4 hours
 CHEM 1212 & CHEM 1212L (if not taken in
 Area DII).....0-4 hours
 MATH 2261 (1 hour left over from Area D)...
1 hour
 MATH 2620.....3 hours
 PHYS 1111.....3 hours (the 4th hour will
 count in Other Supporting Courses in the
 senior curriculum).

* All core classes with prefixes GEOL and GEOG must be completed with a grade of "C" or better.

**Hours in excess of 18 will carry over to the senior curriculum.

Justification:

Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improve student learning outcomes: The current course listings for Area F of the Geosciences major is confusing to students. These proposed changes are to clarify and distinguish the requirements for the Geology Track of the Geosciences major. The courses listed contain content that is more appropriate in preparing students for the upper-level classes of the Geology Track.

- Adopting current best practice(s) in field:
- Meeting mandates of state/federal/outside accrediting agencies:
- Other:

Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures: SOIs; student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) With a more specific list of courses in Area F, geology track students should perform better on tests and projects given in the upper-level classes.

Approvals:

Department Head:	<i>Edward E. Chatelain</i>	Date: <i>2/12/13</i>
College/Division Exec. Committee:	<i>Cornie Richards</i>	Date: <i>2/13/13</i>
Dean(s)/Director(s):	<i>Cornie Richards</i>	Date: <i>2/13/13</i>
Grad. Exec. Committee: (for graduate course)		Date:
Graduate Dean: (for graduate course)		Date:
Academic Committee:		Date:

Form last updated: January 6, 2010

REQUEST FOR A CURRICULUM CHANGE

Valdosta State University

Select Area of Change:

Core Curriculum
 Senior Curriculum
 Graduate Curriculum
 Other Curriculum
 Specify: Area A,B,C,D,F

Current Catalog Page Number:
183

Proposed Effective Date for Curriculum Change:
(Month/Year): Fall 2013

Degree & Program Name:
(e.g., BFA, Art): BS,
Environmental Geosciences,
Geology Track

Present Requirements:

Required Departmental Courses.....26 hours
 GEOG 3051, GEOL 3100,
 GEOL 3200 or GEOL 3220,
 GEOL 3300, GEOL 3410, GEOL 4110,
 GEOL 4860, GEOL 4861, and GEOL 4862
Supporting Geology Courses.....12 hours
 GEOL 3200, GEOL 3050, GEOL 3120,
 GEOL 3210, GEOL 3240, GEOL 3320,
 GEOL 3500, GEOL 3510, GEOL 3710,
 GEOL 4900, GEOL 4950, An approved summer
 field methods course (4-6 hrs)
GEOG Electives above 3000..... 6 hours
Other Supporting Courses.....16 hours
 Foreign Language.....6-9 hours
 (3 hours may be taken in Area C)
 PHYS 1112K.....4 hours
Guided Electives.....3-6 hours
 Students wishing to concentrate in biology are
 advised to take BIOL 2230, BIOL 2270, BIOL
 3300, or any taxonomy courses.
 Students wishing to concentrate in chemistry
 are advised to take CHEM 1212, CHEM 1212L,
 CHEM 3401, and CHEM 2310.

Total hours of senior curriculum: 60

Proposed Requirements (Underline changes after printing this form:

Required Departmental Courses
35 hours
 GEOL 3101, GEOL 3102, GEOL 3200,
 GEOL 3410, GEOL 3500, GEOL 4110,
 GEOL 4860, GEOL 4861, GEOL 4862
Additional Geoscience Electives.....4 hours
Upper-level electives in a single discipline outside
of GEOL.....6 hours
Other supporting courses.....21 hours
 GEOG 1113K.....0-4 hours
 GEOG 2011.....3 hours
 MATH 2262.....4 hours
 PHYS 1111.....1 hour
 (left over from Area F)
 Foreign language.....3-6 hours
 Other guided electives.....3-10 hours (includes
 hours which carry over from Area F)
TOTAL—60 hours

Justification:

Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improve student learning outcomes: Replacing PHYS 1112 with MATH 2262 will improve the students' quantitative ability which is necessary for some of the upper-level geology classes. It also will help prepare students who wish to take the Professional Geologist Exam.

Adopting current best practice(s) in field: In order to keep up with current trends in the field of geology, and help students who wish to sit for the Professional Geologist Exam, we want to the courses the students are required to take in the geology track of the environmental geosciences program. There are five ways this is being accomplished on this form:

1. The class Mineralogy and Petrology (GEOL 3100) has been replaced with the individual courses of Mineralogy (GEOL 3101) and Petrology (GEOL 3102). The courses Geochemistry (GEOL 3500), Hydrology (GEOG 3210) and Environmental Soil Science (GEOL 3710) have been added to the list of required courses.

2. GEOL 3300 has been removed from the list of required courses because it is not a course traditionally taught in a geology curriculum. Those hours have been replaced with GEOG 1113K in the category of Other Supporting Courses. Adding GEOG 1113K will broaden the geology-track students' background in physical geography. It is also a prerequisite course for upper-level geography courses that have been added to the list of required courses.

3. The list of specific supporting geology courses has been removed. Some of these courses have not been offered in many years and other courses are being regularly offered that are not on this list. Removing the specific list of courses allow the department greater flexibility in course offerings that are aligned with current trends in the discipline of geology.

4. The foreign language requirement has been reduced by three credit hours. However, students are still required to take a total of 6 hours of a modern foreign language. This allows students to take a three-hour class on the application of geographic information science (GIS). GIS is a technical computer class that is more helpful for our students in their post-graduate pursuits. This class is listed specifically under the Other Supporting Courses (GEOG 2011). Many graduate programs and job listings now require the ability to understand GIS and its application in the geosciences. Adding this course will help address that need.

5. The option to concentrate in Biology or Chemistry has been removed. The Biology and Chemistry programs have changed and a concentration is no longer viable.

Meeting mandates of state/federal/outside accrediting agencies:

Other:

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

Indirect measures: SOIs; student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) All of our graduates are required to complete a senior thesis project. These projects will be used to assess the major. Students are also given a test when they begin the program and as they finish the program. Results from this test will also be used to assess the major.

Approvals:	
Department Head: <i>Edward E. Chateletani</i>	Date: <i>2/12/15</i>
College/Division Exec. Committee: <i>Lenie Richards</i>	Date: <i>2/13/13</i>
Dean(s)/Director(s): <i>Lenie Richards</i>	Date: <i>2/13/13</i>
Grad. Exec. Committee: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 11/7/2012 (mm/dd/yyyy)

Department Initiating Revision:
Math&CS

Faculty Member Requesting Revision:
Krishnendu Roy

Current Course Prefix, Title, & Number:

(See course description abbreviations in the catalog for approved prefixes)

CS 1301: Principles of Programming I

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites: MATH 1101 or 1111, with a grade of "C" or better

Co-requisites:

Course Description:

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites: MATH 1101 or MATH 1111 or MATH 1112 or MATH 1113 or MATH 1261 or MATH 1262 or MATH 2261 or MATH 2262, with a grade of "C" or better

Co-requisites:

Course Description:

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Every semester

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: Students who have completed one of the following courses will be sufficiently prepared for CS 1301.

MATH 1101

MATH 1111

MATH 1112

MATH 1113

MATH 1261

MATH 1262

MATH 2261

MATH 2262

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Data gathered from the department's pre-requisite override request forms revealed that most students requesting an override into CS1301 had met the pre-requisite by taking a higher level course. This change is to address that scenario.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. The SOIs and midterm student feedback.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Faculty Course Activity Report (FCAR) prepared to ABET accreditation.

Approvals:	
Dept. Head: <i>Dorey Hamell</i>	Date: <i>1-14-13</i>
College/Division Exec. Comm.: <i>Bruce Richards</i>	Date: <i>2/13/13</i>
Dean/Director: <i>Bruce Richards</i>	Date: <i>2/13/13</i>
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: November 13, 2012 (mm/dd/yyyy)

Department Initiating Revision:
Mathematics & Computer Science

Faculty Member Requesting Revision:
S.D. Trowell

Current Course Prefix, Title, & Number:

(See course description abbreviations in the catalog for approved prefixes)

MATH 3180 Mathematics for Middle School Teachers

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites: grade of "C" or higher in
MATH 1101 or MATH 1111

Co-requisites: none

Course Description:

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites: grade of "C" or higher in one of
the following courses: MATH 1101, MATH
1111, MATH 1112, MATH 1113, MATH
1261, or MATH 2261

Co-requisites:

Course Description:

Semester/Year to be Effective:
Fall 2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: Students who have completed one of the following courses: MATH 1101, MATH 1111, MATH 1112, MATH 1113, MATH 1261, or MATH 2261 will be sufficiently prepared for MATH 3180

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests,

portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Dept. Head: <i>Breg Harner</i>	Date: <i>1-14-13</i>
College/Division Exec. Comm.: <i>Lonnie Richards</i>	Date: <i>2/13/13</i>
Dean/Director: <i>Lonnie Richards</i>	Date: <i>2/13/13</i>
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A NEW COURSE

Valdosta State University

Date of Submission: 10/01/2012 (mm/dd/yyyy)

Department Initiating Request:
Math/CS

Faculty Member Requesting:
Dr. Zhiguang Xu

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
CS 4835

Proposed New Course Title:

Parallel Programming

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Parallel Programming

Semester/Year to be Effective:
Spring 2014

Estimated Frequency of Course Offering:
Every spring semester

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: CS 3335 with a grade of "C" or better. Introduction to data parallel architectures, models, and programming environments. Students will design, develop, and optimize software for parallel computing resources.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes: This course is specifically focused on improving students' ability to analyze a computing problem, identify and define the computing requirements appropriate to its solution, and use current techniques, skills, and tools necessary for computing practice.

Adopting current best practice(s) in field: Parallel computing plays an increasingly vital role in addressing the demands of high-performance scientific and engineering applications. It is a course popularly offered in most computer science BS curricula.

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other:

Source of Data to Support Suggested Change:

Indirect Measures: SOIs, student, employer, or alumni surveys, etc.

Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Parallel Programming is a senior course that is lacking in our CS program. In Fall 2012, as a pilot run, the subject was taught in the form of CS 4990 "Topic in Computer Science" using necessary hardware obtained through an

external grant. The course runs well so far. Now it is time to add it as a permanent course to our line of elective CS courses.

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. SOI and course assessment instrument for ABET accreditation.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Tests and Assignments

Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Dug Hamer</i>	Date: <i>1-14-13</i>
College/Division Exec. Comm.: <i>Lonnie Rickards</i>	Date: <i>2/13/13</i>
Dean/Director: <i>Lonnie Rickards</i>	Date: <i>2/13/13</i>
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

CS 4835 Parallel Programming

Department of Math and Computer Science
College of Arts and Sciences
Valdosta State University

Semester TBD
Class Time TBD
Hours of Credits 3.0
Prerequisite CS 3335 with a grade of "C" or better.

Course Description

Introduction to data parallel architectures, models, and programming environments. Students will design, develop, and optimize software for parallel computing resources.

Learning Outcomes

Upon completion of the course, students should be able to

1. Describe current GPU architecture and its suitable applications.
2. Discuss CUDA programming architecture and programming model.
3. Explain basic parallel algorithms and parallel programming techniques.
4. Parallelize sequential solutions to various computational problems and implement them using CUDA effectively.
5. Evaluate performance of parallel programs written in CUDA.

Instructor Dr. Zhiguang Xu
Office 2113, Nevins Hall
Office Hours TBD
Phone 229-333-5783
Web Page <http://blazeview.valdosta.edu>
Email zxu@valdosta.edu

Textbook(s) *CUDA by Example, An Introduction to General-Purpose GPU Programming*, 1st edition

By Jason Sanders and Edward Kandrot
Publisher: Addison-Wesley
ISBN: 0131387685 (Required)

Programming Massively Parallel Processors: A Hands-on Approach, 1st edition
By David B. Kirk and Wen-mei W. Hwu,
Publisher: Morgan Kaufman,
ISBN: 0123814723 (Optional)

Course Coverage

1. Parallel Programming Basics
2. CUDA Basics
 - a. Introduction to GPU Programming
 - b. Introduction to CUDA C
(for both 2.b., 2.c., and C pointers, if needed)
 - c. Introduction to CUDA Tools
3. CUDA Threads and Thread Cooperation
 - a. CUDA Thread Concepts
 - b. CUDA Thread Cooperation
4. CUDA Optimization
 - a. Effective Use of CUDA Constant Memory
 - b. Effective Use of CUDA Texture Memory
 - c. Atomics
 - d. Streams
5. Other Topics on CUDA

Grading Policy

Your grade will be calculated based on about 8 projects and 2 tests. The projects are unevenly weighted based on their level of complexity. Collectively, they will be 70% of your final grade. The 2 tests are 15% each.

Grading scale:

Final Grade	Credit
A	90-100 (including 90)
B	80-89 (including 80)
C	70-79 (including 70)
D	60-69 (including 60)
F	0-59

Course Policy

For the sake of the efficiency of the class, please observe the following rules:

- There will be lab components for this class. Once authorized, students will be able to access the lab NH 2126 using their VSU cards.
 - Lab hours will be announced separately later.
 - *Lab NH 2126 and all computers/equipment inside can only be used by the students taking this course for course-related works. Absolutely no other student is allowed to be using this lab at any time for any purpose.*
- Late assignment will NOT be accepted. You must turn in assignments by the beginning of the class on the due date.
- Problems and/or disagreement concerning your grade on each assignment or quiz, if any, must be resolved within TWO weeks after the assignment or quiz is turned back to the students. No change will be made to the grade any more after such two-week window, for whatever reason.
- Absolutely NO cheating on assignments and quizzes. It can result in total dismissal from VSU.

Attendance and Absence

- You are expected for every scheduled class meeting (be on time and stay for the full class period).

ADA

Students requiring classroom accommodations or modifications because of a documented disability should discuss this need with me at the beginning of the semester. For additional information, please contact the Access Office for Students with Disabilities in Farber Hall (229-245-2498 or www.valdosta.edu/access).

Important Dates

TBD.

REQUEST FOR A NEW COURSE

Valdosta State University

Date of Submission: 01/28/2013 (mm/dd/yyyy)

Department Initiating Request:
Sociology, Anthropology & Criminal Justice

Faculty Member Requesting:
Deborah M. Robinson, Ph.D.

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
CRJU 4690

Proposed New Course Title:

History of Crime in the United States

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
History of Crime in the U.S.

Semester/Year to be Effective:
Summer 2013

Estimated Frequency of Course Offering:
1-2 times a year

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) An overview of the historical development of crime and the criminal justice system in the United States. This course examines the development of law enforcement, courts, corrections, and criminal behavior.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes: This course provides an overview of the historical development of crime and the criminal justice system, looking at specific time periods in U.S. history and identifying how and why crime occurred. This information advances the BACJ degree in providing students with an intensive review of historical information not provided in other courses.

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other:

Source of Data to Support Suggested Change:

Indirect Measures: SOIs, student, employer, or alumni surveys, etc. The course has been taught 3 times and the SOIs for each term indicate a positive learning experience, with information relevant and pertinent to the BACJ degree.

- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Course test grades will be examined to determine effectiveness of learning techniques applied in class, and web assignments will be used to determine student learning by evaluating students' ability to articulate and integrate course material with outside research material.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:		
Dept. Head:	<i>Daniel L. Long</i>	Date: <i>2/11/13</i>
College/Division Exec. Comm.:	<i>Terrie Richards</i>	Date: <i>2/13/13</i>
Dean/Director:	<i>Terrie Richards</i>	Date: <i>2/13/13</i>
Graduate Exec. Comm.: (for graduate course):		Date:
Graduate Dean: (for graduate course):		Date:
Academic Committee:		Date:

Form last updated: January 6, 2010

**VALDOSTA STATE UNIVERSITY
CRJU 4690 – HISTORY OF CRIME
SUMMER 2012
SYLLABUS**

COURSE INFORMATION

ONLINE BlazeVIEW

3 Credits

Pre-requisite: CRJU 1100 or permission of the instructor
Department of Sociology, Anthropology and Criminal Justice
College of Arts and Sciences

PROFESSOR INFORMATION

Deborah Mitchell Robinson, Ph.D.

Professor of Criminal Justice

Email: dmrobins@valdosta.edu

Office: 1139 University Center

Office Phone: 249-4974

Office Hours: Daily via email

TEXTBOOK INFORMATION

Roth, Mitchel. 2011. Crime and Punishment, 2nd Ed. Belmont, CA: Thomson
Wadsworth Publishing. ISBN 9780495809883

COURSE DESCRIPTION

An overview of the historical development of crime and the criminal justice system in the United States. This course examines the development of law enforcement, courts, corrections, and criminal behavior.

General Education Outcomes

The VSU General Education Outcomes applicable to this course are:

1. Students will demonstrate understanding of the society of the United States and its ideals.
3. Students will use computer and information technology when appropriate.
4. Students will express themselves clearly, logically, and precisely in writing and in speaking, and they will demonstrate competence in reading and listening.
7. Students will demonstrate the ability to analyze, to evaluate, and to make inferences from oral, written, and visual materials.

Criminal Justice Education Outcomes

The Criminal Justice Education Outcomes applicable to this course are:

1. To develop in students an understanding and appreciation of the structure and function of the criminal justice system as it applies to the ethical treatment of adults and juveniles within the context of law and the Constitution of the United States.

COURSE OBJECTIVES

Upon completion of this course, each student will:

- √ have gained an understanding of the development of the Criminal Justice System in America (GE 1 / CJ 1)
- √ understand law enforcement, courts and corrections within the various historical time periods in America (GE 4, 7 / CJ 1)
- √ be able to explain crime in the various time periods, from Ancient World through the creation of America (GE 4, 7 / CJ 1)
- √ be able to use computers and the Internet to research historical data on crime and criminals (GE 3 / CJ 1)

ATTENDANCE POLICY

It is expected that students will be working in the course throughout the week. There is no specific attendance taken during the semester, however there are specific due dates for assignments throughout the semester. Each student is responsible for identifying these due dates and complying with all requirements of the course.

EMAIL AND ANNOUNCEMENTS

Students are responsible for checking the class email and the Announcements section daily for updates and information. The class email is restricted to the ONLINE classroom, therefore emails sent and received within the class will not appear in the VSU email.

COURSE GRADES

There will be 7 written tests. Each test will consist of multiple choice and T/F questions. Each test will be worth 50 points (350 total possible points). There will be 50 minutes to complete each test, with the time to begin when the test is opened. Each test will be available on a specific day, with the time available to complete the test from 8:00am to 10:00pm – dates are listed in the Course Outline below. There will be 15 Discussion Boards, each worth 12 points – 180 total possible points (see below). There are 10 Web Assignments, each worth 20 points – 200 total possible points (see below). The possible points total for the course is 730.

Grade Point Scale:

A = 657 - 730 B = 584 - 656 C = 511 - 583 D = 438 - 510 F = 437 and below

Make-up tests will not be given unless advanced notice is given to the professor that circumstances beyond the control of the student require that the student miss a test. Each instance will be determined acceptable at the discretion of the professor.

Discussion Boards

Each course week (Wednesday through Tuesday) contains a Discussion Board, which can be found under the Discussions tab. Each course week discussion

board consists of TWO discussion threads, labeled A and B for each week. These are weekly discussions occurring between all students. The purpose of the discussion board is to have a lively interactive discussion between all students throughout the course week. Therefore, you are required to post on at least 3 different days during the course week.

Each discussion thread (remember TWO threads per discussion board) will have a topic question. You are to answer the topic question. This is considered your Main Post. You are then to respond to at least 3 other students within the course week. Therefore, for each discussion thread in the course week, you should have at least 4 posts (1 Main and 3 responding), making a minimum of 8 posts for the discussion board during each course week.

Your Main Posts should adequately and concisely answer the topic question, in a minimum of 100 words. Your responding posts to other students should also adequately advance the discussion, in the 100-word range. In course week 7, the last week of the course, there are 3 discussion threads. The discussion labeled 7C only requires your Main Post. You do not need to respond to other students in this discussion only. But the minimum requirements for your Main Post do apply.

Posts are to be professional, courteous, respectful, and grammatically correct, in American Standard English. Points will be deducted if the minimums are not met and for grammatical errors.

Web Assignments

Each student will complete 10 Web Assignments. Each is listed in a file folder marked Web Assignments on the Course Content page and in the Assignments tab. Each assignment has a specific due date. Once the due date has passed for the first Web Assignment, the second assignment will appear. Each Web Assignment has a specific minimum word requirement, and is to be typed in the Submission Box. Other forms of submission will not be accepted or graded. Each Web Assignment lists one or more specific websites and information on what to do in each website. Web Assignment due dates are as follows:

Web Assignments Due Dates

- 1 – Ancient Codes June 9th
- 2 – English Law June 14th
- 3 – Criminal Trials June 18th
- 4 – Supreme Court June 23rd
- 5 – Police June 27th
- 6 – Mental Asylum July 2nd
- 7 – Fingerprinting July 7th
- 8 – Photographs July 12th
- 9 – Molly Maguires July 16th
- 10 – Lizzie Borden July 21st

According to the VSU Bulletin, "a grade of I indicates that a student was doing satisfactory work but for non-academic reasons beyond his or her control, was unable to meet full requirements of the course. If an I is not satisfactorily removed within one calendar year, it will be changed to the grade of 'F'." The professor will adhere to this policy and only grant an "I" grade under truly unusual or emergency circumstances beyond the student's control. Conflicts with work or other schedules are not an acceptable circumstance for the granting of an "I" grade. It is the student's responsibility to contact the professor and the professor must be contacted prior to the last week of class for consideration of an "I" grade.

No extra credit will be given or allowed. All work MUST be submitted by the due date AND time. Late work will NOT be accepted or graded.

ACADEMIC DISHONESTY POLICY

It is expected that all students will work independently and will complete assignments and tests without assistance from others, whether or not the others are currently enrolled in the course. Any instance identified where assistance is obtained on any assignment or test in this course will result in a failing grade for the course for all students involved.

Cheating and dishonesty in any form is strictly forbidden. It is the policy of this professor that any cheating or dishonesty discovered at any time and regarding any classwork (exams, homework, computer assignments, etc.) will automatically result in a failing grade for the course for all students involved. The incident will also be forwarded to the administration for additional appropriate action. Each student should consult the VSU Student Handbook for specific details and actions regarding cheating. For additional information, please review the following website:

<http://www.valdosta.edu/academic/AcademicHonestyPoliciesandProcedures.shtml>

By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign, a tool within BlazeVIEW.

For more information on the use of SafeAssign at VSU see SafeAssign for Students (<http://www.valdosta.edu/academic/SafeAssignforStudents.shtml>).

STUDENTS WITH SPECIAL NEEDS

Students requesting classroom accommodations or modifications due to a documented disability must contact the Access Office for Students with Disabilities, located in Farber Hall. The phone numbers are 245-2498 (V/VP) and 219-1348 (TTY).

STATEMENT ON DISRUPTIVE STUDENTS

Disruptive behavior is student behavior in a classroom or other learning, which disrupts the educational process. Disruptive class behavior may include but is not limited to the following behaviors: verbal or physical threats; repeated

obscenities; unreasonable interference with class discussions; unauthorized use of a cell phone, or inappropriate use of computer in class; leaving and entering class frequently in the absence of notice to the instructor of an illness or extenuating circumstance; and persisting in disrupting personal conversations with other class members. Student disruptive behaviors may also include threatening, intimidating, or other inappropriate behavior toward the instructor or classmates outside of class. Sanctions for such behaviors will be enforced in accordance with the Valdosta State University Student Handbook, Faculty Handbook, and may include dismissal from the course and the program.

TENTATIVE COURSE OUTLINE

- Test 1** Chapter 1 - Criminal Justice in the Ancient World
Chapter 2 - English Criminal Justice Antecedents
Test open June 12th from 8:00am to 10:00pm
- Test 2** Chapter 3 - Criminal Justice in Early America
Chapter 4 - Criminal Justice in Revolutionary Times
Test open June 19th from 8:00am to 10:00pm
- Test 3** Chapter 5 - Criminal Justice in the New Nation
Chapter 6 - Criminal Justice in Antebellum America
Test open June 26th from 8:00am to 10:00pm
- Test 4** Chapter 7 - Criminal Justice in Civil War America
Chapter 8 - Criminal Justice in Victorian America
Test open July 3rd from 8:00am to 10:00pm
- July 4th** **Holiday**
- Test 5** Chapter 9 - Criminal Justice in the Progressive Era
Chapter 10 - Criminal Justice in the Crisis Decades
Test open July 10th from 8:00am to 10:00pm
- Test 6** Chapter 11 - Criminal Justice at Midcentury
Chapter 12 - Nationalization of Criminal Justice
Test open July 17th from 8:00am to 10:00pm
- Test 7** Chapter 13 - Criminal Justice at the End of the Twentieth Century
Chapter 14 - Criminal Justice in the Age of Terrorism
Test open July 24th from 8:00am to 10:00pm

REQUEST FOR A REVISED CATALOGUE COPY

(New Learning Outcomes, Admissions, or Other Program Policies)

Valdosta State University

Area of Change: Core Senior Graduate

Current Catalogue Page Number: 199

Proposed Effective Date for Revised Catalogue Copy: (new or revised) Fall 2013

Degree and Program Name: BBA

Present Requirements:

A minimum over-all Grade Point Average (GPA) of 2.80 (on a 4.00 scale). The GPA calculation is based on all course work, including transfer credits. Alternatively, this portion of the requirement can be met with an overall GPA of at least 2.50 and a GPA of at least 3.00 on the last 30 semester hours.

Proposed Requirements: (highlight changes after printing)

A minimum over-all Grade Point Average (GPA) of 2.50 (on a 4.00 scale). The GPA calculation is based on all course work, including transfer credits.

Justification: (select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.)

- Improving Student Learning Outcomes
- Adopting Current Best Practice(s) in Field
- Meeting Mandates of State/Federal/Outside Accrediting Agencies
- Other To present greater opportunities to VSU students for success in their chosen fields of study.

Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) number of students that do not gain admittance to the Langdale College due to having a GPA lower than the current 2.8 requirement

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) **Measure the graduation rate for those students that are admitted with less than a 2.8 GPA.**

Approvals:	
Department Head:	Date:
College/Division Exec. Committee: <i>Gary B. Smith</i>	Date: 2/14/13
Dean(s)/Director(s): <i>A. Wayne Smith</i>	Date: 2/14/13
Graduate Exec. Comm.: (for grad program)	Date:
Graduate Dean: (for grad program)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A CURRICULUM CHANGE

Valdosta State University

Select Area of Change:

Core Curriculum Senior Curriculum Graduate Curriculum Other Curriculum

Specify: Area A,B,C,D,F

Current Catalog Page Number:
203

Proposed Effective Date for Curriculum Change:
(Month/Year): August 2013

Degree & Program Name:
(e.g., BFA, Art): BBA,
Finance

Present Requirements:

Required Finance Core12 hours
FIN 3360, FIN 4760, FIN 4520,
and FIN 4310 or FIN 4900

Proposed Requirements (Underline changes after printing this form:

Required Finance Core12 hours
FIN 3360, FIN 4760, FIN 4520,
and one of the following: FIN 4310, 4720 or FIN 4900

Justification:

Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improve student learning outcomes:
- Adopting current best practice(s) in field: Employers that hire students interested in investments require more than the basic investments class.
- Meeting mandates of state/federal/outside accrediting agencies:
- Other:

Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Student participation in the Valdosta State Investment Group continues to increase. Adding FIN 4720 - Advanced Portfolio Management allows students to use this class as part of the Required Hours. The Investment Group Advisory Board

has endorsed this change.

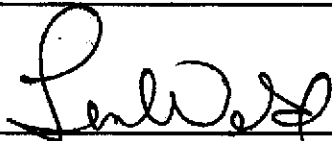
Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures:** SOIs; student, employer, or alumni surveys, etc.
 Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) The course will be assessed as part of the overall finance program assessment using course embedded measures.

Approvals:


Department Head:



Date:

2/14/13

College/Division Exec. Committee:



Date:

2/14/13

Dean(s)/Director(s):



Date:

2/14/13

Grad. Exec. Committee:
(for graduate course)

Date:

Graduate Dean:
(for graduate course)

Date:

Academic Committee:

Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 1/16/2013 (mm/dd/yyyy)

Department Initiating Revision:
Department of Accounting & Finance

Faculty Member Requesting Revision:
Len Weld

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)
ACCT 4980 Accounting Internship

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Faculty approval. Graded "Satisfactory" or "Unsatisfactory." The application of academic accounting skills and values in an employment situation. A research project, approved by a faculty member and the employer, is required. May be taken more than once with Department Head approval.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Prerequisite: Faculty approval. Graded "Satisfactory" or "Unsatisfactory." The application of academic accounting skills in an employment situation. A paper, approved by a faculty member and the employer, is required. May be taken more than once with Department Head approval. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of class.

Semester/Year to be Effective:
Summer/2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: Workshop now required.

64

Source of Data to Support Suggested Change:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc. Employer
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc. Employer evaluation.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Dept. Head: <i>Len Wild</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: 2/14/13
Dean/Director: <i>William R. Hoff</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 1/16/2013 (mm/dd/yyyy)

Department Initiating Revision:
Department of Accounting & Finance

Faculty Member Requesting Revision:
Len Weld

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)
FIN 4980 Finance Internship

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Faculty approval. Graded "Satisfactory" or "Unsatisfactory." The application of academic finance skills and values in an employment situation. A research project, approved by a faculty member and the employer, is required. May be taken more than once with Department Head approval.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Faculty approval. Graded "Satisfactory" or "Unsatisfactory." The application of academic finance skills in an employment situation. A paper, approved by a faculty member and the employer, is required. May be taken more than once with Department Head approval. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of class.

Semester/Year to be Effective:
Summer/2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: Workshop now required.

Source of Data to Support Suggested Change:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc. Employer
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc. Employer evaluation.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>[Signature]</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A NEW COURSE

Valdosta State University

Date of Submission: 11/27/2012 (mm/dd/yyyy)

Department Initiating Request:
Management and International Business

Faculty Member Requesting:
P. Holland

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
HCAD 3200

Proposed New Course Title:
Healthcare Management

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Healthcare Mgmt

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Pre-requisite or Co-requisite MGNT 3250
Introduction to concepts and competencies required in managing direct care and non-direct care healthcare organizations. Topics include: Leadership and motivation in health professions, managing business functions, managing costs and revenues, ethics, team-building with healthcare professionals, health disparities and cultural competence, and fraud and abuse.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare Advisory Committee recommends this course.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other:

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Imbedded test questions will assess mastery of material; case analysis will be used to assess applications. Assessment will be done in conjunction with the College of Business and departmental assessment programs.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Dennis P. Hunsel</i>	Date: <i>2/14/13</i>
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: <i>2/14/13</i>
Dean/Director: <i>William Phillips</i>	Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

Syllabus
HCAD 3200 Healthcare Management

Instructor: Staff
Contact information:

Office hours:

Course description: Pre-requisite or Co-requisite MGNT 3250

Introduction to concepts and competencies required in managing direct care and non-direct care healthcare organizations. Topics include: Leadership and motivation in health professions, managing business functions, managing costs and revenues, ethics, team-building with healthcare professionals, health disparities and cultural competence, fraud and abuse.

Text: S.B. Buchbinder and N.H. Shanks, *Introduction to Health Care Management*, 2nd ed., Jones and Bartlett Learning, 2012. ISBN-13: 978-0-7637-9086

Learning Objectives:

Langdale College:

Students majoring in programs of the Langdale College of Business Administration will be

1. able to effectively utilize analytical skills to solve business problems
2. effective oral and written communicators in a business environment
3. able to recognize and resolve business dilemmas in a legal and ethical manner
4. aware of the global business environment
5. competent in management-specific areas
6. cooperative and productive in group settings
7. competent in the use of technology.

Management/International Business Department:

Management Majors can

1. Demonstrate knowledge of management concepts and processes and their applications in organizations
2. Plan, organize, lead, and control in a variety of organizations and cultures
3. Recognize and resolve managerial issues using quantitative and behavioral methods and interpersonal skills

Course: Students who have successfully completed this course will:

1. Explain the functions, roles, and responsibilities of healthcare managers.
2. Relate management concepts and theories of leadership, motivation, and strategic planning to healthcare organizations.
3. Define ethical and legal responsibilities of healthcare managers.
4. Describe quality improvement models and tools.
5. Discuss the current and future states of healthcare information technology and its impact on healthcare managers.
6. Use concepts of healthcare financing and payment to discuss reform and its implications.
7. Relate financial management concepts and tools to healthcare organization decision-making.
8. Identify issues associated with management of the work life of all types of healthcare professionals.
9. Explain the need for and benefits of cultural proficiency programs.

Schedule:

Week 1	Overview of Healthcare Management Ch. 1 Case: Choosing a Successor, p. 444
Week 2	Leadership Ch. 2/ Motivation Ch. 3 Case: High Employee Turnover at Hillcrest Memorial Hospital, p. 339
Week 3	Organizational Behavior and Management Thinking Ch. 4 Strategic Planning Ch. 5
Week 4	Healthcare Marketing Ch. 6 Case: All Children's Pediatrics: Changing with the Times, p.396
Week 5	Quality Improvement Basics Ch. 7 Case: Medication Errors: Reporting at Community Memorial Hospital
Week 6	Information Technology Ch.8
EXAM 1	Chapters 1-7
Week 7	Financing Healthcare and Health Insurance Ch. 9 Case: A Small Healthcare Clinic Confronts Health Insurance Problems
Week 8	Managing Costs and Revenues Ch. 10 Guest Speaker
Week 9	Managing Healthcare Professionals Ch.11 Guest Speaker The Strategic Management of Human Resources Ch. 12
Week 10	Teamwork Ch. 13 Case: A Nightmare Job Interview, p.438 Case: Recruitment Challenge for the Middle Manager, p. 454 Case: The Case of the Complacent Employee, p. 379 Case: The Brawler, p. 382 Case: Such a Nice Young Man, p. 392
Week 11	Addressing Health Disparities: Cultural Proficiency Ch. 14
EXAM 2	Chapters 7-14
Week 12	Ethics and Law Ch. 15 Guest Speaker
Week 13	Case: Dr. Nuggett's Medical Practice, p. 465 Case: End Days, p. 384 Case Sundowner Victim, p. 394

Week 14

Fraud and Abuse
Guest Speaker

Ch. 16

Week 15

Case: Help Me, the Feds Are Coming, p. 468
Case: Oops Is Not an Option, p.375

Final Exam (TBA)

Grading: Two exams	50%
Final	25%
Case Analysis	25%

Assessment of Learning Objectives: Embedded test questions and selected case analysis will be used for assessment in conjunction with the College of Business and department Assessment of Learning program.

Classroom Accommodations: Students requiring classroom accommodations or modifications because of documented disability should meet and discuss this need with the professor at the beginning of the quarter. VSU's Access Office works with students with special needs. Students not registered with the Access Office should contact the Special Services Office in Nevins Hall, Room 1115. The telephone number is 229-245-2498.

Attendance: The University *Bulletin* states: A student who misses more than 20% of the classwork of a course will be subject to receiving a failing grade in the course. For this course, six classes constitute 20% of the classwork. Prudent students will save their absences for emergencies since there are no "excused" absences.

Academic Integrity: All work not labeled "team" is to be done by the individual without outside assistance (human or electronic).

Communication: All email should be sent from or will be sent to the student's VSU email address. No other addresses will be recognized for communication about class matters.

Class Discussion: Students are encouraged to add their analysis and experience to class discussion. Cell phones, laptops, and other electronic devices should not be used or visible during class.

Student Opinion of Instruction: At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of

the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at

<http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

Other: Academic Policies and Procedures not covered in this syllabus may be found at

<http://www.valdosta.edu/academic/AcademicPoliciesProcedures.shtml>.

REQUEST FOR A NEW COURSE
Valdosta State University

Date of Submission: 9/05/2012 (mm/dd/yyyy)

Department Initiating Request: Management/IB	Faculty Member Requesting: M. Todd Royle
Proposed New Course Prefix & Number: (See course description abbreviations in the catalog for approved prefixes) MGNT 3250H	Proposed New Course Title: Honors Management and Organization Behavior Proposed New Course Title Abbreviation: (For student transcript, limit to 30 character spaces) Honors Mgmt and Org Behavior
Semester/Year to be Effective: Fall/2013	Estimated Frequency of Course Offering: annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3	Lab Hours: 0	Credit Hours: 3
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Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) An honors level introduction to the discipline of management and contemporary management of organizations, with emphasis on organizational behavior. Topics include perceptions, attitude, personality, motivation, group dynamics, intrpersonal communication, job design, learning theory, decision making, conflict, power, organizational politics, diversity, and organizational culture.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: To provide a more challenging experience for honors students.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc. Request of honors college liaison.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) The course will be assessed as part of the overall management program assessment using course embedded measures.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Duffie R Holland</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: 2/14/13
Dean/Director: <i>A. Wayne Kinsley</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

SYLLABUS

MGNT 3250 H: HONORS MANAGEMENT & ORGANIZATIONAL BEHAVIOR

Fall 2012 Semester - Course Syllabus

Tuesday & Thursday 2:00-3:15 PM

Room 310-Pound Hall

Instructor: M. Todd Royle, Ph.D.

Office: Room 103 H Pound Hall

Office hours: T & TH from 10:45 AM- 12:15 PM and 3:15 to 4:15 PM

and by appointment

Telephone: (229) 245-3875

E-mail: mtroyle@valdosta.edu (the best way to contact me)

Course Description / Objectives:

An honors level introduction to the discipline of management and contemporary management of organizations, with emphasis on organizational behavior. Topics include perceptions, attitude, personality, motivation, group dynamics, interpersonal communication, job design, learning theory, decision making, conflict, power, organizational politics, diversity, and organizational culture.

Goals and Learning Objectives:

The programs of the Langdale College of Business are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Fewer than one-third of the business programs in the United States achieve this distinction of quality. To maintain our commitment to quality, the Langdale College faculty and administration have identified goals and learning objectives that provide students with the knowledge, skills, and ethical global awareness needed for successful managerial and professional careers. The goals and learning objectives addressed by this course are as follow:

Business majors will be able to effectively utilize analytical skills to solve business problems.

Students enrolled in this class will

1. demonstrate analytical skills
2. utilize analytical skills to resolve business problems
3. demonstrate an understanding of cultural differences that relate to managing in a global context
4. understand the effects of technology and change on managing individuals
5. become familiar with the psychological and theoretical mechanisms important to setting goals, planning, organizing, and executing sound business decisions
6. better understand how to satisfy and motivate both themselves and others in the organizational context

Required Text: *Organizational Behavior: Improving performance and commitment in the workplace* by Colquitt, LePine, & Wesson, Third Edition (McGraw-Hill Irwin, 2011). ISBN 978-0-07-802935-6

Grading Scale:

90.0 to 100 A

80.0 to 89 B

70.0 to 79 C

60.0 to 69 D

Below 60 F

Examinations (48% of final grade):

The examinations are multiple-choice. Each of three exams will cover about one third of the semester's material and each is equally weighted. Therefore, there will be no final exam, only a third exam that will be administered during exam week. Exams will be fair (not anchored by "all of the above" and "none of the above" for the last two options of every question), and cover material both from the text and in-class discussions. Make-up exams will not be given without prior approval from the instructor. Permission is based on a legitimate need. Documentation may be required to show such a need. Missing an exam without meeting the above conditions will result in a 0 on the test.

(Satisfies - VSU Education Outcomes 1&2; Management Objectives 1, 2)

Group Projects (21% of final grade):

Purpose/Motivation for Project: The purpose of the community service team project is to experience first hand the leadership concepts of "contributing to the community and giving back to others", to integrate what you are learning in class, and to learn more about your own and others leadership skills.

Outcomes for Project Assignment:

- To develop and implement a meaningful project in collaboration with the leadership of a community service organization.
- To learn about effective teambuilding and collaborative work.
- To present project results to the project stakeholders.

Community Service Project Scope and Process

Early in the semester, your team will identify/target a nonprofit organization. In collaboration with the leadership of that organization, your team will design and implement a meaningful project. *This is not a passive activity where you and your team members show up and volunteer for a prearranged community service event (such as walk-a-thons, Habitat for Humanity, etc.).* This project requires project identification, planning, coordination and execution of effort from all group members. Ultimately, the community service project you design should benefit the organization in a meaningful way, utilize your team's resources in a creative way and help you integrate what you have learned in class.

Identifying Your Community Agency:

If you need assistance in identifying possible nonprofit organizations, you might call the United Way of Lowndes County, 245-1222 to get a listing of volunteer needs in the area. (For some ideas see UGA's web page "Communiversy")

(<http://www.uga.edu/communiversity/>). You do not need to conduct "a community event" per se. You may also provide some on-going service for the organization, or produce some "product" such as a website, an in-depth analysis and plan to meet some need or contribute some service. You may wish to contact Ms. Cheryl Hatcher in the Langdale College Decision Center if you wish to work with the Humane Society of Valdosta/Lowndes County. Other Organizations

Hint: It will be very helpful to you later if you keep a journal during this process...keep notes on what happened, what went right, what went wrong, your assessment of leadership and teamwork during the various stages. It's OK if your team makes a mistake if you recognize it, fix it, and learn from it!

Deliverables, Assignments, Instructions and Due Dates

1. Community Project Proposal

Write a 1-page proposal to include the following:

- Team number, team name and team member names
- Organization name and address; name, email address, agency contact phone number
- Descriptive Statement of Project. Include as many specifics as you can about your potential project. (e.g., what you want to do (outcomes), dates, how obtain resources, contact persons or organizations that you will use in providing services, etc.).

Project Approvals: I will review your proposals and provide feedback for suggested changes if needed. Once I approve your proposal, you are free to proceed. Review the approved proposal with your organizational contact. Make sure both the agency and your team are in agreement with project outcomes. Both the team and the community contact need to "sign off" on the project agreement. Notify me by email when you have reviewed the final proposal with your community contact and received a signed agreement on the project.

Project Status Reports: Throughout the semester I will ask your team to provide status reports via email or in-class update on how you are progressing on your projects. *Keep a record of team meetings both in class and outside of class, and a record of member attendance. Your instructor may ask to see this without notice.*

Leadership Role Assignments: Your team must determine who will hold the leadership role at any particular time. However, you must appoint a different team member for each of the following project segments:

1. **Project Determination** – team leader until the team has decided upon the project it will undertake and has received approval from the Instructor.
2. **Project Planning** – team leader while the project is being planned and until the project actually begins.
3. **Project** – team leader while the team is performing its SLP project.
4. **Presentation Preparation** – team leader while the team is preparing for the final presentation.

(Satisfies – VSU Education Outcomes 3 & 4; Management Objectives 1, 2, & 3)

Homework (21% of final grade):

Several times throughout the course of the semester, I will assign case study homework write-ups. In order to fully answer my questions, students will incorporate information from their text, outside readings if necessary, and/or perform mathematical calculations when applicable. Students will submit a typed double-spaced synopsis of 3 to 4 pages in length on those days. Homework will be graded on a +, check mark, or - sign, depending on the quality of work. Homework assignments will not be accepted late and students are required to attend class and submit their work. Failure to submit a homework assignment will result in the student being given a 0 for that exercise. There are a total of three assigned cases.

(Satisfies – VSU Education Outcomes 1, 2, 3, 4 & 7; Management Objectives 1, 2, & 3)

Participation Grade and Final Learning Experience (10% of final grade)

This portion of the final grade will be based on a variety of factors including: attendance, participation in in-class discussions, and the promotion of a good learning environment. Examples of factors that will negatively affect your participation grade are: 1) Missing class periods – especially group presentations (Note: missed class materials must be obtained from other students); 2) Failure to turn in assignments; 3) Disruptive behavior such as: talking while the instructor or other authorized speaker is talking, reading or working on material(s) not assigned for class, tardiness, loudness, interruptions from devices cell phones or watches, wearing headphones, sleeping, sending text messages etc. These behaviors will not be tolerated, since they may impede the progress of class. Moreover, as in any respectful organization, students will be expected to treat other students and the instructor in a courteous manner. This is particularly important in this class because students will be called on to express opinions frequently, and no one should feel castigated by others for expressing a well-informed opinion. At the end of the semester, students will be asked to answer questions both about fundamental aspects of the class and things they find interesting as a way for the instructor to assess students' abilities to integrate the totality of the course content.

(Satisfies – VSU Education Outcomes 4; Management Objectives 1)

Attendance:

Punctual attendance is expected at each meeting for each student and figures prominently in the determination of the student's participation grade. Valdosta State University allows me to automatically fail anyone who misses more than 20% of the total number of class meetings. I will bring the class roll and take attendance if I deem it necessary. Missing these days will result in a reduction in a student's participation grade. Absence is not an excuse for failure to submit homework or other incidental assignments. If you are unable to attend class for whatever reason, you must arrange in advance to turn in your work (i.e., email it as an attachment to me).

Academic Misconduct: The disposition of Valdosta State University is based on the premise that each student has the responsibility: (1) to uphold the highest standards of academic integrity in the student's own work, (2) to refuse to tolerate violations of

academic integrity in the University community, and (3) to foster a high sense of integrity and social responsibility on the part of the University community. Any violations of these standards (such as cheating on examinations, plagiarizing, or misrepresenting someone else's work as one's own) will not be tolerated and may be punishable to the fullest extent possible under University policy, which might include receiving a failing grade for the course.

Special Needs

Students requesting classroom accommodations or modifications because of a documented disability must contact the Access Office for Students with Disabilities located in room 1115 Nevins Hall. The phone numbers are 245-2498 (voice) and 219-1348 (tty).

Food and Drink

University policy prohibits eating and drinking in class. Please observe these rules.

In case of emergency

If case of fire or other emergency evacuations, please exit the building using the east stairwell and meet in front of the central warehouse building.

Extra Credit:

Over the course of the semester students *may* be asked to help in distributing questionnaires to working professionals as part of further departmental research. They might also be rewarded for attending outside lectures. Other opportunities might also become available. A maximum of four points may be available to students over the course of the semester.

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) – “student evaluations”- that will be available through Banner. You will receive a notification at your VSU e-mail address when the SOI is available, usually at least one week before the end of the term. SOI responses are anonymous. The instructor will only be able to view a summary of all responses two weeks after final grades have been submitted. Instructors will not see individual responses, but will be able to determine who filled out an SOI and who did not. Complete information about SOIs, including how to access them and a timetable for this term, is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

VSU Educational Outcomes

- 1- Students will demonstrate understanding of the society of the United States and its ideas
- 2- Students will demonstrate cross-cultural perspectives and knowledge of other societies
- 4- Students will express themselves clearly, logically, and precisely in writing and in speaking, and they will demonstrate competence in reading and listening
- 7- Students will demonstrate the ability to analyze and to make inferences from oral written, and visual materials

Management Department Objectives

- 1- Demonstrate knowledge of management concepts and processes and their applications in organizations
- 2- Plan, organize, lead, and control in a variety of organizations and cultures

- 3- Recognize and resolve managerial issues using quantitative and behavioral methods and interpersonal skills

Reading List and Course Outline

Management 3250 – Management and Organizational Behavior

Week 1

(8/14-8/16)

Introduction and discussion of the syllabus &
What is Organizational Behavior? – Chapter 1

Week 2

(8/21-8/23)

Job Performance – Chapter 2

Week 3

(8/28-8/30)

Organizational Commitment - Chapter 3
Homework 1 - Accenture (due Thursday 8/30)

Week 4

(9/4-9/6)

Job Satisfaction - Chapter 4
Exam 1 (Thursday 9/6 covers for Chapters 1-4)

Week 5

(9/11-9/13)

Stress – Chapter 5

Week 6

(9/18-9/20)

Motivation – Chapter 6

Week 7

(9/25-9/27)

Trust, Justice, and Ethics Chapter 7
Homework 2- Nike (due Thursday 9/27)

Week 8

(10/2-10/4)

Personality and Cultural Values- Chapter 9
Exam 2 (Thursday 10/4 covers Ch. 5, 6, 7, & 9)

Week 9

(10/9-10/11)
Ability – Chapter 10

Week 10
(10/16-10/18)
Teams: Characteristics and Diversity – Chapter 11
Fall Break Tuesday 10/18 – No Class

Week 11
(10/23-10/25)
Teams: Processes and Communication- Chapter 12

Week 12
(10/30-11/1)
Leadership: Power and Negotiation- Chapter 13

Week 13
(11/6-11/8)
Leadership: Styles and Behaviors- Chapter 14
Homework 3 – Ford (due Thursday 11/8)

Week 14
(11/13-11/15)
Organizational Culture- Chapter 16

Week 15
(11/20-11/22)
Exam 3 (Tuesday 11/20)
Thanksgiving Holiday Thursday 11/22 – No Class

Week 16
(11/27-11/29)
Group Presentations

Week 17
Final Exam Week
Final Learning Experience (Wednesday 12/5 2:45 - 4:45 PM)

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 1/16/2013 (mm/dd/yyyy)

Department Initiating Revision:
Management and International Business

Faculty Member Requesting Revision:
P. Holland

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)

HCAD 4980 Internship in Healthcare Administration

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Completion of Internship Agreement Form and Senior Standing. Graded "Satisfactory" or "Unsatisfactory." The application of healthcare administration concepts and skills in a healthcare organization. Students must adhere to the Healthcare Administration Internship Program Guidelines and may receive credit for the course only once.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Completion of Internship Agreement Form and Senior Standing. Graded "Satisfactory" or "Unsatisfactory." The application of healthcare administration concepts and skills in a healthcare organization. A project, approved by a faculty member and the employer is required. The student must complete a worksop with the Career Strategies Coordinator no later than the end of the first week of class. Students must adhere to the Healthcare Administration Internship Program Guidelines and may receive credit for the course only once.

Semester/Year to be Effective:
Summer, 2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: Workshop now required.

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Employer evaluations

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Dept. Head: <i>Phillip R. Hollis</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE
Valdosta State University

Date of Submission: 1/16/2013 (mm/dd/yyyy)

Department Initiating Revision:
Management and International Business

Faculty Member Requesting Revision:
P. Holland

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)

MGNT 4980 Management Internship

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:
Course Prefix and Number:
Credit Hours:
Course Title:
Prerequisites:
Co-requisites:
Course Description: Prerequisite: MGNT 4000 and completion of Internship Agreement Form. Graded "Satisfactory" or "Unsatisfactory." The application of academic management skills in an employment situation. A research project, approved by a faculty member and the employer, is required. Students must adhere to the Management Internship Program Guidelines and may receive credit for this course only once

Requested:
Course Prefix and Number:
Credit Hours:
Course Title:
Prerequisites:
Co-requisites:
Course Description: Prerequisite: MGNT 4000, Senior Standing and completion of Internship Agreement Form. Graded "Satisfactory" or "Unsatisfactory." The application of skills related to the academic discipline of management in an employment situation. A project, approved by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. Students must adhere to the Management Internship Program Guidelines and may receive credit for this course only once.

Semester/Year to be Effective:
Summer, 2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: Workshop has been added to requirements.

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Employer evaluations will be used to assess effectiveness of course.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Dept. Head: <i>Phyllis P. Holland</i>	Date: <i>2/14/13</i>
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: <i>2/14/13</i>
Dean/Director: <i>J. Wayne Phillips</i>	Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A CURRICULUM CHANGE

Valdosta State University

Select Area of Change:

Core Curriculum

Senior Curriculum

Graduate Curriculum

Other Curriculum

Specify: Area A,B,C,D,F

Current Catalog Page Number:
210

Proposed Effective Date for Curriculum Change:
(Month/Year): August/2013

Degree & Program Name:
(e.g., BFA, Art): Minor in Advertising & Promotion

Present Requirements: No Minor currently exists

Proposed Requirements (Underline changes after printing this form: Minor in Advertising & Promotion... 18 Hours
MKTG 3050... 3 hours
MKTG 3080... 3 hours
MKTG 4000... 3 hours
MKTG 4300... 3 hours
Students must take two of the following courses... 6 hours
ART 3071, 3072, 3091
COMM 2100, 3000, 3200
ENGL 2080, 3020
JOUR... 3080, 4500
MDIA... 2000
MKTG... 4720, 4730

Justification:

Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improve student learning outcomes: A minor in advertising & promotion will provide business and non-business majors with additional learning opportunities to acquire marketplace skills.

Adopting current best practice(s) in field:

Meeting mandates of state/federal/outside accrediting agencies: The College of Business has been given the opportunity to add minors to the existing curriculum.

Other:

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Anecdotal evidence from students both from within the major as well as students from other majors suggests that such an offering would provide opportunities for students.

Direct measures: Materials collected and evaluated for program assessment purposes (tests,

portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures: SOIs; student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:

Department Head: *Patricia Bell* Date: *2/14/13*

College/Division Exec. Committee: *Sanjay Gupta* Date: *2/14/13*

Dean(s)/Director(s): *Allyson Pinsky* Date: *2/14/13*

Grad. Exec. Committee:
(for graduate course) Date:

Graduate Dean:
(for graduate course) Date:

Academic Committee: Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED CATALOGUE COPY

(New Learning Outcomes, Admissions, or Other Program Policies)

Valdosta State University

Area of Change: Core Senior Graduate

Current Catalogue Page Number: 74

Proposed Effective Date for Revised
Catalogue Copy: (new or revised) 2013-2014

Degree and Program Name: Advertising & Promotion Minor

Present Requirements:

Proposed Requirements: (highlight changes
after printing) Add to list of minors currently on p.
74.

Justification: (select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.)

- Improving Student Learning Outcomes
- Adopting Current Best Practice(s) in Field
- Meeting Mandates of State/Federal/Outside Accrediting Agencies
- Other

Source of Data to Support Suggested Change:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Department Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Committee: <i>[Signature]</i>	Date: 2/14/13
Dean(s)/Director(s): <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for grad program)	Date:
Graduate Dean: (for grad program)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A NEW COURSE

Valdosta State University

Date of Submission: 09/24/2012 (mm/dd/yyyy)

Department Initiating Request:
Marketing & Economics

Faculty Member Requesting:
Aubrey Fowler

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
MKTG 3050H

Proposed New Course Title:
Introduction to Marketing Honors

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Introduction to Marketing Honors

Semester/Year to be Effective:
Fall 2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours:

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Basics of targeting products and services to satisfy customer needs through product, price, promotion, and distribution strategies. Marketing strategies are discussed within the context of prevailing political, social, ethical, economic, legal, competitive, and technological environments. This honors course requires the strategic implementation of marketing principles.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This class will provide honors students with an additional class within the College of Business.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc. Request of honors college liaison.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) The course will be assessed as part of the overall marketing program assessment using course embedded measures.
- Other: .

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>[Signature]</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

MKTG 3050H: Honors Intro to Marketing

Fall 2013: _____, Pound Hall Room 120

Aubrey R. Fowler III, arfowler@valdosta.edu

Office: Pound Hall, Room 302

Office Telephone: 245-6458, Cell Phone: 229-460-1272

Office Hours: 1:30 to 2:30 PM MWF, and by appointment

REQUIRED TEXTS:

- *Marketing*, Charles W. Lamb, Joe F. Hair, and Carl McDaniel
- *Music2Go* marketing Simulation, SmartSims (bundled with the textbook)

COURSE DESCRIPTION

Marketing 3050H is designed to introduce you to the fundamentals of marketing and marketing management and execution. This is an introductory course in marketing; and it is designed to facilitate an understanding of what marketing is and how it is used in the ordinary (and extraordinary) course of business. As such, we will investigate marketing as a concept and as a practice, exploring the range of fields that fall under the purview of marketing. Just some of the topics we'll cover in the coming weeks include consumer behavior, marketing research, integrated marketing communications, buyer behavior, target market selection, marketing strategy, ethics, and a host of others. Additionally, this course is an honors level course and is designed to assist you in thinking critically about the practice of marketing and its place within society, industry, the individual firm, and even culture. To enhance critical thinking, communication skills, and leadership skills, the course work normally includes such elements as classroom discussion, case analyses, computer simulations, and experiential exercises, and written and oral presentations.

COURSE OBJECTIVES: Throughout the duration of this semester, we will seek to fulfill the following:

- Define marketing and why we should study it, regardless of your choice of career
- Explore the fundamentals of marketing strategy and implementation
- Discuss the role of marketing in society, within the firm, and across industry
- Examine current economic, legal, and ethical issues in marketing
- Build a marketing plan and understand how it can be used in the context of the current marketing environment

ASSIGNMENTS

Over the course of the semester, you will be expected to complete several assignments, all of which are designed to help you meet the objectives set forth in this syllabus. The assignments are as follows: In class participation, book report, simulation game project, marketing case study project, a midterm, and a final exam.

In-Class Participation: Your class participation will be evaluated daily by the instructor. To facilitate this process, you should sit in the same seat in every class session. A seating chart will be finalized during the third class session, [REDACTED]. The seat you select for that class session will be your assigned seat for the rest of the semester.

Your class participation (10% of your grade) is evaluated on the quality of your participation and its contribution to improving the learning experience of the class. What is considered by the instructor as "quality" is not necessarily a function of "quantity". Each class meeting you will be evaluated according to the following guidelines.

- **Outstanding (3):** Contributions provide major insights as well as a productive direction for the class. Arguments are well-supported and persuasively and concisely presented. If this person were not a member of the class, the quality of the class discussion for that day would have been significantly diminished.
- **Good (2):** Contributions are on-target, fairly well-supported, persuasive and concise. If this person were not a member of the class, the quality of the discussion for that day would have been slightly diminished.
- **Attending Non-participant (1):** Contributes nothing to the class discussion. This can happen because the person attends class but is silent or because the person attends class and makes comments that are not clearly on-target, not well-supported, and/or not persuasive.
- **Repetitive (0):** If a person's class comments are repetitious, obvious, or do not add value to the class. In other words, you will be penalized for consuming class time without adding value.
- **Unsatisfactory (-1):** A person whose comments are disrespectful or disruptive. It is also unsatisfactory for a student who is unprepared for class to waste class time trying to make contributions which turn out to be irrelevant. If this person were not a member of the class, the quality of the discussions would have been enhanced.
- **Absent (-1):** Each student gets two excused absences. Any other class absences will result in a class participation score for that day of -1.

Marketing Book Report: 10% of your grade will be determined by a book report that you write based upon a marketing related book of your choosing. Your book report will include, but should not be limited to, an overview of the content of the book, how it relates to your understanding of marketing, and the discussion questions it raises. You will need to choose the book and get the professors approval of that book within the first two weeks of class starting. Additional direction on writing a case study will be provided throughout the semester.

Marketing Case Study Project: 30% of your grade will be determined by a case study that you and your team will write based on your participation in a marketing simulation game (below). Your case study will include, but should not be limited to, a summary of your team's participation in the game, an analysis of the team's successes and failures, and an explanation of what you would do differently if you had to do it again and your reasoning for those different actions. Additional direction on writing a case study will be provided throughout the semester.

Simulation Game: "The Marketing Game" is a computer simulation in which firms compete against each other for profit and market share. Not only is this an important part of the class because you will be writing a case study on your participation (above), but also by playing you will be making strategic marketing decisions concerning the marketing mix of your product under various controllable and uncontrollable conditions. You will be competing against other teams of students in the class. In the process you will develop a practical knowledge of various marketing approaches and strategies that will help you in any marketing situation. Another valuable skill you will develop is the ability to work with others in planning and developing competitive strategies. There will be approximately 4 firms per industry. Each firm will normally consist of 3-4 students. Assignments to firms/teams will normally occur during the first week or two of the semester.

Midterm and Final Exam: The midterm and final will consist of several essay based questions and, unless otherwise notified, will be given in Pound Hall room 120. Both the midterm and final are designed to determine what you've learned throughout the semester and will include questions from the textbook, lectures, and other readings. You will only be allowed to take a makeup in the event of an emergency. If an emergency does arise please let me know as soon as possible so that we can make

arrangements accordingly. The mid-term is scheduled for [] during normal class time, and the final exam is [] between []. Each is worth up to 100 points.

GRADE BREAKDOWN

Each assignment will be worth a certain number of points which will then be converted into a percentage of your grade. As you can see, there are four assignment types, each of which is worth 25% of your overall grade. Ultimately, your grade will be your choice. If you keep up with the work in a timely fashion over the course of the semester, you will most likely do well in the class; but if you procrastinate and rely simply on your ability to get by, then you may not do as well as you'd like. Remember, ability plus effort equals success.

Assignment	VSU	Percentages
Marketing Book Report	1, 3, 4	10%
Marketing Case Study	1, 3, 4	25%
Final Exam	1, 3, 4	25%

Grades will be scaled according to the range shown at the right. I build grades based upon this system which means that someone who has 89.9 points or 89.9% of the possible grade has exactly that as there will be no rounding up. Let me restate that: **I DO NOT ROUND UP TO THE NEAREST PERCENTAGE POINT.** I also do not "give" points away, so if you are a point or two away from an A, do not ask me to "give" you points. That would simply not be fair to everyone in the class. However, if you do see a mistake, please bring that to my attention as soon as possible. I will give everyone at least 24 hours to discuss their grade with me before I post them at the end of the semester.

A:	90—100
B:	80—89.9
C:	70—79.9
D:	60—69.9
F:	Below 60

CLASS SCHEDULE

Here is the class schedule for the Spring Semester. I expect that each chapter will be read prior to class time on the day the chapter's quiz is due. You'll also notice a column for certain assignment due dates. Also, the various due dates associated with the project are provided as well. I reserve the right to change the schedule at any time; however, I will also provide ample notification for any changes that are made. If you have any conflicts associated with these due dates for athletics, SIFE, or any other extra-curricular activity, please make arrangements with me at your earliest possible convenience.

WK	Date	Monday	Wednesday
02			
04			
06			

08					
10					
12					
14					
16					

CLASS POLICIES

Academic Dishonesty: Plagiarism and cheating will not be tolerated. All forms of academic dishonesty will result in a grade of "F" being assigned to the course. Academic dishonesty includes, but is not limited to, plagiarism, copying exam answers, and unauthorized use of aids during exams. In other words, students are expected to do their own work and uphold the Academic Honor Code published in the VSU Student Academic Handbook. The academic integrity violations, as presented on page 61 of that handbook are listed as follows:

- No student shall use or attempt to use unauthorized materials or devices to aid in achieving a better grade in a component of a class.
- No student shall receive or give or attempt to receive or give assistance not authorized by the instructor in the preparation of an essay, laboratory report, examination, or other assignment included in any academic course.
- No student shall take or attempt to take, steal, or otherwise procure in an unauthorized manner any material pertaining to the conduct of a class, including but not limited to tests, examinations, laboratory equipment, and roll books.
- No student shall sell, give, lend, or otherwise furnish to any unauthorized person material which can be shown to contain the questions or answers to any examinations scheduled to be given at any subsequent date in any course of study offered by the University, without authorization from the University.
- No student shall engage in plagiarism, which is presenting the words or ideas of another person as if they were the student's own. Essays, term papers, laboratory reports, tests, online writing assignments, and other similar requirements must be the work of the student submitting them.

Some typical examples of plagiarism are:

- a) Submitting an assignment as if it were one's own work when, in fact, it is at least partly or entirely the work of another.
- b) Submitting a work that has been purchased or otherwise obtained from an Internet source or another source.
- c) Incorporating the words or ideas of an author into one's paper without giving the author due credit, e.g., when direct quotations are used, they must be indicated, and when the ideas of another are incorporated in the paper, they must be appropriately acknowledged.

Many Internet sites are available to guide you through the citation process. One that I recommend is the Online Writing Lab (OWL) at Purdue University. The address is: <http://owl.english.purdue.edu/>

Harassment: Neither the Marketing Department nor LCOBA nor I will tolerate sexual or racial harassment in the classroom. If you should experience problems in this area, you may contact me, the

Chair of the Department of Marketing & Economics, the Dean of LCOBA, or the Campus Affirmative Action & Diversity Office. If I witness any such harassment in my class during any discussions or otherwise, you will be asked to leave the classroom immediately.

Students with Special Needs: Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the Valdosta State University to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. Students requiring classroom accommodations or modifications because of a documented disability must contact the Access Office for Students with Disabilities located in room 115 Nevins Hall (Phone: 245-2498 or 219-1348).

Cell Phones: Technology is a wonderful thing. It allows us to connect with people all over the country and, in fact, all over the world. With laptops, we get on to Facebook or Myspace or some other website and have a variety of conversations with friends, family, and strangers alike. With cell phones, we've even managed to reduce conversations to a thumb-typed shorthand so that we can connect with our friends across campus (or even in the same class) whenever we want. However, there is a time and a place for using technology to connect with the other side of the world. *My class is not the time or the place.*

In other words, unless you have some sort of serious issue (i.e. a pregnant spouse), all cell phones will be turned off and put away while in class. If a cell phone rings, vibrates, or becomes otherwise noticeable to me or anyone else in the class, you will automatically lose two percentage points from your final grade. In other words, do not leave the cell phone on the desk or within my sight. If I see you texting in class, then you will also lose your two percentage points from your final grade. If I see you texting in class a second time, you will then lose four percentage points. A third time, and you will lose another 8 percentage points. In other words, if you get caught texting three times during the course of a semester, you will lose a total of 14 percentage points from your final grade.

Computer Lab Conduct: This class takes place in the computer lab which offers a great deal of opportunity for engaging in other activities other than focusing on class. As I walk around class, I notice what other people are doing and it can distract me from the task at hand. If I get distracted, then it disrupts the flow of the classroom. This means that, if you decide to check out the latest information on ESPN.com or check your email while I'm lecturing, you are disrupting the class. That will not be tolerated.

Additionally, this class is a consumer behavior classroom and not a study hall for you to complete homework that I've assigned or that you have from other classes. Anyone caught doing homework in the class, checking their email, or perusing the Internet will lose two percentage points from his or her final grade for each occasion. Keep in mind this is your classroom and your time, make the most of both.

Contacting the Professor: Throughout the semester, you may find need to contact me via email. When you do so, please include in the subject line the class designation followed by a dash followed by a brief description of the subject of your email. For instance, if you need to ask a question about a particular exam, the subject line of your email would look like this: **MKTG 3620—Exam #1 Questions**. Or, if you need to set up a time to meet with me, then the subject line would look like this: **MKTG 3620—Appointment**. Doing so allows me to organize your emails so that I can refer back to them at a later date if necessary.

As for texting the professor, I do not and will not answer text messages. In other words, *do not send me text messages*. They will not be answered if you do. I do, however, answer my phone between the

hours of 9:00 AM and 11 PM unless otherwise occupied. If I do not answer, please leave a message stating your name and the class for which you are calling. I will return your call as soon as I can. And finally, you can always stop by my office. I am often there even beyond my office hours, so stop by if you have any immediate or pressing questions.

Turning In Work: Unless otherwise specified, you will turn in all work to me via the Assignment tab in BlazeView. I will not accept any emailed work. When you do so, each document must be created in a Word 2007 format which means that if you work in any other format, you will need to convert the document into the appropriate format. You will recognize the Word 2007 format by the .docx file extension at the end of the name of your document. If it is not in the appropriate format, then it will not be considered turned in.

Late Work Policy: I do accept late work, but only to a point. Once an assignment is late, it will lose ten percent of the total possible points for each day that it is late. If an assignment is due at 5:00 PM, then at 5:01 PM, that work is considered late. If you have turned in a document in an inappropriate format or if I cannot open the document, then it will be considered late. If you send me an email with an attachment instead of submitting it via BlazeView, then it will be considered late. Keep in mind that the devil is, more often than not, in the details.

A Few Thoughts on Your Participation: This is your class, and I expect you to take ownership of the class. By that I mean, come to class prepared to participate, to ask questions, and to challenge yourself and your fellow students and even me. Please feel free to come to me with any problem you have in the classroom, be it with another student or with my approach in class. And please feel free to tell me how I'm doing as we progress.

Also keep in mind that the classroom is full of students who are trying to learn from the lectures as well as from each other. Sometimes comments pass between students during a lecture. That happens and is often perfectly understandable. However, when those comments become disruptive to the professor or to the other students in class, then the student responsible for those comments may be asked to leave the classroom with a loss of two attendance points for the occasion. This doesn't mean you shouldn't participate or comment or even crack a joke when it seems appropriate. Just do not be disruptive when doing so (and everyone will know what is disruptive when it happens).

Marketing, in and of itself, is not necessarily a controversial topic and very few if any of the skills or techniques we discuss in class will have any controversy attached to them. However, it is very possible that we will discuss a variety of topics or that I will display some consumer images in class that will have some level of controversy associated with them. I conduct an open classroom where anyone can say anything as long as they do so with respect for others. If you have an opinion, feel free to express that opinion but also be prepared to listen to other opinions that may be in opposition to yours, and also be prepared to support that opinion in some way. Ultimately, we need to be respectful of one another as we advance through the semester. Anyone who is not respectful will be asked to leave the class.

Student Opinion of Instruction: As students in this class, at the end of the term, all of you will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available through Banner. You will receive a notification at your VSU e-mail address when the SOI is available, usually at least one week before the end of the term. SOI responses are anonymous, and as your instructor, I will be able to view only a summary of all responses two weeks after final grades have been submitted. Although I will not see individual responses, I will be able to determine who filled out an SOI and who did not. Complete information about SOIs, including how to access them and a timetable for this term, is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

REQUEST FOR A NEW COURSE
Valdosta State University

Date of Submission: 8/7/2012 (mm/dd/yyyy)

Department Initiating Request:
Marketing and Economics

Faculty Member Requesting:
James A. Muncy

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
MKTG 3080

Proposed New Course Title:
Marketing Tools
Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Marketing Tools

Semester/Year to be Effective:
Fall 2013

Estimated Frequency of Course Offering:
Once Per Semester

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.)

Pre- or co-requisite: MKTG 3050 or instructor's approval. Study of the tools needed to execute a marketing campaign. Technological and practical considerations in the development of an advertising communication, e-commerce web site, and direct mail campaign will be emphasized.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

LCOBA Undergraduate Program Objective #7 (Students majoring in programs of the Langdale College of Business Administration will be competent in the use of technology)

Marketing Major Educational Outcome #1 (Marketing majors will be able to demonstrate knowledge of marketing strategy as it relates to market selection, product development and management, supply chain management, integrated marketing communication, and pricing).

- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other:

Source of Data to Support Suggested Change:

Indirect Measures: SOIs, student, employer, or alumni surveys, etc.

Employer requests for student with better technical skills in executing marketing strategies.

Direct Measures: Materials collected and evaluated for program assessment purposes (tests,

portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) The course will be assessed as part of the overall marketing program assessment using course embedded measures.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>[Signature]</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

MKTG 3080 (CRN)
Marketing Tools
DATE

Time and Place: 8:30 am-9:20 am MWF Thaxton 102
Text: Lynda.com Subscription*
Instructor: Jim Muncy, Ph.D., Professor of Marketing
Office Hours: 10:30 to 4:30 Wednesdays or by appointment in Pound Hall 229
Phones: 245-3808 (School Office) 249-0809 (Home Phone)
E-Mail: muncvi@valdosta.edu

* This is a subscription web site (\$25.00 per month) that all students must subscribe to throughout the full semester (four months). To subscribe, visit www.lynda.com

Course Objectives

The objectives of this class are that the students will be able to...

1. demonstrate a knowledge of many different technical tools needed in the development and execution of a marketing plan. (Marketing Undergraduate Program Objective #1)
2. demonstrate the ability to use these tools to develop a specific marketing communication and/or web site (LCOBA Undergraduate Program Objective #7)
3. demonstrate the ability to learn the aspects of technology when it is needed to achieve a specific marketing objective (Marketing Undergraduate Program Objective #1 and LCOBA Undergraduate Program Objective #7)

Objective #1 will be assessed through five regular semester tests. Objective #2 will be assessed through a semester long project and end of semester presentation. Objective #3 will be assessed through semester long journaling and through class discussion.

Course Requirements

Exams (25%): There will be five regularly scheduled tests. They will be a combination of fill in the blank and short answer essay. They will be over the lecture material presented in class. Each exam will be worth 5% of the student's grade.

Semester Project (25%): Students will be responsible for developing and implementing either 1) a personal or business web site or 2) an eight page catalog or portfolio developed in In Design and exported to PDF and an accompanying video. The student's project should show the student's ability in Photoshop, Illustrator, Premiere, and either Fireworks/Dreamweaver or In Design/Acrobat. At the end of the semester, each student will be responsible for presenting the project to the class. The emphasis of the presentation will not be on the content of the project but rather how the project was developed and the marketing thought behind it. The project will be graded on the projects ability to demonstrate both marketing and technical skills.

Lynda.com Journal (25%): Students will be responsible for spending thirty minutes a day, six days a week watching Lynda.com instructional videos of their choice and journaling in Blazeview what you are learning from the video. This project will start on Sunday, August 19 and will run through Monday, December 3 (excluding Holidays). Thus, at the end of the semester, you should have journaled on 70 different days. Every day, students will be responsible for journaling their Lynda.com activities in Blazeview. They must do this five days per week throughout the whole semester. However, you only journal on the days you watch at least 30 minutes of Lynda.com videos. If you do not watch at least 30 minutes of Lynda.com videos on a day, you do not journal for that day. You should only have one journal entry per day. This should be rare but, if you cannot get to a computer on five different days one week, you may do six entries the previous or following week. If you must take this option, it is critical that you 1) do your viewing/journaling on an off day for the previous or following week (i.e., do

not do it on the same day you are doing regular viewing/journaling) 2) you must explain at the start of the journal entry why you are journaling for six days that week, and 3) which day the journal entry is being substituted for. The content of your journals should 1) list which specific Lynda.com videos you watched and their length, 2) what you learned from the videos, and 3) how you might apply what you learned to either your project or in the real world of marketing.

Discussion / Attendance (20%): Students must come to class prepared to discuss what they are discovering from their Lynda.com video watching. This discussion along with class attendance will provide the basis for their class participation grade which will be 15% of the student's grade. Class attendance, even on non-discussion days, will be a big part of this grade.

Research Participation (5%): Part of this grade will include participation on a marketing research study. Details of this participation will be given later in the semester.

Grades will be determined with 90-100=A; 80-89=B; 70-79=C; 60-69=D; below 60=F. Also, if a student is found cheating on any assignment or exam, he or she will receive an automatic F for the class.

Other Important Information

We must all work together to maintain a positive learning environment in this class. If the professor deems that any student is distracting in any way to this positive learning environment of the class, the professor at his sole discretion has the option of instructing this student to leave the class and forfeit all participation credit for that day. In such a case, if the student does not immediately comply by immediately leaving the class in a respectful manner, this student will forfeit all participation credit for the full semester, thus receiving a zero on that 20% of his or her grade.

Make-up work or alternative assignments will be determined by the professor and at the sole discretion of the professor. These assignments may or may not exactly duplicate the original and will not entitle other students to the same alternatives since they may or may not have experienced the same situation.

Please Note: As students in this class, at the end of the term, all of you will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available through Banner. You will receive a notification at your VSU e-mail address when the SOI is available, usually at least one week before the end of the term. SOI responses are anonymous, and as your instructor, I will be able to view only a summary of all responses two weeks after final grades have been submitted. Although I will not see individual responses, I will be able to determine who filled out an SOI and who did not. Complete information about SOIs, including how to access them and a timetable for this term, is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>. Your grade will not be affected by whether or not you fill out your SOI.

Students with special needs should meet individually with the instructor and should make an appointment with the Access Office by calling 245-2498.

Class Schedule

Date	Class Topic
Monday, August 13	Class Overview
Wednesday, August 15	Marketing Content and Tools
Friday, August 17	Media Center
Monday, August 20	Lynda.com
Wednesday, August 22	Photography 1: Exposure
Friday, August 24	Photography 2: Composition
Monday, August 27	Adobe Bridge and High Dynamic Range Photographs (HDR)
Wednesday, August 29	Working with Color
Friday, August 31	Graphics Basics
Wednesday, September 5	Test 1
Friday, September 7	Photoshop Interface
Monday, September 10	Photoshop Layers and Filters
Wednesday, September 12	Photoshop Selection Basics
Friday, September 14	Photoshop Filters
Monday, September 17	Illustrator Interface
Wednesday, September 19	Illustrator Shapes
Friday, September 21	Illustrator Objects
Monday, September 24	Illustrator Color and Effects
Wednesday, September 26	Test 2
Friday, September 28	Page Layout and In Design
Monday, October 1	PDF's and Acrobat
Wednesday, October 3	Working with a Printer
Friday, October 5	Premiere Interface
Monday, October 8	Premiere Effects
Wednesday, October 10	Green Screen and Keying
Friday, October 12	Working with Sound
Wednesday, October 17	Exporting Video
Friday, October 19	Test 3
Monday, October 22	Web Design/Hosting Basics
Wednesday, October 24	HTML and CSS
Friday, October 26	Web Prototyping with Fireworks
Monday, October 29	Dreamweaver Basics
Wednesday, October 31	Google AdWords and Website Optimizer
Friday, November 2	Google Analytics
Monday, November 5	Test 4
Wednesday, November 7	Excel and VBA
Friday, November 9	Databases / MS Access
Monday, November 12	Word and Print Merges
Wednesday, November 14	eBay and PayPal
Friday, November 16	Merchant Accounts and Paypal
Monday, November 19	Shopping Carts
Monday, November 26	Networking and Social Media
Wednesday, November 28	Test 5
Friday, November 30	Final Presentations 1
Monday, December 3	Final Presentations 3
8:00 AM Wed, Dec. 5	Final Presentations 3

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 1/16/2013 (mm/dd/yyyy)

Department Initiating Revision:
Marketing and Economics

Faculty Member Requesting Revision:
Attila Cseh

Current Course Prefix, Title, & Number:

(See course description abbreviations in the catalog for approved prefixes)

ECON 4980 Economics Internship

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: ECON 2105, ECON 2106, and completion of Internship Agreement Form. Graded "Satisfactory" or "Unsatisfactory." The application of academic economic skills in an employment situation. A research project, approved by a faculty member and the employer, is required. A student must adhere to the Economics Internship Program Guidelines. The internship can be taken only once.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: ECON 2105, and ECON 2106, Senior Standing, and completion of Internship Agreement Form. Graded "Satisfactory" or "Unsatisfactory." The application of skills related to the academic discipline of economics in an employment situation. A project, approved by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once.

Semester/Year to be Effective:
Summer, 2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: Workshop now required

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Employer surveys

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE
Valdosta State University

Date of Submission: 10/01/2012 (mm/dd/yyyy)

Department Initiating Revision:
Marketing & Economics

Faculty Member Requesting Revision:
Aubrey R. Fowler III

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)
MKTG 4000 Principles of Promotion

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites: MKTG 3050

Co-requisites:

Course Description:

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites: MKTG 3050

Co-requisites: MKTG 3050

Course Description: Pre or Corequisite
MKTG 3050

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
 Adopting current best practice(s) in field:
 Meeting Mandates of State/Federal/Outside Accrediting Agencies:
 Other: Allowing enrollment of qualified non-business majors into the new Advertising & Promotion minor.

Source of Data to Support Suggested Change:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc. Colleagues across campus
 Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) The course will be assessed as part of the overall marketing program assessment using course embedded measures.

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>[Signature]</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A NEW COURSE

Valdosta State University

Date of Submission: 10/01/2012 (mm/dd/yyyy)

Department Initiating Request:
Marketing and Economics

Faculty Member Requesting:
Aubrey R. Fowler III

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
MKTG 4300

Proposed New Course Title:
Creative Advertising Strategy

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Creative Advertising Strategy

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: MKTG 3050 & Pre- or corequisite: MKTG 3080. Introduces the fundamentals of creative advertising strategy and execution. The class provides students with both understanding and experience in various elements of copywriting, design, and layout of advertisements for a variety of media outlets.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes: There are three primary learning outcomes associated with the class: (1) Students will learn creative advertising strategy; (2) Students will use current marketing issues to develop their critical understanding of advertising as part of the marketing mix; (3) Students will learn to develop an advertising campaign that is designed to achieve the advertising objectives of an organization as well as evaluate their own and other advertising campaigns. The three outcomes work together to provide a course in which students build their creativity, learn advertising strategy, and critically assess advertising campaigns.

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: The class is proposed to be offered as part of the proposed Advertising & Promotion minor.

Source of Data to Support Suggested Change:

Indirect Measures: SOIs, student, employer, or alumni surveys, etc.

Direct Measures: Materials collected and evaluated for program assessment purposes (tests,

portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) The course will be assessed as part of the overall marketing program assessment using course embedded measures.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Alia Qeli</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: 2/14/13
Dean/Director: <i>A. Wayland</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

MKTG 4300: Creative Advertising Strategy

Spring 2013: 2:30 to 3:45 PM MW, Pound Hall Room 120

Aubrey R. Fowler III, arfowler@valdosta.edu

Office: Pound Hall, Room 302

Office Telephone: 245-6458, Cell Phone: 229-460-1272

Office Hours: 1:30 to 2:30 PM MWF, and by appointment

REQUIRED TEXTS:

- Drewniany, Bonnie L. and A. Jerome Jewler (2010), *Creative Strategy in Advertising*, South-Western.
- Mahon, Nik (2010), *Basics Advertising: Art Direction*, Ava Publishing.
- Bowdery, Rob (2008), *Basics Advertising: Copywriting—The Creative Process of Writing Text for Advertising*, Ava Publishing.



COURSE DESCRIPTION

Marketing 4200 is designed to introduce you to the fundamentals of creative advertising strategy and execution as well as to assist you in understanding various elements of copywriting, design, and layout of advertisements for various media. As such, we will explore the role of the copywriter in advertising and how an individual might go about generating ideas, improve language skills, and develop compelling copy. We will also examine the role of the art director in the development of advertising and the visualization of advertising using surprise, simplicity, and provocation. Additionally, we will attempt to understand visual drama as it communicates the advertising message. The class is ultimately intended to advance your knowledge of advertising effectiveness and to develop your skills in developing an advertising campaign.

Course Objectives: Throughout the duration of this semester, we will:

- Define and describe the roles of the copywriter and the art director
- Explore the elements of effective advertising copy and art
- Analyze various social, historical, and cultural influences on advertising
- Build an advertising campaign for a single product across different media
- Discuss current economic, legal, and ethical issues in advertising

ASSIGNMENTS

Over the course of the semester, you will be expected to complete several assignments, all of which are designed to help you meet the objectives set forth in this syllabus. The assignments are as follows: 10 homework assignments, a creative advertising portfolio, a midterm, and a final exam. Additionally, you will have the opportunity to earn extra credit by writing a book report.

Homework Assignments: I have prepared ten different homework assignments spread throughout the semester that correspond with material covered over the course of the semester. These range from answering questions associated with various cases contained in the readings to developing original copy for ads and original art ideas for existing copy. Each of these assignments will be turned in by class time on their assigned day and are worth up to 10 points each for a total of up to 100 POINTS.

Creative Advertising Portfolio Group Project: As part of a group, you will also need to complete a creative advertising portfolio that provides a creative brief as well as examples of original creative art and copy for an advertising campaign of your group's design. In this case, the product will involve a musical artist and that artist's catalog of music put together as a remastered box set. You will produce a Creative portfolio that discusses the creative opportunities available to the brand, the message strategy you propose the brand utilize, examples of art and copy associated with the creative strategy, and the media recommendations you make for carrying the message to the targeted audiences.

Additionally, the advertising portfolio project will require that an individual take charge of the project as Project Manager. In the first week of class, individuals will apply for the position of Project Manager by providing a brief resume and a statement of purpose outlining why they should be chosen for this position. In the event that there are too few applicants, I will select the Project Managers from the classroom pool based upon criteria that I deem appropriate. Please refer to the Advertising Portfolio Project assignment sheet for further details. Applications for project manager are due no later than 10:00 AM on Wednesday, August 17th. Though there are a variety of due dates scattered throughout the semester, the final portfolio is due on [] and will be worth up to a total of 500 points.

Advertising Journal and Paper: Each of you will be responsible for keeping an advertising journal throughout the course of the semester. Each week, you will find an advertisement or other promotional effort that matches up with a particular appeal that we discuss in class, and you will analyze that advertisement in three ways. First, you will provide a personal assessment of the effectiveness of the advertisement. Second, you will compare the ads you choose to previous ads you've chosen throughout the semester, and finally, you will analyze the advertisement using some aspect of the material we discuss for that particular week.

Midterm and Final Exam: The midterm and final will consist of several multiple choice and essay based questions and, unless otherwise notified, will be given in Pound Hall room 120. Both the midterm and final are designed to determine what you've learned throughout the semester and will include questions from the textbook, lectures, and other readings. You will only be allowed to take a makeup in the event of an emergency. If an emergency does arise please let me know as soon as possible so that we can make arrangements accordingly. The mid-term is scheduled for [] during normal class time, and the final exam is [] between [] Each is worth up to 100 points.

GRADE BREAKDOWN

Each assignment will be worth a certain number of points which will then be converted into a percentage of your grade. As you can see, there are four assignment types, each of which is worth 25% of your overall grade. Ultimately, your grade will be your choice. If you keep up with the work in a timely fashion over the course of the semester, you will most likely do well in the class; but if you procrastinate and rely simply on your ability to get by, then you may not do as well as you'd like. Remember, ability plus effort equals success.

Assignment	VSU	Percentages	
Advertising Portfolio	1, 3, 4	30%	Final Paper Due Dec 5 th
Final Exam	1, 3, 4	25%	Dec 7 th

Grades will be scaled according to the range shown at the right. I build grades based upon this system which means that someone who has 89.9 points or 89.9% of the possible grade has exactly that as there will be no rounding up. Let me restate that: ***I DO NOT ROUND UP TO THE NEAREST PERCENTAGE POINT.*** I also do not "give" points away, so if you are a point or two away from an A, do not ask me to "give" you points. That would simply not be fair to everyone in the class. However, if you do see a mistake, please bring that to my attention as soon as possible. I will give everyone at least 24 hours to discuss their grade with me before I post them at the end of the semester.

A:	90—100
B:	80—89.9
C:	70—79.9
D:	60—69.9
F:	Below 60

CLASS SCHEDULE

Here is the class schedule for the Spring Semester. I expect that each chapter will be read prior to class time on the day the chapter's quiz is due. You'll also notice a column for certain assignment due dates. Also, the various due dates associated with the project are provided as well. I reserve the right to change the schedule at any time; however, I will also provide ample notification for any changes that are made. If you have any conflicts associated with these due dates for athletics, SIFE, or any other extra-curricular activity, please make arrangements with me at your earliest possible convenience.

WK	Date	Monday	wednesday
02		Creativity	Branding
04		Media	Creative Brief
06		Copywriting	Developing the Idea
08		Project Day	MIDTERM EXAM
10		Language	Effective Copy
12		Art Direction	Tools of Art Direction
14		The Visual Idea	Project Day
16		Discussion	Discussion

CLASS POLICIES

Academic Dishonesty: Plagiarism and cheating will not be tolerated. All forms of academic dishonesty will result in a grade of "F" being assigned to the course. Academic dishonesty includes, but is not limited to, plagiarism, copying exam answers, and unauthorized use of aids during exams. In other words, students are expected to do their own work and uphold the Academic Honor Code published in the VSU Student Academic Handbook. The academic integrity violations, as presented on page 61 of that handbook are listed as follows:

- No student shall use or attempt to use unauthorized materials or devices to aid in achieving a better grade in a component of a class.
- No student shall receive or give or attempt to receive or give assistance not authorized by the instructor in the preparation of an essay, laboratory report, examination, or other assignment included in any academic course.
- No student shall take or attempt to take, steal, or otherwise procure in an unauthorized manner any material pertaining to the conduct of a class, including but not limited to tests, examinations, laboratory equipment, and roll books.
- No student shall sell, give, lend, or otherwise furnish to any unauthorized person material which can be shown to contain the questions or answers to any examinations scheduled to be given at any subsequent date in any course of study offered by the University, without authorization from the University.
- No student shall engage in plagiarism, which is presenting the words or ideas of another person as if they were the student's own. Essays, term papers, laboratory reports, tests, online writing assignments, and other similar requirements must be the work of the student submitting them.

Some typical examples of plagiarism are:

- a) Submitting an assignment as if it were one's own work when, in fact, it is at least partly or entirely the work of another.
- b) Submitting a work that has been purchased or otherwise obtained from an Internet source or another source.
- c) Incorporating the words or ideas of an author into one's paper without giving the author due credit, e.g., when direct quotations are used, they must be indicated, and when the ideas of another are incorporated in the paper, they must be appropriately acknowledged.

Many Internet sites are available to guide you through the citation process. One that I recommend is the Online Writing Lab (OWL) at Purdue University. The address is: <http://owl.english.purdue.edu/>

Harassment: Neither the Marketing Department nor LCOBA nor I will tolerate sexual or racial harassment in the classroom. If you should experience problems in this area, you may contact me, the Chair of the Department of Marketing & Economics, the Dean of LCOBA, or the Campus Affirmative Action & Diversity Office. If I witness any such harassment in my class during any discussions or otherwise, you will be asked to leave the classroom immediately.

Students with Special Needs: Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the Valdosta State University to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. Students requiring classroom accommodations or modifications because of a documented disability must contact the Access Office for Students with Disabilities located in room 115 Nevins Hall (Phone: 245-2498 or 219-1348).

Cell Phones: Technology is a wonderful thing. It allows us to connect with people all over the country and, in fact, all over the world. With laptops, we get on to Facebook or Myspace or some other website and have a variety of conversations with friends, family, and strangers alike. With cell phones, we've even managed to reduce conversations to a thumb-typed shorthand so that we can connect with our friends across campus (or even in the same class) whenever we want. However, there is a time and a place for using technology to connect with the other side of the world. *My class is not the time or the place.*

In other words, unless you have some sort of serious issue (i.e. a pregnant spouse), all cell phones will be turned off and put away while in class. If a cell phone rings, vibrates, or becomes otherwise noticeable to me or anyone else in the class, you will automatically lose two percentage points from your final grade. In other words, do not leave the cell phone on the desk or within my sight. If I see you texting in class, then you will also lose your two percentage points from your final grade. If I see you texting in class a second time, you will then lose four percentage points. A third time, and you will lose another 8 percentage points. In other words, if you get caught texting three times during the course of a semester, you will lose a total of 14 percentage points from your final grade.

Computer Lab Conduct: This class takes place in the computer lab which offers a great deal of opportunity for engaging in other activities other than focusing on class. As I walk around class, I notice what other people are doing and it can distract me from the task at hand. If I get distracted, then it disrupts the flow of the classroom. This means that, if you decide to check out the latest information on ESPN.com or check your email while I'm lecturing, you are disrupting the class. That will not be tolerated.

Additionally, this class is a consumer behavior classroom and not a study hall for you to complete homework that I've assigned or that you have from other classes. Anyone caught doing homework in the class, checking their email, or perusing the Internet will lose two percentage points from his or her final grade for each occasion. Keep in mind this is your classroom and your time, make the most of both.

Contacting the Professor: Throughout the semester, you may find need to contact me via email. When you do so, please include in the subject line the class designation followed by a dash followed by a brief description of the subject of your email. For instance, if you need to ask a question about a particular exam, the subject line of your email would look like this: **MKTG 3620—Exam #1 Questions**. Or, if you need to set up a time to meet with me, then the subject line would look like this: **MKTG 3620—Appointment**. Doing so allows me to organize your emails so that I can refer back to them at a later date if necessary.

As for texting the professor, I do not and will not answer text messages. In other words, *do not send me text messages*. They will not be answered if you do. I do, however, answer my phone between the hours of 9:00 AM and 11 PM unless otherwise occupied. If I do not answer, please leave a message stating your name and the class for which you are calling. I will return your call as soon as I can. And finally, you can always stop by my office. I am often there even beyond my office hours, so stop by if you have any immediate or pressing questions.

Turning in Work: Unless otherwise specified, you will turn in all work to me via the Assignment tab in BlazeView. I will not accept any emailed work. When you do so, each document must be created in a Word 2007 format which means that if you work in any other format, you will need to convert the document into the appropriate format. You will recognize the Word 2007 format by the .docx file extension at the end of the name of your document. If it is not in the appropriate format, then it will not be considered turned in.

Late Work Policy: I do accept late work, but only to a point. Once an assignment is late, it will lose ten percent of the total possible points for each day that it is late. If an assignment is due at 5:00 PM, then at 5:01 PM, that work is considered late. If you have turned in a document in an inappropriate format or if I cannot open the document, then it will be considered late. If you send me an email with an attachment instead of submitting it via BlazeView, then it will be considered late. Keep in mind that the devil is, more often than not, in the details.

A Few Thoughts on Your Participation: This is your class, and I expect you to take ownership of the class. By that I mean, come to class prepared to participate, to ask questions, and to challenge yourself and your fellow students and even me. Please feel free to come to me with any problem you have in the classroom, be it with another student or with my approach in class. And please feel free to tell me how I'm doing as we progress.

Also keep in mind that the classroom is full of students who are trying to learn from the lectures as well as from each other. Sometimes comments pass between students during a lecture. That happens and is often perfectly understandable. However, when those comments become disruptive to the professor or to the other students in class, then the student responsible for those comments may be asked to leave the classroom with a loss of two attendance points for the occasion. This doesn't mean you shouldn't participate or comment or even crack a joke when it seems appropriate. Just do not be disruptive when doing so (and everyone will know what is disruptive when it happens).

Marketing, in and of itself, is not necessarily a controversial topic and very few if any of the skills or techniques we discuss in class will have any controversy attached to them. However, it is very possible that we will discuss a variety of topics or that I will display some consumer images in class that will have some level of controversy associated with them. I conduct an open classroom where anyone can say anything as long as they do so with respect for others. If you have an opinion, feel free to express that opinion but also be prepared to listen to other opinions that may be in opposition to yours, and also be prepared to support that opinion in some way. Ultimately, we need to be respectful of one another as we advance through the semester. Anyone who is not respectful will be asked to leave the class.

Student Opinion of Instruction: As students in this class, at the end of the term, all of you will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available through Banner. You will receive a notification at your VSU e-mail address when the SOI is available, usually at least one week before the end of the term. SOI responses are anonymous, and as your instructor, I will be able to view only a summary of all responses two weeks after final grades have been submitted. Although I will not see individual responses, I will be able to determine who filled out an SOI and who did not. Complete information about SOIs, including how to access them and a timetable for this term, is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 10/01/2012 (mm/dd/yyyy)

Department Initiating Revision:
Marketing & Economics

Faculty Member Requesting Revision:
Aubrey R. Fowler III

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)
MKTG 4720 Marketplace Culture and Ethnography

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title: Marketplace Culture and Ethnography

Prerequisites: MKTG 3050

Co-requisites:

Course Description: Study of fundamentals of ethnographic method and its use in marketing. Students will use ethnography to develop a better understanding of the marketing segments a company wishes to target, how customers utilize the product or service it provides, and how employees interact with one another within organizational culture.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title: Advertising Culture and Ethnography

Prerequisites: MKTG 3050

Co-requisites: MKTG 3050

Course Description: Pre or Corequisite: MKTG 3050. Study of the fundamentals of the ethnographic method. Topics include the use of ethnography in developing advertising and understanding its impact on society and culture.

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: In keeping with the proposed Advertising & Promotion minor, the course title will be changed and the focus will be directed at advertising rather than on marketing as a whole.

Source of Data to Support Suggested Change:

128

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) **The course will be assessed as part of the overall marketing program assessment using course embedded measures.**

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>[Signature]</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 10/01/2012 (mm/dd/yyyy)

Department Initiating Revision:
Marketing & Economics

Faculty Member Requesting Revision:
Aubrey R. Fowler III

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)

MKTG 4730 Marketing and Society

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title: Marketing and Society

Prerequisites: MKTG 3050

Co-requisites:

Course Description: Study of the impact of marketing on society and culture. The course develops an understanding of various issues concerning marketers and their stakeholders and explores the unintended consequences of products and promotional efforts on the society at large, as well as the various public policies in place that impact marketers.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title: Advertising and Society

Prerequisites: MKTG 3050

Co-requisites: MKTG 3050

Course Description: Pre or Corequisite: MKTG 3050. Study of the impact of advertising on society and culture. The course develops an understanding of various issues concerning advertisers and their stakeholders and explores the unintended consequences of advertising on the society at large as well as the various public policies in place that impact advertising and advertisers.

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: In keeping with the proposed Advertising & Promotion minor, the course title will be changed and the focus will be directed at advertising rather than on marketing as a whole.

Allowing enrollment of qualified non-business majors into the new Advertising & Promotion

minor.

Source of Data to Support Suggested Change:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) **The course will be assessed as part of the overall marketing program assessment using course embedded measures.**

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>[Signature]</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

REQUEST FOR A REVISED COURSE

Valdosta State University

Date of Submission: 1/16/2013 (mm/dd/yyyy)

Department Initiating Revision:
Marketing and Economics

Faculty Member Requesting Revision:
Attila Cseh

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)

MKTG 4980 Marketing Internship

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: MKTG 3050 and completion of Internship Agreement Form. Graded

"Satisfactory" or "Unsatisfactory." The application of academic marketing skills in an employment situation. A research project, approved by a faculty member and the employer, is required. A student must adhere to the Marketing Internship Program Guidelines. The internship can be taken only once.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: MKTG 3050, Senior Standing, and completion of Internship Agreement Form. Graded "Satisfactory" or "Unsatisfactory." The application of skills related to the academic discipline of marketing in an employment situation. A project, approved by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once.

Semester/Year to be Effective:
Summer, 2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

Improving student learning outcomes:

Adopting current best practice(s) in field:

Meeting Mandates of State/Federal/Outside Accrediting Agencies:

Other: Workshop now required.

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Employer surveys

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:	
Dept. Head: <i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm: <i>[Signature]</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course)	Date:
Graduate Dean: (for graduate course)	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

RECEIVED

REQUEST FOR A REVISED CATALOGUE COPY FEB 18 2013
(New Learning Outcomes, Admissions, or Other Program Policies)

Valdosta State University

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Area of Change: Core Senior Graduate

Current Catalogue Page Number: 139-145

Proposed Effective Date for Revised Catalogue Copy: (new or revised) Aug 2013

Degree and Program Name: MAcc, MBA, WebMBA, MBA/HCAD

Present Requirements: see attachment

Proposed Requirements: (highlight changes after printing) see attachment

Justification: (select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.)

- Improving Student Learning Outcomes
- Adopting Current Best Practice(s) in Field
- Meeting Mandates of State/Federal/Outside Accrediting Agencies The University System of Georgia Strategic Goal Three Challenge calls for the USG to produce more health profession programs and increase the number of graduates produced by its health programs.
- Other

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. The U. S. Bureau of Labor Statistics (BLS) Occupational Outlook Handbook (2012) estimates that employment of healthcare managers will grow by 22 percent from 2010 to 2020. The average growth rate for all occupations is expected to increase by only 14 percent. For the State of Georgia, the Occupational Supply and Demand System (OSDS) projects employment growth between 2008 to 2018 for healthcare managers to be 46.4 percent. The Long-term Occupational Projections for the South Georgia Workforce Investment Area (WIA018) for 2008-2018 estimates a 45.24 percent growth in employment of healthcare managers, which is a 3.8 percent annual growth rate. This represents the largest forecasted percentage change in employment in the South Georgia area. The Georgia Department of Labor reports that the average hourly wage in 2011 for medical and healthcare managers was \$41.61 (median

137

\$36.91) and the average annual income was \$86,549. This hourly wage is among the largest reported statewide. The growth in healthcare management job opportunities through the next decade represents an economically significant impact on South Georgia.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Number of individuals enrolled and graduated from program, placement of graduates.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:		
Department Head:	<i>Mel E. Schuck</i>	Date: <i>2/18/13</i>
College/Division Exec. Committee:	<i>W. Fenty Moore</i>	Date: <i>2/18/13</i>
Dean(s)/Director(s):	<i>Alvin R. ...</i>	Date: <i>2/18/13</i>
Graduate Exec. Comm.: (for grad program)	<i>J. T. J. ...</i>	Date: <i>2-26-13</i>
Graduate Dean: (for grad program)	<i>J. T. J. ...</i>	Date: <i>2-26-13</i>
Academic Committee:		Date:

Form last updated: January 6, 2010

CURRENT

HARLEY LANGDALE, JR.
COLLEGE OF BUSINESS ADMINISTRATION

Dr. L. Wayne Plumly, Jr., Dean

216 Thaxton Hall

Dr. Mel E. Schnake, MBA Director

208 Pound Hall

Dr. Leonard Weld, M.Acc. Director

214 Pound Hall

The Harley Langdale, Jr. College of Business Administration at Valdosta State University offers the Master of Business Administration (MBA) program and a Master of Accountancy (MAcc) program. With five other AACSB-accredited business schools in Georgia, the Langdale College also offers a collaborative, web-based Master of Business Administration (WebMBA) program. Valdosta State University graduates from both programs receive the same VSU Master of Business Administration degree.

The MBA and WebMBA programs are designed to offer graduate business education that prepares graduates for management careers in both for-profit and not-for-profit organizations. The programs integrate knowledge of the functional areas of business with ongoing developments in business practice. Furthermore, the programs seek to develop students' critical thinking, problem-solving, and communication skills, appreciation for diverse cultural perspectives, and ability to solve real-world business problems.

The MBA and WebMBA programs are fully accredited by AACSB International—The Association to Advance Collegiate Schools of Business, the premier national accrediting agency for programs in business administration. This accreditation places the Langdale College in the top 5% of all business schools worldwide.

The MAcc is a specialized graduate degree that prepares its graduates for careers in public accounting. The program integrates accounting knowledge within the broader context of the other functional areas of business. The MAcc program seeks to develop students' critical thinking, problem-solving, communication, and technology skills.

The Langdale College occupies Pound Hall and Thaxton Hall on VSU's Steele North Campus. These state-of-the-art facilities include multi-media classrooms, a student computer lab, and two computer teaching classrooms.

Prior to admission to any graduate program at Valdosta State University applicants must first submit a completed application packet to the Graduate School. A completed application packet includes official transcripts from all institutions previously attended, official test scores (GMAT or GRE), completed application form, fee, and any additional program requirements submitted by the admission deadline. To be considered for the preferred term all required materials must be received by the Graduate School no later than the close of business on the deadline. It is the responsibility of the applicant to allow adequate time for document submission and to ensure receipt of documents.

G E O R G I A W E B M B A ° P R O G R A M
" G E O R G I A ' S M B A F O R T H E N E W
M I L L E N N I U M "

The collaborative, web-based Master of Business Administration (WebMBA) program is offered by five AACSB-accredited business schools in Georgia (Valdosta State University, Kennesaw State University, Georgia College and State University, Georgia Southern University, and University of West Georgia). The purpose of this program is to enhance the graduate educational opportunities for working business professionals in Georgia. To view the Georgia WebMBA Consortium Web Site, please see <www.webmbaonline.org>.

All five schools admit students, who participate in a common curriculum. Each WebMBA consortium school provides faculty who are academically or professionally qualified. The faculty members for this program are among the strongest graduate faculty for each school in terms of teaching, research, and business experience.

A new WebMBA cohort is admitted each Fall Semester. Two WebMBA courses will be offered each semester, including summer terms. A student may complete the entire program in five semesters.

Web MBA and MBA Learning Goals

MBA students will be:

1. Competent in the business disciplines, using appropriate accounting, marketing, economics, quantitative methods, organizational behavior, finance, or production knowledge and tools to make a business decision in that functional area.
2. Critical thinkers, using concepts from strategic management to integrate relevant information, decision-making techniques, and concepts from multiple business functions to make decisions in new or unpredictable environments.
3. Effective communicators, using information technology and oral and written skills to enhance decision making through better communication.
4. Proficient in making ethical and legal decisions, recognizing cultural differences in the legal and ethical implications of business decisions.

5. Globally cognizant, identifying management issues in a global environment with disparate business views and culturally diverse customers and employees.
6. Team players and leaders, demonstrating the team and leadership skills needed to make a business decision.

Examples of Goal Assessments

1. Students complete knowledge tests related to relevant learning objectives for each course.
2. Students complete class exercises, group projects and present cases in oral and written form.
3. Faculty observe and rate students on teamwork and leadership skills.

Admission Deadlines

See WebMBA web site <http://www.webmbaonline.org>

for the most current admission deadlines

Go to the Graduate School Website

<http://www.valdosta.edu/gradschool/programs.shtml>

and click on WebMBA Program for information on:

- Specific WebMBA Program Admission Requirements
- WebMBA Program Retention, Dismissal and Readmission Policies
- WebMBA Program Graduation Requirements

To Apply Online: <https://www.applyweb.com/apply/vsug/menu.html>

WebMBA Prerequisites

Applicants must have completed the following four prerequisites or their equivalents before being admitted to the program:

Course

VSU Course Number

Principles of Accounting I	ACCT 2101
Principles of Accounting II	ACCT 2102
Applied Business Statistics	BUSA 2100
Financial Management	FIN 3350

These prerequisites may be satisfied by taking an on-campus course from an accredited college or university or by completing three self-paced CD modules developed for this purpose.

WebMBA Courses

The WebMBA graduate curriculum consists of the following 10 three-hour courses offered exclusively by the approved course-management system, plus a required, on-site student orientation course. Attending our 2-day orientation is mandatory unless you live outside the continental U.S.

WMBA 6000 Human Behavior in Organizations	3 hours
WMBA 6010 Managerial Accounting	3 hours
WMBA 6030 Global and International Business	3 hours
WMBA 6040 Managerial Decision Making	3 hours
WMBA 6050 Strategic Marketing	3 hours
WMBA 6060 Managerial Finance	3 hours
WMBA 6070 Entrepreneurship.....	3 hours
WMBA 6080 Management Information Systems	3 hours
WMBA 6100 Productions and Operations Management	3 hours
WMBA 6110 Business Strategy.....	3 hours
Total Hours Required for the Degree.....	30

Course Load

WebMBA students normally enroll for six semester hours each semester for five semesters, progressing through the program as a single cohort.

Special WebMBA Program Costs

<http://www.valdosta.edu/gradschool/programs.shtml>

and click on MBA Program for information on:

- Specific MBA Program Admission Requirements
- MBA Program Retention, Dismissal and Readmission Policies
- MBA Program Graduation Requirements

To Apply Online:

<https://www.applyweb.com/apply/vsug/menu.html>

MBA Prerequisites

Applicants must have completed the following four prerequisite courses or their equivalents before being admitted to the MBA program:

Required Course	VSU Course Number
Principles of Accounting I	ACCT 2101
Principles of Accounting II	ACCT 2102
Financial Management	FIN 3350
Applied Business Statistics	BUSA 2100

These prerequisites may be satisfied by taking an on-campus course from an accredited college or university or by completing three self-paced CD modules developed for this purpose.

MBA Course Requirements

MBA Core	21 hours
MBA 7030 Managerial Accounting.....	3 hours
MBA 7050 Marketing Strategy.....	3 hours
MBA 7350 Managerial Finance.....	3 hours
MBA 7660 Advanced Quantitative Methods.....	3 hours
MBA 7630 Organizational Theory and Behavior	3 hours
MBA 7500 Managerial Economics.....	3 hours

MBA 7900 Strategic Management.....3 hours
 International Requirement (one of the following)..... 3 hours
 MBA 7401 International Business
 MBA 7402 International Economics
 MBA 7403 International Financial Management
 Electives..... 6 hours
 Choose any two electives from MBA or MACC programs

 Total Hours Required for the Degree.....30

Course Load

MBA students normally enroll for either three or six semester hours in Fall and Spring Semesters and three hours in Summer Semesters.

Enrollment by Undergraduates

Graduate School policy permits senior undergraduate students with an overall GPA of 3.0 to take a maximum of 9 semester hours of graduate courses for graduate credit. Undergraduates wishing to take an MBA course must also present a GMAT test score of at least 400.

Program Costs

See the Financial Information and Business Regulations in the Graduate Catalog.

**M A S T E R O F A C C O U N T A N C Y (M A C C)
P R O G R A M**

The Master of Accountancy is a specialized graduate degree that prepares its graduates for careers in public accounting. It also integrates accounting knowledge within the broader context of the other functional areas of

business. The MAcc program develops its students' critical thinking and problem-solving, oral and written communications, and technology skills.

Students graduate from the MAcc program having fulfilled the educational requirements to sit for the Uniform Certified Public Accountant (CPA) examination in Georgia.

Educational Outcomes for the MAcc Degree

Upon completion of this degree, students should be able to

1. demonstrate an understanding of the theory and application of financial accounting
2. demonstrate the ability to use critical thinking and problem-solving skills
3. effectively communicate accounting information orally and in writing
4. apply computer technologies as they relate to the accounting profession

Examples of Outcomes Assessment

These outcomes will be assessed by

1. pre-tests and post-tests in fundamental areas of accounting
2. case studies to evaluate critical thinking and problem-solving skills
3. oral presentations in class and required written reports
4. application-based testing of spreadsheets, accounting databases research skills, and other accounting software.

Admission Deadlines: Fall Deadline: July 15

Spring Deadline: November 15

Summer Deadline: April 15

To apply online: <https://www.applyweb.com/apply/vsug/menu.html>

Go to the Graduate School Website

<http://www.valdosta.edu/gradschool/programs.shtml>

and click on the MAcc Program for information on:

- Specific MAcc Program Admission Requirements
- MAcc Program Retention, Dismissal and Readmission Policies
- MAcc Program Graduation Requirements

MAcc Prerequisites

Applicants must have completed the following prerequisite courses or their equivalents before being admitted to the MAcc program:

Required Course	VSU Course Number
Intermediate Accounting I	ACCT 3201
Intermediate Accounting II	ACCT 3202
External Reporting	ACCT 3203
Accounting Information Systems	ACCT 4410
Individual Income Tax	ACCT 4500
Auditing	ACCT 4800

MAcc Dismissal Policy

Policy provides for automatic dismissal if a student accumulates more than three (3) deficiency points based on the following scale:

A = 0	D = 2
B = 0	WF or F = 3
C = 1	U = 2

A student may appeal the dismissal decision within 30 business days of grades being posted on the VSU Banner system. The form for appeals is available on the VSU Graduate School website at www.valdosta.edu/gradschool/appeals.shtml. Graduate students who wish to appeal a dismissal must first discuss the issue with their professor. Further appeals are then directed, in order, to their professor's department head, the director of the MAcc program, the dean of the Langdale College, the dean of the Graduate School, and the Vice President for Academic Affairs/Provost.

MAcc Course Requirements

The MAcc graduate curriculum consists of the following courses:

Core Courses	18 hours
MACC 7100 Financial Accounting Theory.....	3 hours
MACC 7220 Advanced Accounting.....	3 hours
MACC 7390 Government and Not-for-profit Accounting	3 hours
MACC 7410 Advanced AIS.....	3 hours
MACC 7510 Corporate and Partnership Tax.....	3 hours
MACC 7800 Advanced Auditing	3 hours
Electives	12 hours
Any MACC 7xxx or MBA 7xxx courses	

Total Hours Required for the Degree..... 30 hours

M A C C : M a s t e r o f A c c o u n t a n c y

- MACC 7100 Financial Accounting Theory** 3-0-3
Prerequisite: ACCT 3202 with a grade of "C" or better. A critical review, analysis, and evaluation of current accounting thought relating to the nature, measurement, and reporting of business income and financial position.
- MACC 7220 Advanced Accounting** 3-0-3
Prerequisite: ACCT 3202 and ACCT 3203, or equivalent courses, with grades of "C" or better in each course. A study of concepts and techniques related to the preparation of consolidated financial statements and an introduction to partnership accounting.
- MACC 7350 Accounting in a Global Financial Community** 3-0-3
Prerequisite: ACCT 3202 and ACCT 3203, or equivalent courses, with grades of "C" or better in each course. An exploration of international accounting. The course covers technical accounting issues as well as other global business topics.
- MACC 7390 Governmental and Not-For-Profit Accounting** 3-0-3
Prerequisite: ACCT 3201 or equivalent course with a grade of "C" or better. The accounting and financial reporting used by state and local governments and not-for-profit entities.
- MACC 7400 Fraudulent Financial Reporting** 3-0-3
A foundation for analyzing and evaluating fraudulent financial statements. Topics include the importance of producing reliable financial information, the effects of fraudulent financial reporting, symptoms and schemes of modern corporate fraud, and the roles of the major corporate governance players (e.g., board of directors) in preventing and detecting fraudulent financial reporting.
- MACC 7410 Advanced Accounting Information Systems** 3-0-3

Prerequisite: ACCT 4410, or equivalent courses, with a grade of "C" or better. A critical review of transaction cycles, internal controls, and computer technologies that builds on knowledge developed in the undergraduate accounting information course. The advanced course includes modeling and diagramming the transaction cycles, with a focus on systems documentation and REA (resources, events, agents) modeling in a database environment. Additional coverage includes the systems development life cycle and current computer technologies.

MACC 7453 Estate Tax, Trusts, and Wealth Transfer 3-0-3

Prerequisite: ACCT 4500 or equivalent course with a grade of "C" or better. A study of methods used to transfer wealth while living and after death in a tax effective manner. Topics include estate planning, gifting, and the use of trusts to achieve wealth transfer efficiently.

MACC 7500 Tax Research 3-0-3

Prerequisite: ACCT 4500 or equivalent course with a grade of "C" or better. A study of methods used for researching federal tax questions. Topics include tax research methodology, primary sources of law, secondary sources of law, the judicial system, and tax practice. Students will use electronic databases and other resources to research fact patterns and present their findings to the class.

MACC 7510 Corporate and Partnership Taxation 3-0-3

Prerequisite: ACCT 4500 with a grade of "C" or better. An introduction to the tax aspects of corporations and partnerships. This course emphasizes the history, status, and prospects of tax law as it pertains to the corporate and partnership forms of business.

MACC 7800 Advanced Auditing 3-0-3

Prerequisites: ACCT 3202 and ACCT 4800 or equivalent courses, each with a grade of "C" or better. A study of the concepts and techniques used by the independent accountant in the audit of financial statements within the framework of generally accepted auditing standards.

MACC 7980 Accounting Internship 3 hours credit

Prerequisite: Approval of the Department Head. Graded "Satisfactory" or "Unsatisfactory." The application of academic accounting skills and values in an employment situation. The student is required to complete a written project that has been approved by the faculty supervisor and the employer.

MACC 7990 Special Topics in Accounting 3-0-3

A study of current issues and concepts in accounting. Students will use electronic databases and other resources to research topics and present their findings to the class. Guest speakers and field trips may be part of the course. With department head approval, this course may be taken more than once if topics are substantially different.

**M B A : M A S T E R O F B U S I N E S S
A D M I N I S T R A T I O N**

**(S e e W M B A f o r W e b - B a s e d M B A
C o u r s e s)**

MBA 7030 Managerial Accounting 3-0-3

Prerequisites: ACCT 2101 and ACCT 2102 or their equivalents. An overview of the role of the accounting function in organizations. Emphasis is placed on analyzing financial information to enhance managerial decision making. The course is designed to assist managers in developing processes for evaluating the merits of historical and forecast data and using such information to add value to organizations.

MBA 7050 Strategic Marketing 3-0-3

A study of the strategic managerial aspects of marketing. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations.

MBA 7300 Advanced Production Techniques 3-0-3

A survey of current production management systems and philosophies. Topics include current production systems, quality management concepts, and implementation of manufacturing planning and control systems.

MBA 7350 Managerial Finance 3-0-3

Prerequisite: FIN 3350 or equivalent. An advanced study of the theory, principles, and practices that define the finance function in the firm as viewed from the perspective of the financial manager. The topics covered include financial planning, capital budgeting, financing the firm, capital structure management, and dividend policy. Computerized financial models are used to apply financial principles to financial problems and decision making.

MBA 7401 International Business 3-0-3

International business with an emphasis on decision-making for prospective international managers. Topics include cultural forces, economic theories, strategic decision making, global human resource management, and currency and labor markets.

MBA 7402 International Economics 3-0-3

A survey of the fundamentals of international economics. Topics include gains from trade, determinants of trade patterns, analysis of tariffs and other barriers to trade, trade blocks, trade blocs, balance of payments, FEM, forward exchange, international investment, lending and financial crises.

MBA 7403 International Financial Management

3-0-3

Prerequisite: MBA 7350. Financial theory and practice, terminology, models, and analytic techniques and processes in an international setting. Emphasis is placed on applications and limitations of core financial paradigms in keeping with sound corporate financial planning.

MBA 7500 Managerial Economics

3-0-3

The application of economic principles and methodologies to the decision-making process of a business firm. Key topics include optimization and statistical techniques, consumer behavior, market demand analysis for decision making, demand forecasting, production and cost relationships, cost estimation and forecasting, and business pricing decisions.

MBA 7610 Business Law

3-0-3

A survey of fundamentals of business law. Topics include agency, contracts, commercial transactions, negotiable instruments, debtor-creditor relationships, employment relations, business organizations, government regulation of business, and the environment of business.

MBA 7630 Organizational Theory and Behavior

3-0-3

Study of leadership and employee motivation, including an analysis of existing theories of motivation and leadership, and integration of theory, research, and applications.

MBA 7640 Strategic Human Resource Management

3-0-3

A study of theories and methods of strategic, operational, and tactical planning and their relationship to human resources activities.

MBA 7660 Advanced Quantitative Methods

3-0-3

Prerequisite: BUSA 2100 or equivalent. A seminar in the procedures, techniques and applications of quantitative methods in business. Topics include classical inference procedures, nonparametric methods, regression analysis, analysis of variance, contingency table analysis, decision theory and an introduction to methods for quality improvement. Computer software will be used in the analysis of data.

MBA 7700 Current Topics in Business

3-0-3

An examination of current topics in business. May be repeated up to a maximum of 6 hours if topics are different.

MBA 7750 Topics in International Business

3-0-3

An examination of current topics in international business. May be repeated up to a maximum of 6 hours if topics are different.

MBA 7900 Strategic Management

3-0-3

An advanced course introducing and applying concepts of strategic management. The course integrates the functional areas of an organization and develops analytical skills. Emphasis is given to the formulation and implementation of strategy in world markets.

**W M B A : W E B - B A S E D M A S T E R O F
B U S I N E S S A D M I N I S T R A T I O N**

WMBA 6000: Human Behavior in Organizations

3 hours credit

An examination of the behavioral and structural factors affecting the performance of organizations including both micro and macro organizational issues. This course provides an overview of the field of organizational behavior with an emphasis on employing the human resources of the firm to achieve organizational performance. Topics include motivation, leadership, job satisfaction, selection, training, and the dynamics of teams.

WMBA 6010: Managerial Accounting

3 hours credit

This course will cover a wide range of topics that will emphasize the use of both internal and external data to enhance the decision-making skills of managers. Concepts covered will include an overview of the management accounting function within the organization, cost management and cost accumulation systems, planning and control systems, use of historical data in forecasting costs, and the use of accounting information in management decision-making. Case readings will be used to enhance students' critical thinking, problem solving, and communication skills. In many instances, the emphasis in this course is on the processes that lead to a decision rather than on the decision itself. Students will be challenged to defend their rationale for decisions rather than simply presenting the "correct" answer. In addition, students will be frequently required to work with unstructured information sets and to make reasonable assumptions in order to make decisions.

WMBA 6020: Managerial Communications

3 hours credit

Designed to meet the needs of the practicing manager. Included are the internal and external communications carried out by managers in organizations and the organizational and human variables, which influence these communications. Included is the management of information systems. Communication styles of managers from different cultures are discussed.

WMBA 6030: Global and International Business

3 hours credit

This course is designed to provide the student with an understanding of how companies enter and operate in the global market. Additionally, students will learn how culture, politics, legal and economic systems impact the marketing and trading of products in other countries. Students will develop an understanding of the business strategies and structures in the global arena, and will learn how managers interact and manage diverse groups.

WMBA 6040: Managerial Decision Analysis

3 hours credit

A study of advanced quantitative analysis techniques and their applications in business. Topics include game theory, decision analysis, forecasting, linear programming, transportation and assignment problems, network models, project management, queuing theory and Markov analysis.

WMBA 6050: Strategic Marketing

3 hours credit

This course provides a study of the strategic managerial aspects of marketing given the growth of E-Commerce. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations.

WMBA 6060: Managerial Finance

3 hours credit

A study of financial risk and return, capital budgeting, valuation, capital structure, working capital management and current topics in financial management. This course is designed to develop a student's knowledge, analytical skills and communication skills in the area of financial management. The student will be exposed to the reasons financial management is critical to the success of a business as well as the tools that will enhance their managerial skills. Specifically, this course will give the student tools to analyze a company's financial position relative to the industry, apply time value of money concepts to business cash flows, evaluate the acceptability of a short-term and long-term financial decision, understand the relationship between capital structure, risk, and the cost of capital, and improve communication skills.

WMBA 6070 Entrepreneurship-New Venture Analysis

3 hours credit

This course is designed for students who intend to undertake an entrepreneurial career by creating and pursuing opportunities which lead to the ownership and/or control of a venture. Topics include: identifying a business opportunity, developing the business plan, acquiring control over resources, managing the resources, and planning and executing the harvest.

WMBA 6080: Management of Information Systems

3 hours credit

A study of the effects of information technology on firms, industries, and the organization of work. Includes the development of strategies for corporate growth based on effective use and management of information technology, the analysis of business problems and relevant information systems solutions, and the use of IT to transform business processes and provide more effective management control and decision systems.

WMBA 6100: Production and Operations Management

3 hours credit

This on-line course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for achieving effective operations in both goods-producing and service-rendering organizations. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

WMBA 6110: Business Strategy

3 hours credit

An integrative course designed to provide an executive viewpoint of strategy formation and management of an enterprise. The course teaches how to analyze complex business situations in order to determine a firm's strategies for long-run survival and growth in competitive markets. Participants will examine techniques for analysis of environmental conditions and trends, opportunities and threats, and resource strengths and limitations. Focus will be on developing plans and implementing and controlling those plans at both the strategic and operating level. Primary teaching method will use real-time case studies that cover policy formulation and administration. A strategy simulation will also be used. The point of departure for the course is top and middle management, where company-wide objectives are set and departmental policies and activities coordinated.

REVISED

HARLEY LANGDALE, JR.
COLLEGE OF BUSINESS ADMINISTRATION

Dr. L. Wayne Plumly, Jr., Dean

216 Thaxton Hall

Dr. Mel E. Schnake, MBA Director

208 Pound Hall

Dr. Leonard Weld, M.Acc. Director

214 Pound Hall

The Harley Langdale, Jr. College of Business Administration at Valdosta State University offers a Master of Business Administration (MBA), a Master of Business Administration in Health Care Administration (MBA/HCAD), and a Master of Accountancy (MAcc). With six other AACSB-accredited business schools in Georgia, the Langdale College also offers a collaborative, web-based Master of Business Administration (WebMBA) program. Valdosta State University graduates from all MBA programs receive the same VSU Master of Business Administration degree.

Healthcare

The MBA, MBA/HCAD, and WebMBA programs are designed to offer graduate business education that prepares graduates for management careers in both for-profit and not-for-profit organizations. The programs integrate knowledge of the functional areas of business with ongoing developments in business practice. Furthermore, the programs seek to develop students' critical thinking, problem-solving, and communication skills, appreciation for diverse cultural perspectives, and ability to solve real-world business problems. The MBA/HCAD provides an opportunity for medical professionals and those interested in the medical profession to acquire business knowledge so that they may advance in their careers and/or move into administrative positions.

The MAcc is a specialized graduate degree that prepares its graduates for careers in accounting. The program integrates accounting knowledge within the broader context of the other functional areas of business. The MAcc program seeks to develop students' critical thinking, problem-solving, communication, and technology skills.

The MAcc, MBA, MBA/HCAD, and WebMBA programs are fully accredited by AACSB International – The Association to Advance Collegiate Schools of Business, the premier national accrediting agency for programs in business administration. This accreditation places the Langdale College in the top 5% of all business schools worldwide.

The Langdale College occupies Pound Hall and Thaxton Hall on VSU's Steele North Campus. These state-of-the-art facilities include multi-media classrooms, a student computer lab, and two computer teaching classrooms.

Prior to admission to any graduate program at Valdosta State University applicants must first submit a completed application packet to the Graduate School. A completed application packet includes official transcripts from all institutions previously attended, official test scores (GMAT or GRE), completed application form, fee, and any additional program requirements submitted by the admission deadline. To be considered for the preferred term all required materials must be received by the Graduate School no later than the close of business on the deadline. It is the responsibility of the applicant to allow adequate time for document submission and to ensure receipt of documents.

Admissions Requirements for All MBA Programs

Applicants must have completed the following four prerequisites or their equivalents before being admitted to the program:

<u>Course</u>	<u>VSU Course Number</u>
<u>Principles of Accounting I</u>	<u>ACCT 2101</u>
<u>Principles of Accounting II</u>	<u>ACCT 2102</u>
<u>Applied Business Statistics</u>	<u>BUSA 2100</u>
<u>Financial Management</u>	<u>FIN 3350</u>

These prerequisites may be satisfied by taking an on-campus course from an accredited college or university or by completing self-paced CD modules developed for this purpose.

Admissions requirements include a minimum GMAT score of 400, a minimum GPA of 2.50, and a minimum of 950 points using the formula: GMAT score + (200 X GPA). Applicants may submit GRE scores in lieu of the GMAT. Minimum GRE scores are 146 Verbal and 142 Quantitative.

The MBA Committee will consider waiving the GMAT/GRE test requirement under either of two conditions:

1. The applicant has substantial business/managerial experience (minimum 7 years).
2. The applicant already holds a masters degree or higher from an accredited college or university. To be considered for a test waiver, email Dr. Schnake (mschnake@valdosta.edu) and attach copies of your transcript(s) and a detailed resume.

G E O R G I A W E B M B A • P R O G R A M
" G E O R G I A ' S M B A F O R T H E N E W
M I L L E N N I U M " "

The collaborative, web-based Master of Business Administration (WebMBA) program is offered by six AACSB-accredited business schools in Georgia (Valdosta State University, Columbus State University, Kennesaw State University, Georgia College and State University, Georgia Southern University, and University of West Georgia). The purpose of this program is to enhance the graduate educational opportunities for working business professionals in Georgia. To view the Georgia WebMBA Consortium Web Site, please see <www.webmbaonline.org>.

All six schools admit students, who participate in a common curriculum. Each WebMBA consortium school provides faculty who are academically or professionally qualified. The faculty members for this program are among the strongest graduate faculty for each school in terms of teaching, research, and business experience.

A new WebMBA cohort is admitted each Fall and Spring Semester. Two WebMBA courses will be offered each semester, including summer terms. A student may complete the entire program in five semesters.

WebMBA Learning Goals

1. Analysis: Graduate students will analyze and evaluate alternative courses of action using appropriate qualitative and quantitative tools to support organizational decision making.
2. Application: Graduate students will be able to evaluate the utility of business concepts and apply them in specific situations.
3. Ethics and Social Impact: Graduate students will recognize and assess the ethical and social dimensions of business activities and evaluate their impact on business decisions.
4. Information Technology: Graduate students will evaluate and appropriately use information technology to enhance personal and organizational effectiveness.
5. Integration: Graduate students will solve problems and make decisions that integrate multiple business functions across a broad range of situations.
6. Leadership: Graduate students will integrate effective interpersonal skills with organizational leadership abilities.

Examples of Goals Assessments

1. Students complete knowledge tests related to relevant learning objectives for each course.
2. Students complete class exercises, group projects, and present cases in oral and written form.
3. Faculty observe and rate students on teamwork and leadership skills.

↑
and

Admission Deadlines

See WebMBA web site <http://www.webmbaonline.org>

For the most current admission deadlines, go to the Graduate School Website

[http://www.valdosta.edu/](http://www.valdosta.edu/academics/graduate-school/)

academics/graduate-school
"Our Programs" then "Business Administration"
and click on WebMBA Program for information on:

- Specific WebMBA Program Admission Requirements

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WebMBA Courses

The WebMBA graduate curriculum consists of the following 10 three-hour courses offered exclusively by the approved course-management system, plus a required, on-site student orientation course. Attending our 2-day orientation is mandatory unless you live outside the continental U.S.

WMBA 6000 Human Behavior in Organizations	3 hours
WMBA 6010 Managerial Accounting	3 hours
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WMBA 6070 Entrepreneurship.....	3 hours
WMBA 6080 Management Information Systems	3 hours
WMBA 6100 Productions and Operations Management	3 hours
WMBA 6110 Business Strategy.....	3 hours
Total Hours Required for the Degree.....	30

Course Load

WebMBA students normally enroll for six semester hours each semester for five semesters, progressing through the program as a single cohort.

Special WebMBA Program Costs

Students accepted by Valdosta State University for the WebMBA program will enroll and pay for all classes through VSU. Program tuition will be \$2,100 per three-semester-hour course (\$700 per student credit hour) for both in-state students and out-of-state students (subject to change). Additionally, each student is required to have the necessary computer hardware, software, and internet connection to complete the program. Details of these computer requirements are listed on the WebMBA web site

<<http://www.webmbaonline.org>>.

To Apply Online: <https://www.applyweb.com/apply/vsug/menu.html>

MBA and MBA/HCAD Learning Goals

MBA students will be:

1. Competent in the business disciplines, using appropriate accounting, marketing, economics, quantitative methods, organizational behavior, finance, or production knowledge and tools to make a business decision in that functional area.
2. Critical thinkers, using concepts from strategic management to integrate relevant information, decision making techniques, and concepts from multiple business functions to make decisions in new or unpredictable environments.
3. Effective communicators, using information technology and oral and written skills to enhance decision making through better communication.
4. Proficient in making ethical and legal decisions, recognizing cultural differences in the legal and ethical implications of business decisions.
5. Globally cognizant, identifying management issues in a global environment with disparate business views and culturally diverse customers and employees.
6. Team players and leaders, demonstrating team and leadership skills needed to make a business decision.

Examples of Goal Assessments

1. Students complete knowledge tests related to relevant learning objectives for each course.
2. Students complete class exercises, group projects, and present cases in oral and written form.
3. Faculty observe and rate students on teamwork and leadership skills.

MBA Course Requirements

MBA Core 21 hours

MBA 7030 Managerial Accounting.....3 hours

MBA 7050 Marketing Strategy.....3 hours

MBA 7350 Managerial Finance.....3 hours

MBA 7660 Advanced Quantitative Methods.....3 hours

MBA 7630 Leadership and Motivation.....3 hours

MBA 7500 Managerial Economics.....3 hours

MBA 7900 Strategic Management.....3 hours

International Requirement (one of the following)..... 3 hours

MBA 7401 International Business

MBA 7402 International Economics

MBA 7403 International Financial Management

Electives 6 hours

Choose any two electives from MBA or MACC programs

Total Hours Required for the Degree.....30

Course Load

MBA students normally enroll for either six or nine semester hours in Fall and Spring Semesters and three or six hours in Summer Semesters.

Enrollment by Undergraduates

Graduate School policy permits senior undergraduate students with an overall GPA of 3.0 to take a maximum of 9 semester hours of graduate courses for graduate credit. Undergraduates wishing to take an MBA course must also present a GMAT test score of at least 400.

Program Costs

See the Financial Information and Business Regulations in the Graduate Catalog.

Master of Business Administration in Health Care Administration (MBA/HCAD)

The MBA/HCAD is an online, part-time program designed for students interested in a career in the medical profession.

Course Requirements

Required MBA/Healthcare Courses	21 hours
MBA 7030 Managerial Accounting	3 hours
MBA 7050 Marketing Strategy	3 hours
MBA 7830 Financial Management in Healthcare	3 hours
MBA 7660 Advanced Quantitative Methods	3 hours
MBA 7630 Leadership and Motivation	3 hours
MBA 7810 Healthcare Economics	3 hours
MBA 7870 Healthcare Strategic Leadership	3 hours

Required Healthcare Courses **6 hours**

MBA 7800 Introduction to Healthcare Systems and Policies	3 hours
MBA 7899 Healthcare Administration Practicum	3 hours
Elective MBA/Healthcare Courses	9 hours
MBA 7640 Strategic Human Resources Management	3 hours
MBA 7820 Insurance and Risk Management	3 hours
MBA 7840 Legal Aspects of Healthcare	3 hours
MBA 7850 Healthcare Information Systems	3 hours
MBA 7860 Healthcare Operations Management	3 hours
Total hours required for the degree	36 hours

MASTER OF ACCOUNTANCY (MAcc) PROGRAM

The Master of Accountancy is a specialized graduate degree that prepares students for careers in accounting. It also integrates accounting knowledge within the broader context of the other functional areas of business. The MAcc program develops its students' critical thinking and problem-solving, oral and written communications, and technology skills.

Students graduate from the MAcc program having fulfilled the educational requirements to become Certified Public Accountants (CPA).

Educational Outcomes for the MAcc Degree

Upon completion of this degree, students should be able to

1. demonstrate knowledge of the theory and application of financial accounting
2. use critical thinking and problem-solving skills
3. effectively communicate accounting information orally and in writing
4. apply computer technologies as they relate to the accounting profession

Examples of Outcomes Assessment

These outcomes will be assessed by

1. course embedded assessment questions
2. case studies to evaluate critical thinking and problem-solving skills
3. oral presentations in class and required written reports
4. application-based testing of spreadsheets, accounting databases research skills, and other accounting software.

Admission Deadlines: Fall Deadline: July 15

Spring Deadline: November 15

Summer Deadline: April 15

To apply online: <https://www.applyweb.com/apply/vsug/menu.html>

Go to the Graduate School Website

academics/graduate-school/
<http://www.valdosta.edu/graduate-school/programs.html>
"Our Programs" then "Accounting"
and click on *the MAcc Program* for information on:

- Specific MAcc Program Admission Requirements
- MAcc Program Retention, Dismissal and Readmission Policies
- MAcc Program Graduation Requirements

MAcc Prerequisites

Applicants must have completed the following prerequisite courses or their equivalents before being admitted to the MAcc program:

Required Course	VSU Course Number
Intermediate Accounting I	ACCT 3201
Intermediate Accounting II	ACCT 3202
External Reporting	ACCT 3203

Accounting Information Systems	ACCT 4410
Individual Income Tax	ACCT 4500
Auditing	ACCT 4800

MAcc Dismissal Policy

Policy provides for automatic dismissal if a student accumulates more than three (3) deficiency points based on the following scale:

- A = 0 D = 2
- B = 0 WF or F = 3
- C = 1 U = 2

graduate-school/appeals.php

A student may appeal the dismissal decision within 30 business days of grades being posted on the VSU Banner system. The form for appeals is available on the VSU Graduate School website at www.valdosta.edu/graduate/appeals.php. Graduate students who wish to appeal a dismissal must first discuss the issue with their professor. Further appeals are then directed, in order, to their professor's department head, the director of the MAcc program, the dean of the Langdale College, the dean of the Graduate School, and the Vice President for Academic Affairs/Provost.

MAcc Course Requirements

The MAcc graduate curriculum consists of the following courses:

Core Courses	18 hours
MAcc 7100 Financial Accounting Theory.....	3 hours
MAcc 7220 Advanced Accounting.....	3 hours
MAcc 7390 Government and Not-for-profit Accounting	3 hours
MAcc 7410 Advanced AIS.....	3 hours
MAcc 7510 Corporate and Partnership Tax.....	3 hours
MAcc 7800 Advanced Auditing	3 hours
Electives	12 hours

1602

Any MACC 7xxx or MBA 7xxx courses

Total Hours Required for the Degree..... 30 hours

M A C C : M a s t e r o f A c c o u n t a n c y

- MACC 7100 Financial Accounting Theory** 3-0-3
Prerequisite: ACCT 3202, with a grade of "C" or better. A critical review, analysis, and evaluation of current accounting thought relating to the nature, measurement, and reporting of business income and financial position.
- MACC 7220 Advanced Accounting** 3-0-3
Prerequisite: ACCT 3202 and ACCT 3203, or equivalent courses, with grades of "C" or better in each course. A study of concepts and techniques related to the preparation of consolidated financial statements and an introduction to partnership accounting.
- MACC 7350 Accounting in a Global Financial Community** 3-0-3
Prerequisite: ACCT 3202 and ACCT 3203, or equivalent courses, with grades of "C" or better in each course. An exploration of international accounting. The course covers technical accounting issues as well as other global business topics.
- MACC 7390 Governmental and Not-For-Profit Accounting** 3-0-3
Prerequisite: ACCT 3201 or equivalent course with a grade of "C" or better. The accounting and financial reporting used by state and local governments and not-for-profit entities.
- MACC 7400 Fraudulent Financial Reporting** 3-0-3
A foundation for analyzing and evaluating fraudulent financial statements. Topics include the importance of producing reliable financial information, the effects of fraudulent financial reporting, symptoms and schemes of modern corporate fraud, and the roles of the major corporate governance players (e.g., board of directors) in preventing and detecting fraudulent financial reporting.
- MACC 7410 Advanced Accounting Information Systems** 3-0-3
Prerequisite: ACCT 4410, or equivalent courses, with a grade of "C" or better. A critical review of transaction cycles, internal controls, and computer technologies that builds on knowledge developed in the undergraduate accounting information course. The advanced course includes modeling and diagramming the transaction cycles, with a focus on systems documentation and REA (resources, events, agents) modeling in a database environment. Additional coverage includes the systems development life cycle and current computer technologies.
- MACC 7453 Estate Tax, Trusts, and Wealth Transfer** 3-0-3
Prerequisite: ACCT 4500 or equivalent course with a grade of "C" or better. A study of methods used to transfer wealth while living and after death in a tax effective manner. Topics include estate planning, gifting, and the use of trusts to achieve wealth transfer efficiently.
- MACC 7500 Tax Research** 3-0-3
Prerequisite: ACCT 4500 or equivalent course with a grade of "C" or better. A study of methods used for researching federal tax questions. Topics include tax research methodology, primary sources of law, secondary sources of law, the judicial system, and tax practice. Students will use electronic databases and other resources to research fact patterns and present their findings to the class.
- MACC 7510 Corporate and Partnership Taxation** 3-0-3
Prerequisite: ACCT 4500 with a grade of "C" or better. An introduction to the tax aspects of corporations and partnerships. This course emphasizes the history, status, and prospects of tax law as it pertains to the corporate and partnership forms of business.
- MACC 7500 Advanced Auditing** 3-0-3
Prerequisites: ACCT 3202 and ACCT 4800 or equivalent courses, each with a grade of "C" or better. A study of the concepts and techniques used by the independent accountant in the audit of financial statements within the framework of generally accepted auditing standards.
- MACC 7980 Accounting Internship** 3-0-3
Prerequisite: Faculty approval. Graded "Satisfactory" or "Unsatisfactory." The application of academic accounting skills in an employment situation. A paper, approved by a faculty member and the employer, is required. May be taken more than once with Department Head approval. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of class.

MACC 7990 Special Topics in Accounting

3-0-3

A study of current issues and concepts in accounting. Students will use electronic databases and other resources to research topics and present their findings to the class. Guest speakers and field trips may be part of the course. With department head approval, this course may be taken more than once if topics are substantially different.

**M B A : M A S T E R O F B U S I N E S S
A D M I N I S T R A T I O N**

(S e e W M B A f o r W e b - B a s e d M B A
C o u r s e s)

MBA 7030 Managerial Accounting

3-0-3

Prerequisites: ACCT 2101 and ACCT 2102 or their equivalents. An overview of the role of the accounting function in organizations. Emphasis is placed on analyzing financial information to enhance managerial decision-making. The course is designed to assist managers in developing processes for evaluating the merits of historical and forecast data and using such information to add value to organizations.

MBA 7050 Strategic Marketing

3-0-3

A study of the strategic managerial aspects of marketing. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations.

MBA 7300 Advanced Production Techniques

3-0-3

A survey of current production management systems and philosophies. Topics include current production systems, quality management concepts, and implementation of manufacturing planning and control systems.

MBA 7350 Managerial Finance

3-0-3

Prerequisite: FIN 3350 or equivalent. An advanced study of the theory, principles, and practices that define the finance function in the firm as viewed from the perspective of the financial manager. The topics covered include financial planning, capital budgeting, financing the firm, capital structure management, and dividend policy. Computerized financial models are used to apply financial principles to financial problems and decision making.

MBA 7401 International Business

3-0-3

International business with an emphasis on decision-making for prospective international managers. Topics include cultural forces, economic theories, strategic decision making, global human resource management, and currency and labor markets.

MBA 7402 International Economics

3-0-3

A survey of the fundamentals of international economics. Topics include gains from trade, determinants of trade patterns, analysis of tariffs and other barriers to trade, trade blocks, trade blocs, balance of payments, FEM, forward exchange, international investment, lending and financial crises.

MBA 7403 International Financial Management

3-0-3

Prerequisites: MBA 7350. Financial theory and practice, terminology, models, and analytic techniques and processes in an international setting. Emphasis is placed on applications and limitations of core financial paradigms in keeping with sound corporate financial planning.

MBA 7500 Managerial Economics

3-0-3

The application of economic principles and methodologies to the decision-making process of a business firm. Key topics include optimization and statistical techniques, consumer behavior, market demand analysis for decision making, demand forecasting, production and cost relationships, cost estimation and forecasting, and business pricing decisions.

MBA 7610 Business Law

3-0-3

A survey of fundamentals of business law. Topics include agency, contracts, commercial transactions, negotiable instruments, debtor-creditor relationships, employment relations, business organizations, government regulation of business, and the environment of business.

MBA 7630 Leadership and Motivation

3-0-3

Study of leadership and employee motivation, including an analysis of existing theories of motivation and leadership, and integration of theory, research, and applications.

MBA 7640 Strategic Human Resource Management

3-0-3

A study of theories and methods of strategic, operational, and tactical planning and their relationship to human resources activities.

MBA 7660 Advanced Quantitative Methods

3-0-3

Prerequisite: BUSA 2100 or equivalent. A seminar in the procedures, techniques and applications of quantitative methods in business. Topics include classical inference procedures, nonparametric methods, regression analysis, analysis of variance, contingency table analysis, decision theory and an introduction to methods for quality improvement. Computer software will be used in the analysis of data.

- MBA 7700 Current Topics in Business** 3-0-3
An examination of current topics in business. May be repeated up to a maximum of 6 hours if topics are different.
- MBA 7750 Topics in International Business** 3-0-3
An examination of current topics in international business. May be repeated up to a maximum of 6 hours if topics are different.
- MBA 7800 Introduction to Healthcare Systems and Policies** *hours? 3-0-3?*
An overview of the organization and management of the healthcare system. Topics include healthcare system financing, the delivery system, the work force and various institutions that are integral in the provision of care, access to health services, the evolution of managed care, and quality of care.
- MBA 7810 Healthcare Economics** *and 3-0-3*
An advanced study of how economic theory applies to health care. Healthcare services will be compared to other market goods and services. Topics covered will include health insurance and its impact on demand for medical services, the relationship between employment and health insurance, government's role in health and healthcare, etc.
- MBA 7830 Financial Management in Healthcare** 3-0-3
Prerequisite: MBA 7800.
An advanced study of financial management in the area of healthcare and the financial environment healthcare organizations operate in. Topics include Medicare benefits and Medicare payments, claims administration in the managed care delivery framework, price setting in capitated contracts, analyzing financial statements, financial analysis of alternative health care firms, etc.
- MBA 7840 Legal Aspects of Healthcare** *and 3-0-3*
A survey of the legal environment in which healthcare administrations and employees function. Topics include role of government in regulating healthcare, law (contracts, torts, liability) as it impacts healthcare, and legal risks in healthcare decision making.
- MBA 7850 Healthcare Information Systems** 3-0-3
Prerequisite: MBA 7800
Medical information systems for administrative management and patient care. Topics include internal clinical and administrative data, information systems design, evaluation, and acquisition; technology planning; system security and standards; and informatics.
- MBA 7860 Healthcare Operations Management** 3-0-3
Prerequisite: MBA 7800
Application of operations management tools and techniques in healthcare organizations. Topics include Facilities planning, project management, scheduling and capacity management, purchasing, quality management including Six Sigma, benchmarking, front office operations, process improvement and evidence-based medicine.
- MBA 7870 Healthcare Strategic Leadership** *and 3-0-3*
Prerequisites: MBA 7630, MBA 7800, MBA 7830
Strategic leadership in the healthcare setting. Topics include strategic planning, relations with internal and external constituencies, goal-setting and pay-for-performance, decision-making, power and politics, design and implementation of organizational change.
- MBA 7892 Healthcare Administration Practicum** *and 0-0-3*
Prerequisites: MBA 7800, completion of at least 27 hours of MBA coursework and successful completion of a minimum of 27 hours of MBA coursework.
Field experience in healthcare administration. Students will apply knowledge and skills gained in the healthcare curriculum.
- MBA 7900 Strategic Management** 3-0-3
An advanced course introducing and applying concepts of strategic management. The course integrates the functional areas of an organization and develops analytical skills. Emphasis is given to the formulation and implementation of strategy in world markets.

**W M B A : W E B - B A S E D M A S T E R O F
B U S I N E S S A D M I N I S T R A T I O N**

- WMBA 6000: Human Behavior in Organizations** 3 hours credit
An examination of the behavioral and structural factors affecting the performance of organizations including both micro and macro organizational issues. This course provides an overview of the field of organizational behavior with an emphasis on employing the human resources of the firm to achieve organizational performance. Topics include motivation, leadership, job satisfaction, selection, training, and the dynamics of teams.
- WMBA 6010: Managerial Accounting** 3 hours credit
This course will cover a wide range of topics that will emphasize the use of both internal and external data to enhance the decision-making skills of managers. Concepts covered will include an overview of the management accounting function within the organization, cost management and cost accumulation systems, planning and control systems, use of historical

data in forecasting costs, and the use of accounting information in management decision-making. Case readings will be used to enhance students' critical thinking, problem solving, and communication skills. In many instances, the emphasis in this course is on the processes that lead to a decision rather than on the decision itself. Students will be challenged to defend their rationale for decisions rather than simply presenting the "correct" answer. In addition, students will be frequently required to work with unstructured information sets and to make reasonable assumptions in order to make decisions.

WMBA 6020: Managerial Communications

3 hours credit

Designed to meet the needs of the practicing manager. Included are the internal and external communications carried out by managers in organizations and the organizational and human variables, which influence these communications. Included is the management of information systems. Communication styles of managers from different cultures are discussed.

WMBA 6030: Global and International Business

3 hours credit

This course is designed to provide the student with an understanding of how companies enter and operate in the global market. Additionally, students will learn how culture, politics, legal and economic systems impact the marketing and trading of products in other countries. Students will develop an understanding of the business strategies and structures in the global arena, and will learn how managers interact and manage diverse groups.

WMBA 6040: Managerial Decision Analysis

3 hours credit

A study of advanced quantitative analysis techniques and their applications in business. Topics include game theory, decision analysis, forecasting, linear programming, transportation and assignment problems, network models, project management, queuing theory and Markov analysis.

WMBA 6050: Strategic Marketing

3 hours credit

This course provides a study of the strategic managerial aspects of marketing given the growth of E-Commerce. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations.

WMBA 6060: Managerial Finance

3 hours credit

A study of financial risk and return, capital budgeting, valuation, capital structure, working capital management and current topics in financial management. This course is designed to develop a student's knowledge, analytical skills and communication skills in the area of financial management. The student will be exposed to the reasons financial management is critical to the success of a business as well as the tools that will enhance their managerial skills. Specifically, this course will give the student tools to analyze a company's financial position relative to the industry, apply time value of money concepts to business cash flows, evaluate the acceptability of a short-term and long-term financial decision, understand the relationship between capital structure, risk, and the cost of capital, and improve communication skills.

WMBA 6070: Entrepreneurship-New Venture Analysis

3 hours credit

This course is designed for students who intend to undertake an entrepreneurial career by creating and pursuing opportunities which lead to the ownership and/or control of a venture. Topics include: identifying a business opportunity, developing the business plan, acquiring control over resources, managing the resources, and planning and executing the harvest.

WMBA 6080: Management of Information Systems

3 hours credit

A study of the effects of information technology on firms, industries, and the organization of work. Includes the development of strategies for corporate growth based on effective use and management of information technology, the analysis of business problems and relevant information systems solutions, and the use of IT to transform business processes and provide more effective management control and decision systems.

WMBA 6100: Production and Operations Management

3 hours credit

This on-line course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for achieving effective operations in both goods-producing and service-rendering organizations. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

WMBA 6110: Business Strategy

3 hours credit

An integrative course designed to provide an executive viewpoint of strategy formation and management of an enterprise. The course teaches how to analyze complex business situations in order to determine a firm's strategies for long-run survival and growth in competitive markets. Participants will examine techniques for analysis of environmental conditions and trends, opportunities and threats, and resource strengths and limitations. Focus will be on developing plans and implementing and controlling those plans at both the strategic and operating level. Primary teaching method will use real-time case studies that cover policy formulation and administration. A strategy simulation will also be used. The point of departure for the course is top and middle management, where company-wide objectives are set and departmental policies and activities coordinated.

RECEIVED

FEB 18 2013

REQUEST FOR A CURRICULUM CHANGE

Valdosta State University

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Select Area of Change:

- Core Curriculum Senior Curriculum Graduate Curriculum Other Curriculum
Specify: Area A,B,C,D,F

Current Catalog Page Number:
142-143

Proposed Effective Date for Curriculum Change:
(Month/Year): August/2013

Degree & Program Name:
(e.g., BFA, Art): MBA

Present Requirements: none

Proposed Requirements (Underline changes after printing this form: new concentration in existing MBA program: Master of Business Administration in Healthcare Administration (MBA/HCAD). See attached for program.

Justification:

Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improve student learning outcomes:
 Adopting current best practice(s) in field:
 Meeting mandates of state/federal/outside accrediting agencies: The University System of Georgia Strategic Goal Three Challenge calls for the USG to produce more health profession programs and increase the number of graduates produced by its health programs.
 Other:

167

Source of Data to Support Suggested Change:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. The U. S. Bureau of Labor Statistics (BLS) Occupational Outlook Handbook (2012) estimates that employment of healthcare managers will grow by 22 percent from 2010 to 2020. The average growth rate for all occupations is expected to increase by only 14 percent. For the State of Georgia, the Occupational Supply and Demand System (OSDS) projects employment growth between 2008 to 2018 for healthcare managers to be 46.4 percent. The Long-term Occupational Projections for the South Georgia Workforce Investment Area (WIA018) for 2008-2018 estimates a 45.24 percent growth in employment of healthcare managers, which is a 3.8 percent annual growth rate. This represents the largest forecasted percentage change in employment in the South Georgia area. The Georgia Department of Labor reports that the average hourly wage in 2011 for medical and healthcare managers was \$41.61 (median \$36.91) and the average annual income was \$86,549. This hourly wage is among the largest reported statewide. The growth in healthcare management job opportunities through the next decade represents an economically significant impact on South Georgia.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plan for assessing the effectiveness of the change in meeting program's learning outcomes (i.e., how do these changes fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if these changes are meeting stated program outcomes?).

Data Sources:

Indirect measures: SOIs; student, employer, or alumni surveys, etc. Number of individuals enrolled and graduated from program, placement of graduates.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:

Department Head: *Mel E. Schrock* Date: *2/19/13*

College/Division Exec. Committee: *W. Kent Moore* Date: *2/15/13*

Dean(s)/Director(s): *J. Wayne Phillips* Date: *2/5/13*

Grad. Exec. Committee:
(for graduate course) *T. J. [unclear]* Date: *2-26-13*

Graduate Dean: (for graduate course)	J. T. J. A.	Date: 2-26-13
Academic Committee:		Date:

Form last updated: January 6, 2010

Course Requirements

MBA Healthcare Core

21 hours

MBA 7030 Managerial Accounting	3 hours
MBA 7050 Marketing Strategy	3 hours
MBA 7630 Leadership and Motivation	3 hours
MBA 7660 Advanced Quantitative Methods	3 hours
MBA 7810 Healthcare Economics	3 hours
MBA 7830 Financial Management in Healthcare	3 hours
MBA 7870 Healthcare Strategic Leadership	3 hours

Required Healthcare Courses

6 hours

MBA 7800 Introduction to Healthcare Systems and Policies	3 hours
MBA 7899 Healthcare Administration Practicum	← 3 hours

Elective Healthcare Courses

9 hours

MBA 7640 Strategic Human Resources Management	3 hours
MBA 7820 Insurance and Risk Management	3 hours
MBA 7840 Legal Aspects of Healthcare	3 hours
MBA 7850 Healthcare Information Systems	3 hours
MBA 7860 Healthcare Operations Management	3 hours

Total hours required for the degree

36 hours

Course Descriptions:

MBA 7800 Introduction to Healthcare Systems and Policies

An overview of the organization and management of the healthcare system. Topics include healthcare system financing, the delivery system, the work force and various institutions that are integral in the provision of care, access to health services, the evolution of managed care, and quality of care.

MBA 7810 Healthcare Economics

An advanced study of how economic theory applies to health care. Healthcare services will be compared to other market ~~services and health to other market goods~~. Topics covered will include health insurance and its impact on demand for medical services, the relationship between employment and health insurance, government's role in health and healthcare, etc.

⇒ **MBA 7830 Financial Management in Healthcare**

Prerequisites: MBA 7030, MBA 7350, MBA 7660. An advanced study of financial management in the area of healthcare and the financial environment healthcare organizations operate in. Topics include Medicare benefits and Medicare payments, claims administration in the managed care delivery framework, price setting in capitated contracts, analyzing financial statements, financial analysis of alternative health care firms, etc.

MBA 7840 Legal Aspects of Healthcare

A survey of the legal environment in which healthcare administrations and employees function. Topics include role of government in regulating healthcare, law (contracts, torts, liability) as it impacts healthcare, and legal risks in healthcare decision making.

MBA 7850 Healthcare Information Systems

Prerequisite: MBA 7800

Medical information systems for administrative management and patient care. Topics include internal clinical and administrative data; information systems design, evaluation, and acquisition; technology planning; system security and standards; and informatics.

MBA 7860 Healthcare Operations Management

Prerequisite: MBA 7800

Application of operations management tools and techniques in healthcare organizations. Topics include facilities planning, project management, scheduling and capacity management, purchasing, quality management including Six Sigma, benchmarking, front office operations, process improvement, and evidence-based medicine.

⇒ MBA 7820 Insurance and Risk Management ?

MBA 7870 Healthcare Strategic Leadership

MBA 7630, and

Prerequisites: MBA 7800, MBA 7830

Strategic leadership in the healthcare setting. Topics include strategic planning, relations with internal and external constituencies, goal-setting and pay-for-performance, decision-making, power and politics, and design and implementation of organizational change.

MBA 7898 Healthcare Administration Practicum

and successful completion of a minimum of

Prerequisites: MBA 7800, 27 hours of MBA coursework

Field experience in healthcare administration. Students will apply knowledge and skills gained in the healthcare curriculum

RECEIVED

REQUEST FOR A NEW COURSE Valdosta State University		FEB 15 2013
Date of Submission: 10/29/2012 (mm/dd/yyyy)		WALDOSTA STATE UNIVERSITY GRADUATE SCHOOL
Department Initiating Request: Marketing & Economics	Faculty Member Requesting: Attila Cseh	
Proposed New Course Prefix & Number: (See course description abbreviations in the catalog for approved prefixes) MBA 7800	Proposed New Course Title: Introduction to Healthcare Systems and Policies Proposed New Course Title Abbreviation: (For student transcript, limit to 30 character spaces) Healthcare Systems	
Semester/Year to be Effective: Fall 2013	Estimated Frequency of Course Offering: annually	
Indicate if Course will be : <input checked="" type="checkbox"/> Requirement for Major <input type="checkbox"/> Elective		
Lecture Hours: 3	Lab Hours: 0	Credit Hours: 3
Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) An overview of the organization and management of the healthcare system. Topics include healthcare system financing, the delivery system, the work force and various institutions that are integral in the provision of care, access to health services, the evolution of managed care, and quality of care.		
Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data. <input type="checkbox"/> Improving student learning outcomes: <input checked="" type="checkbox"/> Adopting current best practice(s) in field: Healthcare Administration Advisory Committee recommended the inclusion of this course in the curriculum. <input type="checkbox"/> Meeting Mandates of State/Federal/Outside Accrediting Agencies: <input checked="" type="checkbox"/> Other: This course is part of the new online MBA with Healthcare concentration.		
Source of Data to Support Suggested Change: <input type="checkbox"/> Indirect Measures: SOIs, student, employer, or alumni surveys, etc. <input type="checkbox"/> Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)		

←
←

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Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Embedded questions in exams will be used to determine whether objectives are being met.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:		
Dept. Head: <i>[Signature]</i>		Date: 2/14/13
College/Division Exec. Comm.: <i>[Signature]</i>		Date: 2/14/13
Dean/Director: <i>[Signature]</i>		Date: 2/14/13
Graduate Exec. Comm.: (for graduate course): <i>J. T. J. PA</i>		Date: 2-26-13
Graduate Dean: (for graduate course): <i>J. T. J. PA</i>		Date: 2-26-13
Academic Committee:		Date:

Form last updated: January 6, 2010

**Syllabus for MBA-7800 (CRN [REDACTED])
Introduction to Healthcare Systems and Policies - [REDACTED]**

Instructor: Attila Cseh
217 Pound Hall
Valdosta State University
Valdosta, GA 31698-0075
Email: acseh@valdosta.edu
Phone: 245-3826
Office Hours: by Appointment

Course Objectives

This course focuses on the current U.S. Health Care System with some discussion of its evolution. Our class will be structured around understanding the organization and management of the health care system within a market-based economy. We will discuss how the health care system is financed, the delivery system, the work force and various institutions that are integral in the provision of care. We will discuss the importance of research and development in the pharmaceutical industry and in medical technology. Topics will also cover debates and main arguments in the world of health policy and the impact of managed care. The goal of this course is to gain a better understanding of the U.S. health care sector, which adds up to approximately 1/6 of the entire U.S. economy and employs around 12 million workers. This class will give you the basics that you need to acquire for your other classes in the Healthcare concentration of the Master of Business Administration program within the Harley Langdale Jr. College of Business Administration at VSU.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic healthcare market operations and related concepts – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.
- 4) Students will have the ability to predict the effects of changes in government policy related to the operations of health care markets – MBA 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.
- 2) Students must prepare a written project demonstrating the ability to analyze and critically evaluate high quality academic research papers.

A list of the Langdale College of Business Administration MBA Learning Goals:
https://ww2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

Phoebe Lindsey Barton: *Understanding the U.S. Health Services System*. 4th edition. (Health Administration Press, Chicago).

Paul J. Feldstein. *Health Policy Issues: An Economic Perspective*. 4th edition. (Health Administration Press, Chicago).

Academic publications as well as articles from *The Wall Street Journal* or other newspapers and magazines or from the World Wide Web might be assigned and discussed throughout the semester.

Grading Policy

Grading in the course will be based upon quizzes and assignments, two in-class exams, a comprehensive final exam, participation, and a term paper. Exam questions will cover material we talk about in class (which may include articles, too). Quizzes may or may not be announced beforehand; therefore, occasionally I may hand out pop-quizzes.

A. Final grades will be determined as follows:

Quizzes and Assignments	12%
Participation	10%
In class exams	30% (2*15%)
Final	30%
Term paper	20%
Total possible	100 % (plus 2% extra)

B. Grades will be assigned based on the following scale:

90%-100%	A
80%-89%	B
70%-79%	C
60%-69%	D
below 60%	F

Administrative Procedures

If homework is assigned, they may be assigned to a group or on an individual basis. Homework will only be accepted for credit if they are turned in by the deadline I announce when I hand them out. (No exceptions!) Quizzes may be in the form of pop-quizzes.

There will be two tests and a final exam. All of these exams may be comprehensive in material. The tests may consist of multiple choice questions and short essays or problems. The tests will cover class notes and any required readings. The text material covered by each test is indicated in the course outline. **Make-up tests are not given. (IF YOU MISS AN EXAM FOR AN UNFORESEEN REASON YOU SHOULD CONTACT ME AS SOON AS YOU ARE PHYSICALLY ABLE TO PICK UP THE PHONE AND CALL ME.)** For those who miss a test, the final test score will be weighted accordingly. A student may only miss one test and will receive a zero (0) for each additional test missed. The final examination is mandatory.

Term Paper

In order to complete this course with a passing grade you will have to submit a term paper about some topic related to health policy (min. 10 pages with 1-inch margins on all sides, and a standard 10 to 12 font size). The term paper will be due on December [redacted]. The topic is up to you, however, your choice has to be approved by the instructor by September [redacted]. Not meeting this deadline will result in lowering your grade for the term paper by 1 percentage point for each day by which you are late. Your term paper needs to cite multiple scholarly publications relevant to the topic. For topics see some of the articles cited in the textbook. A progress report may be submitted to me before October [redacted]. This, however, is optional and its only purpose is to give you feedback about potential improvements (if needed).

Timeline of your project

Pick a topic (and get approval)

First Draft

Final Term Paper

deadline

September [redacted]

October [redacted]

December [redacted]

Participation and Attendance

Participation and consistent attendance is essential for acceptable performance in the course. You are expected to be present each class period except when special hardships occur, e.g. illness. For full participation credit you cannot miss more than [redacted] class periods (excused or unexcused). Each additional absence will be penalized by a reduction of 2 percentage points from your participation grade. If you cannot attend class you have to inform me as soon as possible. You are responsible for all of the materials we cover in classes you miss. A student who misses more than 20% of the scheduled classes ([redacted] classes) will be subject to receiving a failing grade in the course. Attendance will be reported on BlazeVIEW. In case your attendance is not reported correctly on BlazeVIEW you have to notify me within 2 business days of the day in question (after that your absence remains in my

records permanently).

Be on time. Late arrivals are very disruptive. Being late consistently may affect your grade in the following fashion: Every second occasion when you are late by at least 5 minutes will count as an absence and will count towards your maximum number of allowed absences.

Returning Exams and Appeal Procedure

I will return exams as quickly as possible. Anyone feeling that a dispute exists after the grading of an exam may submit a written grievance. This grievance should identify the item in dispute and arguments supporting the student's position. The appeal should be stapled to your exam and must be submitted within three days following the return of the assignment. The instructor agrees to return a written response to the student's grievance within two class periods from receipt of the grievance.

Cheating

Cheating is in no way tolerated at Valdosta State University. Anyone caught cheating will be penalized severely. The full penalty will be determined in consultation with the Chair of the Department of Marketing and Economics. The minimum penalty is an "F" for the course. For further information please see the Academic Student Conduct Code at <http://www.valdosta.edu/judicial/conductviolations.shtml>. Plagiarism prevention will be used!

↑ check address

Special Needs

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the Access Office for Students with Disabilities in Nevins Hall, 245-2498 (voice) and 219-1348 (tty). Also, please discuss this need with the instructor at the time of the first class.

Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. If you would like me to slow down (speed up) or repeat something, please feel free to ask. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Please use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

↑ check

RECEIVED

FEB 15 2013

WALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

REQUEST FOR A NEW COURSE
Valdosta State University

Date of Submission: 10/29/2012 (mm/dd/yyyy)

Department Initiating Request:
Marketing & Economics

Faculty Member Requesting:
Attila Cseh

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog
for approved prefixes)
MBA 7810

Proposed New Course Title:
Healthcare Economics
Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Healthcare Economics

Semester/Year to be Effective:
Fall 2013

Estimated Frequency of Course Offering:
annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) An advanced study of how economic theory applies to healthcare. Healthcare services will be compared to other market goods & services. Topics covered will include health insurance and its impact on demand for medical services, the relationship between employment and health insurance, government's role in health and healthcare.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare professionals on the Healthcare Administration Advisory Committee recommended this course.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is part of the new online MBA with Healthcare concentration

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Embedded test questions will be used to determine whether objectives are being met.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Mia Cole</i>	Date: 2/14/13
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: 2/14/13
Dean/Director: <i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.: (for graduate course): <i>J. T. J. P. A.</i>	Date: 2-26-13
Graduate Dean: (for graduate course): <i>J. T. J. P. A.</i>	Date: 2-26-13
Academic Committee:	Date:

Form last updated: January 6, 2010

Syllabus for MBA-7810 (CRN [REDACTED])
Healthcare Economics - [REDACTED]

Instructor: Attila Cseh
217 Pound Hall
Valdosta State University
Valdosta, GA 31698-0075
Email: acseh@valdosta.edu
Phone: 245-3826
Office Hours: by Appointment

Course Objectives

This course will introduce students to the application of economic theory to health and health care. We will compare health care services to other market services and health to other market goods. We will discuss some of the consequences that arise from the peculiarity of health as a good. Topics covered will include health insurance and its impact on demand for medical services; the relationship between employment and health insurance; government's role in regards to health and health care (i.e. promoting healthy behavior, regulating employment-based health insurance provision, or providing health insurance itself). The goal of this course is to gain a better understanding of the relevant discourse in health care and the public policy issues of health care.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic healthcare market operations and related concepts – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.
- 4) Students will have the ability to predict the effects of changes in government policy related to the operations of health care markets – MBA 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.
- 2) Students must prepare a written project demonstrating the ability to analyze and critically evaluate high quality academic research papers.

A list of the Langdale College of Business Administration MBA Learning Goals:
https://ww2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

Sherman Folland, Allen Goodman, and Miron Stano. *The Economics of Health and Health Care*. 7th edition. (Prentice Hall).

Academic publications as well as articles from *The Wall Street Journal* or other newspapers and magazines or from the World Wide Web might be assigned and discussed throughout the semester.

Prerequisites

Understanding and mastering concepts and theory discussed in Econ 2106 (Principles of Microeconomics) are required for this class.

Grading Policy

Grading in the course will be based upon quizzes and assignments, two in-class exams, a comprehensive final exam, participation, and a term paper. Exam questions will cover material we talk about in class (which may include articles, too). Quizzes may or may not be announced beforehand; therefore, occasionally I may hand out pop-quizzes.

A. Final grades will be determined as follows:

Quizzes and Assignments	12%
Participation	10%
In class exams	30% (2*15%)
Final	30%
Term paper	20%
Total possible	100 % (plus 2% extra)

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Administrative Procedures

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Term Paper

In order to complete this course with a passing grade you will have to submit a term paper about some topic related to health economics (min. 10 pages with 1-inch margins on all sides, and a standard 10 to 12 font size). The term paper will be due on December [redacted]. The topic is up to you, however, your choice has to be approved by the instructor by September [redacted]. Not meeting this deadline will result in lowering your grade for the term paper by 1 percentage point for each day by which you are late. Your term paper needs to cite multiple scholarly publications relevant to the topic. For topics see some of the articles cited in the textbook. A progress report may be submitted to me before October [redacted]. This, however, is optional and its only purpose is to give you feedback about potential improvements (if needed).

Timeline of your project

- Pick a topic (and get approval)
- First Draft
- Final Term Paper

deadline

- September [redacted]
- October [redacted]
- December [redacted]

Participation and Attendance

Participation and consistent attendance is essential for acceptable performance in the course. You are expected to be present each class period except when special hardships occur, e.g. illness. For full participation credit you cannot miss more than 2 class periods (excused or unexcused). Each additional absence will be penalized by a reduction of 2 percentage points from your participation grade. If you cannot attend class you have to inform me as soon as possible. You are responsible for all of the materials we cover in classes you miss. A student who misses more than 20% of the scheduled classes ([redacted] classes) will be subject to receiving a failing grade in the course. Attendance will be reported on BlazeVIEW. In case your attendance is not reported correctly on BlazeVIEW you have to notify me within 2 business days of the day in question (after that your absence remains in my

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Cheating

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Special Needs

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Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. If you would like me to slow down (speed up) or repeat something, please feel free to ask. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Please use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

Tentative Course Outline and Readings

Date	Topic
[REDACTED]	Introduction to Health Economics (Read Chapter 1: Introduction, pages 1-19 + Lectures)
[REDACTED]	Statistical Tools for Health Economics (Read Chapter 3, pages 48-62 + Lectures)
[REDACTED]	Economic Efficiency and Cost-Benefit Analysis (Read Chapter 4, pages 63-84 + Lectures)
[REDACTED]	Production of Health (Read Chapter 5, pages 85-104 + Lectures)
[REDACTED]	EXAM 1
[REDACTED]	Demand and Supply of Health Insurance (Read Chapter 8, pages 148-172 + Lectures)
[REDACTED]	Asymmetric Information and Agency (Read Chapter 10, pages 195-209 + Lectures)
[REDACTED]	The Organization of Health Insurance Markets (Read Chapter 11, pages 210-235 + Lectures)
[REDACTED]	Managed Care (Read Chapter 12, pages 236-264 + Lectures)
[REDACTED]	EXAM 2
[REDACTED]	Government Intervention in Health Care Markets (Read Chapter 19, pages 390-406 + Lectures)
[REDACTED]	Politics of Health Care Reform (Read Chapters 22-23, pages 466-512 + Lectures)
[REDACTED]	The Health Economics of Bads (Read Chapter 23, pages 513-530 + Lectures)
[REDACTED]	Prescription Drugs (Read Chapter 17, pages 344-366 + Lectures)
[REDACTED]	Epidemiology and Economics: HIV/AIDS in Africa (Read Chapter 24, pages 531-548 + Lectures)
Dec. 5 (2:45 p.m. - 4:45 p.m.)	FINAL EXAM (Comprehensive)

RECEIVED

REQUEST FOR A NEW COURSE
Valdosta State University

FEB 15 2013

Date of Submission: 2/1/2013 (mm/dd/yyyy)

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Department Initiating Request:
Management/IB

Faculty Member Requesting:
P. Holland

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog
for approved prefixes)
MBA 7820

Proposed New Course Title:
Insurance and Risk Management

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Insurance and Risk Management

Semester/Year to be Effective:
Fall 2012

Estimated Frequency of Course Offering:
annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: MBA 7800
General risk management techniques for healthcare professionals. Topics include health care risk management administration, principles of insurance and claims administration, methods for integrating patient safety, and enterprise risk management into a comprehensive risk management program. *Close spect*

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare Administration Advisory Committee recommended the inclusion of this course in the curriculum.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is the first course in the new on-line MBA with Healthcare concentration.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Embedded questions in exams will be used to determine whether objectives are being met.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Phyllis D. Holland</i>	Date: <i>2/14/13</i>
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: <i>2/14/13</i>
Dean/Director: <i>Wayne D. ...</i>	Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course): <i>J. T. J. ...</i>	Date: <i>2-26-13</i>
Graduate Dean: (for graduate course): <i>J. T. J. ...</i>	Date: <i>2-26-13</i>
Academic Committee:	Date:

Form last updated: January 6, 2010

Syllabus for MBA-7820 (CRN [REDACTED])

Insurance and Risk Management-[REDACTED]

Instructor: Staff

Email:

Phone:

Office Hours: by Appointment

Course Objectives

This course will introduce students to the basic techniques of risk management in healthcare settings and provide practical solutions to issues of patient safety, legal requirements, and emergency response. The course will also introduce basic concepts in insurance, claims administration, and measuring risk. Students will be able to integrate patient safety and enterprise risk management into a comprehensive risk management program.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic healthcare market operations and related concepts – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.
- 4) Students will have the ability to predict the effects of changes in government policy related to the operations of health care markets – MBA 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.
- 2) Students must prepare a written project demonstrating the ability to analyze and critically evaluate high quality academic research papers.

A list of the Langdale College of Business Administration MBA Learning Goals:

https://ww2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

Roberta Carroll, editor. *Risk Management Handbook for Healthcare Organizations*, Student Edition, 5th edition (Jossey Bass Public Health) 2009.

Prerequisites

MBA 7800

Cheating

Cheating is in no way tolerated at Valdosta State University. Anyone caught cheating will be penalized severely. The full penalty will be determined in consultation with the Chair of the Department of Marketing and Economics. The minimum penalty is an "F" for the course. For further information please see the Academic Student Conduct Code at <http://www.valdosta.edu/judicial/conductviolations.shtml>. Plagiarism prevention will be used!

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Special Needs

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Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. If you would like me to slow down (speed up) or repeat something, please feel free to ask. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Please use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of

the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

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Tentative Course Outline and Readings

Week	Topic	
1	Developing a Risk Management Program Healthcare Risk Management Professional	Ch. 1 and 2
2	Patient Safety and RMP	Ch. 3
3	Legal Concepts and Governance	Chs. 4 and 5
4	Early Warning Systems for Identification Of Organization Risks	Ch. 6
5	RMP and Medication Safety Exam 1	Ch. 7
6	Ethics in Patient Care	Ch. 8
7	Documentation and the Medical Record	Ch. 9
8	Statutes, Standards, and Regulations	Ch. 10
9	Basic Claims Administration	Ch. 11
10	Introduction to Risk Financing	Ch. 12
11	Insurance: Basic Principles and Coverage	Ch. 13
12	Exam 2	
13	IT and Risk Management Risk Management Metrics	Chs. 14 and 15
14	Accreditation, Licensure, Certification and Surveying Bodies	Ch. 16
15	Emergency Management	Ch. 17
16	Occupational Safety, Health and Environmental Impairment	Ch. 18

FINAL EXAM (Comprehensive)

Assignments and Grading

Exams	50%
Special assignments (to be posted)	30%
Final projects will be submitted in weeks 15 and 16	20%

Students will be expected to share their personal experience and issues in the healthcare setting.



RECEIVED

REQUEST FOR A NEW COURSE
Valdosta State University

FEB 15 2013

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Date of Submission: 10/29/2012 (mm/dd/yyyy)

Department Initiating Request:
Marketing & Economics

Faculty Member Requesting:
Attila Cseh

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog
for approved prefixes)
MBA 7830

Proposed New Course Title:
Financial Management in Healthcare

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Healthcare Fin Mgnt

Semester/Year to be Effective:
Fall 2013

Estimated Frequency of Course Offering:
annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisites: MBA 7030 & MBA 7800. An advanced study of financial management in the area of healthcare and the financial environment in which healthcare organizations operate. Topics include Medicare benefits and Medicare payments, claims administration in the managed care delivery framework, price setting in capitated contracts, analyzing financial statements, financial analysis of alternative health care firms, etc.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare professionals on the Healthcare Administration Advisory Committee recommended this course.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is part of the new online MBA with Healthcare concentration.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

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Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Embedded test questions will be used for assessment.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:		
Dept. Head: <i>Abil QM</i>		Date: 2/14/13
College/Division Exec. Comm.: <i>Sanjay Gupta</i>		Date: 2/14/13
Dean/Director: <i>J. W. [Signature]</i>		Date: 2/14/13
Graduate Exec. Comm.: (for graduate course): <i>J. T. [Signature]</i>		Date: 2-26-13
Graduate Dean: (for graduate course): <i>J. T. [Signature]</i>		Date: 2-26-13
Academic Committee:		Date:

Form last updated: January 6, 2010

**Syllabus for MBA-7830 (CRN [REDACTED])
Financial Management in Healthcare - [REDACTED]**

Instructor: Attila Cseh
217 Pound Hall
Valdosta State University
Valdosta, GA 31698-0075
Email: acseh@valdosta.edu
Phone: 245-3826
Office Hours: by Appointment

Course Objectives

This course will introduce students to the financial environment healthcare organizations operate in, and provide discussions in the area of financial management in the healthcare sector. Topics covered will include discussions specific to the area of healthcare, such as billing and coding for health services; Medicare benefits and payments; Financial Analysis of alternative healthcare firms; Product Costing, as well as more general topics in financial management, such as Analyzing financial position; financial planning; Cost variance analysis; and Capital formation. There will be analyses of case studies throughout the semester.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic healthcare market operations and related concepts – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.
- 4) Students will have the ability to predict the effects of changes in government policy related to the operations of health care markets – MBA 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.
- 2) Students must prepare a written project demonstrating the ability to analyze and critically evaluate high quality academic research papers.

A list of the Langdale College of Business Administration MBA Learning Goals:
https://www2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

William O. Cleverley, Paula H. Song, and James O. Cleverley. *Essentials of Health Care Finance*. 7th edition. (Jones & Bartlett Learning).

Academic publications as well as articles from newspapers and magazines or from the World Wide Web might be assigned and discussed throughout the semester.

Prerequisites

Understanding and mastering concepts and theory discussed in MBA 7030, MBA 7350, and MBA 7660 are required for this class.

Grading Policy

Grading in the course will be based upon quizzes and assignments, two in-class exams, a comprehensive final exam, participation, and a term paper. Exam questions will cover material we talk about in class (which may include articles, too). Quizzes may or may not be announced beforehand; therefore, occasionally I may hand out pop-quizzes.

A. Final grades will be determined as follows:

Quizzes and Assignments	12%
Participation	10%
In class exams	30% (2*15%)
Final	30%
Term paper	20%
Total possible	100 % (plus 2% extra)

B. Grades will be assigned based on the following scale:

90%-100%	A
80%-89%	B
70%-79%	C
60%-69%	D
below 60%	F

Administrative Procedures

If homework is assigned, they may be assigned to a group or on an individual basis. Homework will only be accepted for credit if they are turned in by the deadline I announce when I hand them out. (No exceptions!) Quizzes may be in the form of pop-quizzes.

There will be two tests and a final exam. All of these exams may be comprehensive in material. The tests may consist of multiple choice questions and short essays or problems. The tests will cover class notes and any required readings. The text material covered by each test is indicated in the course outline. **Make-up tests are not given.** (IF YOU MISS AN EXAM FOR AN UNFORESEEN REASON YOU SHOULD CONTACT ME AS SOON AS YOU ARE PHYSICALLY ABLE TO PICK UP THE PHONE AND CALL ME.) For those who miss a test, the final test score will be weighted accordingly. A student may only miss one test and will receive a zero (0) for each additional test missed. The final examination is mandatory.

Term Paper

In order to complete this course with a passing grade you will have to submit a term paper about some topic related to healthcare financial management (min. 10 pages with 1-inch margins on all sides, and a standard 10 to 12 font size). The term paper will be due on December [redacted]. The topic is up to you, however, your choice has to be approved by the instructor by September [redacted]. Not meeting this deadline will result in lowering your grade for the term paper by 1 percentage point for each day by which you are late. Your term paper needs to cite multiple scholarly publications relevant to the topic. For topics see some of the articles cited in the textbook. A progress report may be submitted to me before October [redacted]. This, however, is optional and its only purpose is to give you feedback about potential improvements (if needed).

<u>Timeline of your project</u>	<u>deadline</u>
Pick a topic (and get approval)	September [redacted]
First Draft	October [redacted]
Final Term Paper	December [redacted]

Participation and Attendance

Participation and consistent attendance is essential for acceptable performance in the course. You are expected to be present each class period except when special hardships occur, e.g. illness. For full participation credit you cannot miss more than 2 class periods (excused or unexcused). Each additional absence will be penalized by a reduction of 2 percentage points from your participation grade. If you cannot attend class you have to inform me as soon as possible. You are responsible for all of the materials we cover in classes you miss. A student who misses more than 20% of the scheduled classes ([redacted] classes) will be subject to receiving a failing grade in the course. Attendance will be reported on BlazeVIEW. In case your attendance is not reported correctly on BlazeVIEW you have to notify me within 2 business days of the day in question (after that your absence remains in my

records permanently).

Be on time. Late arrivals are very disruptive. Being late consistently may affect your grade in the following fashion: Every second occasion when you are late by at least 5 minutes will count as an absence and will count towards your maximum number of allowed absences.

Returning Exams and Appeal Procedure

I will return exams as quickly as possible. Anyone feeling that a dispute exists after the grading of an exam may submit a written grievance. This grievance should identify the item in dispute and arguments supporting the student's position. The appeal should be stapled to your exam and must be submitted within three days following the return of the assignment. The instructor agrees to return a written response to the student's grievance within two class periods from receipt of the grievance.

Cheating

Cheating is in no way tolerated at Valdosta State University. Anyone caught cheating will be penalized severely. The full penalty will be determined in consultation with the Chair of the Department of Marketing and Economics. The minimum penalty is an "F" for the course. For further information please see the Academic Student Conduct Code at <http://www.valdosta.edu/judicial/conductviolations.shtml>. Plagiarism prevention will be used!

Special Needs

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the Access Office for Students with Disabilities in Nevins Hall, 245-2498 (voice) and 219-1348 (tty). Also, please discuss this need with the instructor at the time of the first class.

Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. If you would like me to slow down (speed up) or repeat something, please feel free to ask. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Please use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

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Tentative Course Outline and Readings

Date	Topic
██████████	Financial Information and the Decision-Making Process (Read Chapter 1: Introduction, pages 1-12 + Lectures)
██████████	Billing and Coding for Health Services (Read Chapter 3, pages 13-32 + Lectures)
██████████	Managed Care (Read Chapter 6, pages 123-146 + Lectures)
██████████	Revenue Determination (Read Chapter 5, pages 101-122 + Lectures)
██████████	EXAM 1
██████████	General Principles of Accounting (Read Chapter 7, pages 147-162 + Lectures)
██████████	Financial Statements (Read Chapter 8, pages 163-185 + Lectures)
██████████	Accounting for inflation (Read Chapter 9, pages 185-200 + Lectures)
██████████	Analyzing Financial Statements (Read Chapter 10, pages 201-229 + Lectures)
██████████	EXAM 2
██████████	Cost Concepts and Decision Making (Read Chapter 13, pages 279-306 + Lectures)
██████████	Product Costing (Read Chapters 14, pages 307-328 + Lectures)
██████████	The Management Control Process (Read Chapter 15, pages 329-353 + Lectures)
██████████	Cost Variance Analysis (Read Chapter 16, pages 353-376 + Lectures)
██████████	Working Capital and Cash Management (Read Chapters 21-22, pages 471-496 + Lectures)
Dec. 5 (2:45 p.m. - 4:45 p.m.)	FINAL EXAM (Comprehensive)



RECEIVED

REQUEST FOR A NEW COURSE
Valdosta State University

FEB 15 2013

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Date of Submission: 11/15/2013 (mm/dd/yyyy)

Department Initiating Request:
Management and International Business

Faculty Member Requesting:
P. Holland

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog
for approved prefixes)
MBA 7840

Proposed New Course Title:
Legal Aspects of Healthcare

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Legal Aspects of Healthcare

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) A survey of the legal environment in which healthcare administrations and employees function. Topics include role of government in regulating healthcare, law (contracts, torts, liability) as it impacts healthcare, and legal risks in healthcare decision making. *close space*

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare Administration Advisory Committee recommended inclusion of this course in the curriculum
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is part of the new online MBA with Healthcare concentration.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Test questions will be embedded for assessment purposes.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Philip A. Hollen</i>	Date: <i>2/14/13</i>
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: <i>2/14/13</i>
Dean/Director: <i>W. J. ...</i>	Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course): <i>J. I. J. Pt</i>	Date: <i>2-26-13</i>
Graduate Dean: (for graduate course): <i>J. I. J. Pt</i>	Date: <i>2-26-13</i>
Academic Committee:	Date:

Form last updated: January 6, 2010

**Syllabus MBA 7840
Legal Aspects of Healthcare**

Instructor: Staff
Email:
Phone:
Office Hours

Course Objectives

This course provides a survey of the legal environment in which healthcare administrations and employees function. Topics include role of government in regulating healthcare, law (contracts, torts, liability) as it impacts healthcare, and legal risks in healthcare decision making.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic strategic management, organizational development, strategy implementation and related concepts – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.

A list of the Langdale College of Business Administration MBA Learning Goals:

https://ww2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required text and materials

Pozgar, G.D. (2004). *Legal Aspects of Health Care Administration, 9th Edition*. Sudbury, MA: Jones & Bartlett Publishers.

Prerequisites

MBA 7800

Cheating

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<http://www.valdosta.edu/judicial/conductviolations.shtml>. **Plagiarism prevention will be used!**

Special Needs

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the Access Office for Students with Disabilities in Nevins Hall, 245-2498 (voice) and 219-1348 (tty). Also, please discuss this need with the instructor at the time of the first class.

Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. If you would like me to slow down (speed up) or repeat something, please feel free to ask. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Please use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

Tentative Course Outline and Readings

Week 1	Historical Perspective and Introduction to Law	Chapters 1 and 2
Week2	Torte Law and Criminal Aspects of Healthcare	Chapter 3 and 4
Week 3	Contracts and Antitrust; Civil Procedure and Trial Practice	Chapters 5 and 6

205

Week 4	Corporate Liability	Chapter 7
Week 5	Medical Staff; Nursing and the Law	Chapters 8 and 9
Week 6	Liability by Departments and Healthcare Professionals	Chapter 10
Week 7	Exam and Project discussion	
Week 8	Information Management and Healthcare Records Patient Consent	Chapters 11 and 12
Week 9	Legal Reporting Requirements Patient Rights and Responsibilities	Chapters 13 and 15
Week 10	Issues of Procreation; Acquired Immune Deficiency Syndrome	Chapters 14 and 16
Week 11	Healthcare Ethics and Malpractice Insurance	Chapters 17 and 18
Week 12	Labor Relations; Employment, Discipline & Discharge	Chapters 19 and 20
Week 13	Managed Care & Organizational Restructuring	Chapter 21
Week 14	Tort Reform and Reducing the Risk of Malpractice Patient Safety and Zero Tolerance	Chapters 22 and 23
Week 15	Term Project Reports	

Final Exam (Comprehensive)

Assignments and Grading:

Exams (Midterm and Final)	50%
Case analysis and discussion	30%
Final Project	20%

This syllabus is subject to adjustment as the semester progresses.

RECEIVED

FEB 15 2013

REQUEST FOR A NEW COURSE

Valdosta State University

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Date of Submission: 11/1/2012 (mm/dd/yyyy)

Department Initiating Request: Management and International Business	Faculty Member Requesting: Phyllis Holland
Proposed New Course Prefix & Number: (See course description abbreviations in the catalog for approved prefixes) MBA 7850	Proposed New Course Title: Healthcare Information Systems Proposed New Course Title Abbreviation: (For student transcript, limit to 30 character spaces) Healthcare Information Systems
Semester/Year to be Effective: Fall/2013	Estimated Frequency of Course Offering: Annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3	Lab Hours: 0	Credit Hours: 3
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Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: MBA 7800. Medical information systems for administrative management and patient care. Topics include internal clinical and administrative data; information systems design; evaluation; and acquisition; technology planning; system security and standards; and informatics.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare Administration Advisory Committee provided input from the healthcare field which supported the creation of this course.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is part of the new online MBA with Healthcare concentration.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc. Student Opinion of Instruction
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Test questions will be embedded for assessment purposes.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Phillip A. Helled</i>	Date: <i>2/14/13</i>
College/Division Exec. Comm.: <i>Sanjay Anand</i>	Date: <i>2/14/13</i>
Dean/Director: <i>Wayne Stuebel</i>	Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course): <i>J. T. Jelt</i>	Date: <i>2-26-13</i>
Graduate Dean: (for graduate course): <i>J. T. Jelt</i>	Date: <i>2-26-13</i>
Academic Committee:	Date:

Form last updated: January 6, 2010

**Syllabus for MBA-7850 (CRN [REDACTED])
Healthcare Information Systems- [REDACTED]**

Instructor: Staff
Email:
Phone:
Office Hours:

Course Objectives

This course will introduce students to the types of healthcare data and the issues of quality and regulations of data. Students will be able to describe the evolution of healthcare information systems and the current and emerging use of clinical information systems. Students will evaluate and recommend appropriate systems. Students will apply strategic planning and management concepts to healthcare information systems management.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic I S tools and techniques as they apply to healthcare management – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.
- 2) Students must complete and present a project demonstrating the ability to use information systems concepts.
- 3) Cases will be used for discussion and application of concepts.

A list of the Langdale College of Business Administration MBA Learning Goals:

https://www2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

K.A. Wager, F.W. Lee, J.P. Glaser, *Health Care Information Systems: A Practical Approach for Health Care Management*, 2nd edition (Jossey-Bass). ISBN: 978-0-470-38780-1

Academic publications as well as articles from *The Wall Street Journal* or other newspapers and magazines or from the World Wide Web might be assigned and discussed throughout the semester.

Prerequisites

MBA 7800

Cheating

Cheating is in no way tolerated at Valdosta State University. Anyone caught cheating will be penalized severely. The full penalty will be determined in consultation with the Chair of the Department of Marketing and Economics. The minimum penalty is an "F" for the course. For further information please see the Academic Student Conduct Code at <http://www.valdosta.edu/judicial/conductviolations.shtml>. Plagiarism prevention will be used!

↑ check

Special Needs

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Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and

activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. If you would like me to slow down (speed up) or repeat something, please feel free to ask. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Please use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

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Tentative Course Outline and Readings

Week	Topic	
1	Introduction to Healthcare Information	Chapter One
2	Healthcare Data Quality	Chapter Two
3	Health Care Information Regulations, Laws, and Standards	Chapter Three
4	History and Evolution of Healthcare Information Systems	Chapter Four
5	Current and Emerging Use of Clinical Information Systems	Chapter Five
6	Exam	
7	System Acquisition	Chapter Six/Case 9
8	System Implementation and Support	Chapter Seven/Case 11
9	Technologies and Standards	Chapters Eight/Nine
10	Security of Systems	Chapter Ten/ Case 15
11	Organizing IT Services	Chapter Eleven
12	IT Alignment and Strategic Planning	Chapter Twelve/Case 2
13	IT Governance and Management /Project Implementation	Chapters
	Thirteen/Fourteen/Case 12	
14	Assessing Value/Leadership in IT	Chapter
	Fifteen/Sixteen/Case 16	
15	Project Presentations	

FINAL EXAM (Comprehensive)

Grading:

Exams (Midterm and Final) will be averaged	50%
Case Discussion and Reports	30%
Final Project	20%

Students will be expected to contribute to the class from their own experience. The project will be an application of course concepts to a healthcare issue or situation.



RECEIVED

REQUEST FOR A NEW COURSE
Valdosta State University

FEB 15 2013

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Date of Submission: 11/1/2012 (mm/dd/yyyy)

Department Initiating Request:
Management and International Business

Faculty Member Requesting:
Phyllis Holland

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
MBA 7860

Proposed New Course Title:
Healthcare Operations Management

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Healthcare Operations Mgmt.

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: MBA 7800. Application of operations management tools and techniques in healthcare organizations. Topics include ~~X~~ Facilities planning, project management, scheduling and capacity management, purchasing, quality management including Six Sigma, benchmarking, front office operations, process improvement, and evidence-based medicine.



Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare Administration Advisory Committee provided input from the healthcare field which supported the creation of this course.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is part of the new online MBA with Healthcare concentration.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

212

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Test questions will be embedded for assessment purposes.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:		
Dept. Head:	<i>D. P. Holland</i>	Date: <i>2/14/13</i>
College/Division Exec. Comm.:	<i>Sanjay Gupta</i>	Date: <i>2/14/13</i>
Dean/Director:	<i>A. W. [Signature]</i>	Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course):	<i>J. T. [Signature]</i>	Date: <i>2-26-13</i>
Graduate Dean: (for graduate course):	<i>J. T. [Signature]</i>	Date: <i>2-26-13</i>
Academic Committee:		Date:

Form last updated: January 6, 2010

**Syllabus for MBA-7860 (CRN [REDACTED])
Healthcare Operations Management- [REDACTED]**

Instructor: Staff
Email:
Phone:
Office Hours:

Course Objectives

This course will introduce students to the application of operations management tools and techniques in healthcare organizations.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic operations tools and techniques as they apply to healthcare management – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.
- 2) Students must complete and present a project demonstrating the ability to use information systems concepts.
- 3) Cases will be used for discussion and application of concepts.

A list of the Langdale College of Business Administration MBA Learning Goals:
https://ww2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

D.B. McLaughlin and J.R. Olson, *Healthcare Operations Management*, 2nd ed. (Health Administration Press). ISBN-13:978-1-56793-444-1

Academic publications as well as articles from *The Wall Street Journal* or other newspapers and magazines or from the World Wide Web might be assigned and discussed throughout the semester.

Prerequisites

MBA 7800

Cheating

Cheating is in no way tolerated at Valdosta State University. Anyone caught cheating will be penalized severely. The full penalty will be determined in consultation with the Chair of the Department of Marketing and Economics. The minimum penalty is an "F" for the course. For further information please see the Academic Student Conduct Code at <http://www.valdosta.edu/judicial/conductviolations.shtml>. Plagiarism prevention will be used!

check

Special Needs

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the Access Office for Students with Disabilities in Nevins Hall, 245-2498 (voice) and 219-1348 (tty). Also, please discuss this need with the instructor at the time of the first class.

Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. If you would like me to slow down (speed up) or repeat something, please feel free to ask. If you do not get an opportunity to ask your question during class, stop by during my office hours or feel free to contact me via electronic mail. Please

use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

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Tentative Course Outline and Readings

Week	Topic	
1	Opportunity for Performance Improvement	Chapter One and Two
2	Evidence-based Medicine and Value-based Purchasing	Chapter Three
3	Strategy and the Balanced Scorecard	Chapter Four
4	Project Management	Chapter Five
5	Tools for Problem Solving and Decision Making	Chapter Six
6	Mid-term Exam	Chapters 1-6; lecture
7	Statistical Thinking and Statistical Problem-solving	Chapter Seven
8	Quality Management: Focus on Six Sigma	Chapters Eight
9	The Lean Enterprise	Chapter Nine
10	Simulation	Chapter Ten
11	Process Improvement and Patient Flow	Chapter Eleven
12	Scheduling and Capacity Management	Chapters Twelve
13	Supply Chain Management	Chapter Thirteen
14	Improving Financial Performance and Holding the Gains	Chapters Fourteen/Fifteen
15	Project presentations	

FINAL EXAM (Comprehensive)

Assignments and Grading

Exams (Midterm and Final)	50%
Special assignments (simulation, problem sets, etc.)	30%
Final project	20%

Students will be expected to share their personal experience and issues in the healthcare setting.



RECEIVED

REQUEST FOR A NEW COURSE

Valdosta State University

FEB 15 2013

Date of Submission: 11/1/2012 (mm/dd/yyyy)

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Department Initiating Request:
Management and International Business

Faculty Member Requesting:
Phyllis Holland

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog
for approved prefixes)
MBA 7870

Proposed New Course Title:
Healthcare Strategic Leadership

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Healthcare Strategic Leadership

31 characters

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 3

Lab Hours: 0

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisites: MBA 7630, MBA 7800, ~~and~~ MBA 7830. Strategic leadership in the healthcare setting. Topics include strategic planning, relations with internal and external constituencies, goal-setting and pay-for-performance, decision-making, power and politics, ~~and~~ design and implementation of organizational change.

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare Administration Advisory Committee provided input from the healthcare field which supported the creation of this course.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is part of the new online MBA with Healthcare concentration.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

217

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Test questions will be embedded for assessment purposes.
- Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:	
Dept. Head: <i>Dyllis B. Hollenel</i>	Date: <i>2/14/13</i>
College/Division Exec. Comm.: <i>Sanjay Gupta</i>	Date: <i>2/14/13</i>
Dean/Director: <i>Wayne Smith</i>	Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course): <i>J. T. J. Pt</i>	Date: <i>2-26-13</i>
Graduate Dean: (for graduate course): <i>J. T. J. Pt</i>	Date: <i>2-26-13</i>
Academic Committee:	Date:

Form last updated: January 6, 2010

**Syllabus for MBA-7870 (CRN [REDACTED])
Healthcare Strategic Leadership - [REDACTED]**

Instructor: Staff
Email:
Phone:
Office Hours:

Course Objectives

This course is intended to provide the overview and conceptual skills needed for upper management in healthcare organizations. Students will learn and apply the strategic planning process, describe the relationships with governing bodies of healthcare organizations, internal and external constituents, and environmental forces impacting healthcare. Students demonstrate their ability to design and implement organizational change.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will be able to define and demonstrate knowledge of basic strategic management, organizational development, strategy implementation and related concepts – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete tests, assignments and/or quizzes showing competence in the subject.
- 2) Students must complete and present orally and in writing a project demonstrating the ability use strategic management concepts in a specific organizational setting

A list of the Langdale College of Business Administration MBA Learning Goals:
https://www2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

Harrison, J.P., *Essentials of Strategic Planning in Healthcare*, (Health Administration Press). ISBN-13: 978-1-56793-488-2
Case book TBA

Prerequisites

MBA 7800, MBA 7840, MBA 7860, MBA 7640

Cheating

Cheating is in no way tolerated at Valdosta State University. Anyone caught cheating will be penalized severely. The full penalty will be determined in consultation with the Chair of the Department of Marketing and Economics. The minimum penalty is an "F" for the course. For further information please see the Academic Student Conduct Code at <http://www.valdosta.edu/judicial/conductviolations.shtml>. Plagiarism prevention will be used!

Special Needs

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the Access Office for Students with Disabilities in Nevins Hall, 245-2498 (voice) and 219-1348 (tty). Also, please discuss this need with the instructor at the time of the first class.

Course Expectations

Students are expected to read assigned material prior to class and participate in class discussions and activities. **PLEASE ASK QUESTIONS:** Don't wait until the exams if you don't understand the material. You may

contact me via electronic mail. Please use your VSU e-mail address when you email me (I only respond to e-mails from VSU accounts).

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

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Tentative Course Outline and Readings

Week	Topic	
1	Leadership and Strategic Planning	Chapter One
2	The Case Method	Comprehensive Case overview
3	Mission, Vision, and Values: Foundations of Strategic Planning	Chapter Two
4	Transformational Leadership	Chapter Three
5	Fundamentals of Strategic Planning	Chapter Four
6	SWOT Analysis	Chapter Five
7	Exam	
8	Strategic Planning and Health Information Technology	Chapter Six
9	Healthcare Business Plan	Chapter Seven
10	Medical Group Planning and Joint Ventures	Chapter Eight
11	Long Term Care Planning	Chapter Nine
12	Health Systems Planning	Chapter Ten
13	Pay for Performance	Chapter Eleven
14	Value in Healthcare	Chapter Twelve
15	Project Presentations	

Assignments and Grading

Exams (Midterm and Final)	50%
Case Analysis and Discussion	30%
Final Project	20%

FINAL EXAM (Comprehensive)



RECEIVED

REQUEST FOR A NEW COURSE
Valdosta State University

FEB 15 2013

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Date of Submission: 11/07/2012 (mm/dd/yyyy)

Department Initiating Request:
Management and International Business

Faculty Member Requesting:
Phyllis Holland

Proposed New Course Prefix & Number:
(See course description abbreviations in the catalog for approved prefixes)
MBA 7899

Proposed New Course Title:
Healthcare Administration Practicum

Proposed New Course Title Abbreviation:
(For student transcript, limit to 30 character spaces)
Healthcare Admin Practicum

Semester/Year to be Effective:
Fall/2013

Estimated Frequency of Course Offering:
Annually

Indicate if Course will be : Requirement for Major Elective

Lecture Hours: 0

Lab Hours:

Credit Hours: 3

Proposed Course Description: (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: MBA 7800 ^{or} successful completion of a minimum of 27 hours of MBA course work. Field experience in healthcare administration. Students will apply knowledge and skills gained in the healthcare curriculum.

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Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field: Healthcare professionals on the Healthcare Administration Advisory Committee were strong advocates of field experience.
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: This course is part of the new online MBA with Healthcare concentration.

Source of Data to Support Suggested Change:

- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

222

Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)

Data Sources:

Indirect measures: SOIs, student, employer, or alumni surveys, etc. Employer surveys will be administered to evaluate effectiveness of course.

Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Student projects will be collected and evaluated for achievement of course objectives.

Other:

****Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.****

Approvals:		
Dept. Head: <i>Dellis P. Holland</i>		Date: <i>2/14/13</i>
College/Division Exec. Comm.: <i>Sanjay Gupta</i>		Date: <i>2/14/13</i>
Dean/Director: <i>J. Wayne D. [Signature]</i>		Date: <i>2/14/13</i>
Graduate Exec. Comm.: (for graduate course): <i>J. T. [Signature]</i>		Date: <i>2-26-13</i>
Graduate Dean: (for graduate course): <i>J. T. [Signature]</i>		Date: <i>2-26-13</i>
Academic Committee:		Date:

Form last updated: January 6, 2010

**Syllabus for MBA-7899 (CRN [REDACTED])
Healthcare Administration Practicum-[REDACTED]**

Instructor: Staff
Email:
Phone:
Office Hours:

Course Objectives

This course consists of a three hour practicum in a healthcare organization. The practicum requires the student in collaboration with an academic supervisor and an organizational supervisor to develop a plan for an internship or a comparable project. Student's prior experience and career goals will be considered in the development of this experience. Students should demonstrate the ability to function in and contribute to a healthcare organization.

This course develops further several of the objectives of the Langdale College of Business Administration Learning Goals (MBA):

- 1) Students will demonstrate knowledge of basic healthcare administration concepts – MBA 1.
- 2) Students will express themselves clearly, logically, and precisely in writing, and they will demonstrate competence in reading and listening – MBA 3.
- 3) Students will be able to analyze and critically evaluate from oral written, and visual materials – MBA 2; SED: 1, 2.

Reaching these objectives will be assessed by the following methods:

- 1) Students must complete and present orally and in writing a project demonstrating the application of specific healthcare administration concepts in a healthcare organization

A list of the Langdale College of Business Administration MBA Learning Goals:
https://www2.valdosta.edu/catalog/1213/grad/documents/GRAD_139-168.pdf

Required Text and Materials

None

Prerequisites

MBA 7800, completion of 27 hours of MBA course work.

Special Needs

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the Access Office for Students with Disabilities in Nevins Hall, 245-2498 (voice) and 219-1348 (tty). Also, please discuss this need with the instructor at the time of the first class.

Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

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Tentative Course Assignments

225

Project/Internship Description: Student in collaboration with academic and organizational supervisors will develop a description of the proposed practicum experience which will include a description of the output of the practicum

Midterm Evaluation: Organizational supervisor will complete and return to academic supervisor.

Project: Written project will be due last day of class.

Self-evaluation: Student will maintain a journal of reflections during the course and write a self-evaluation based on journal.

Final Evaluation: To be submitted by organizational supervisor no later than last day of class.

Grading:

Grading will be on a pass/fail basis.



226

RECEIVED

FEB 15 2013

REQUEST FOR A REVISED COURSE

Valdosta State University

VALDOSTA STATE UNIVERSITY
GRADUATE SCHOOL

Date of Submission: 1/16/2013 (mm/dd/yyyy)

Department Initiating Revision:
Department of Accounting & Finance

Faculty Member Requesting Revision:
Len Weld

Current Course Prefix, Title, & Number:
(See course description abbreviations in the catalog for approved prefixes)

MACC 7980 Accounting Internship

List Current and Requested Revisions: (only fill in items needing to be changed)

Current:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Approval of the Department Head. Graded "Satisfactory" or "Unsatisfactory." The application of academic accounting skills and values in an employment situation. The student is required to complete a written project that has been approved by the faculty supervisor and the employer.

Requested:

Course Prefix and Number:

Credit Hours:

Course Title:

Prerequisites:

Co-requisites:

Course Description: Prerequisite: Prerequisite: Faculty approval. Graded "Satisfactory" or "Unsatisfactory." The application of academic accounting skills in an employment situation. A paper, approved by a faculty member and the employer, is required. May be taken more than once with Department Head approval. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of class.

Semester/Year to be Effective:
Fall, 2013

Estimated Frequency of Course Offering:

Indicate if Course will be : Requirement for Major Elective

Justification: Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.

- Improving student learning outcomes:
- Adopting current best practice(s) in field:
- Meeting Mandates of State/Federal/Outside Accrediting Agencies:
- Other: Workshop now required.

Source of Data to Support Suggested Change:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc. Employer *evaluation?*
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Plans for assessing the effectiveness of the course in meeting the program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?).

Data Sources:

- Indirect measures:** SOIs, student, employer, or alumni surveys, etc. Employer evaluation.
- Direct measures:** Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

Approvals:		
Dept. Head:	<i>[Signature]</i>	Date: 2/14/13
College/Division Exec. Comm.:	<i>[Signature]</i>	Date: 2/14/13
Dean/Director:	<i>[Signature]</i>	Date: 2/14/13
Graduate Exec. Comm.:		
(for graduate course)	<i>[Signature]</i>	Date: 2-26-13
Graduate Dean:		
(for graduate course)	<i>[Signature]</i>	Date: 2-26-13
Academic Committee:		Date:

Form last updated: January 6, 2010