CATEGORY A NEW COURSE PROPOSAL

Use for new program courses or when pre-requisites/co-requisites for an existing course affect another academic unit

Must be approved by Faculty Senate before Curriculum Committee or Graduate Committee consideration

ATTENTION: **Adobe Professional 7 is needed to save as an editable PDF.**

Curriculum/Graduate Committee Use:

_____ 1st Reading   _____ Revised   Date:_____   _____ Tabled

_____ 2nd Reading   _____ Revised   Date:_____   _____ Not approved

_____ Withdrawn

Referred to:_____   Date:_____

Course title: Introduction to Business   Course subject & no.: BA S151

Lecture hours per week: 1 hour per credit
Lab hours per week: 2 hours per credit

Credits: 3+0   Grading mode: Letter Grade

(To bold, strikethrough, underline, etc. go to View>Toolbars>Properties Bar)

1. Rationale (include details of prior consultation with other affected academic units):

The purpose of this proposal is to request that BA S151 Introduction to Business be added to the list of Social Science GERs. Per the Curriculum Guide "The undergraduate Curriculum Committee has periodically added or deleted courses from the general education requirements (GERs) for the purpose of keeping content current and relevant to the 21st Century."

The Introduction to Business course at UAS explores the functional areas of business including marketing, finance, accounting, management, product development, human resource development and human resource management. Students also examine the roles that business and organizations play in our society. It covers a broad area of knowledge relating to the business environment. This is similar to a course like GOVT 101 Introduction to American Government that is a "survey of American Government, political processes, and contemporary issues, focusing on national institutions. Adding Introduction to Business to the list of GERs will allow our students to take a broad business course if they choose as they are deciding what GERs will give them the well-rounded education that they want.

Both UAA and UAF have a GER providing students with a general knowledge of the business world. BA 151 Introduction to Business is a GER at UAA and BA 323 Business Ethics is a GER at UAF. Since BA 151 is a GER at UAA our students can take the course through UAA and it will transfer into UAS and UAF as a GER per Board of Regents Policy on transfer of credit (http://www.alaska.edu/bor/policy/10p/p10-04.doc).

A BA course clearly contributes to a students gaining a broad understanding of the world around them, as UAF and UAA recognize by including a BA course in the GERs. Private sector business plays a huge role in American Society. Business views are an important part of debates about many public policy issues, such as immigration, environmental protection, foreign investment, labor law, etc. Alaskan graduates will better understand the society in which they live if they know the basics of what business is, how it operates, and its broader role in society so that they are better able to assess what goes on around them.

2. Course content by topic: List main topic areas and apportion lecture and/or lab hours for each topic. Total hours must meet the minimum required hours to support the course credits (12.5 lecture hours per credit; 25 lab hours per credit). For example, a 3-credit lecture class with no lab would need 37.5 hours. Distance delivered courses should indicate the approximate number of hours for students to be involved in each topic (37.5 hours per credit for a lecture type course). For example, a 3-credit distance course with *no lab would* need a minimum total of 113 student hours. (If this format does not work for your topics and hours, please see alternate page 2 after signature page).

Topic	Lec Hrs	Lab Hrs
Overview of course and expectations	1.5	
Environment of Business; and Business Governance, Ethics, and Social Responsibility	3	
Managing and Organizing Business	3	
Human Resources Managment	3	
Motivating and Leading Employees	3	
Marketing Basics	3	
Developing the Product, Pricing, Promotion and Distribution Mixes	3	
Accounting for Decision Making and Financial Reporting	3	
Financial Management of the Firm and Investment Management	2	
Understanding the Financial System, Money, and Banking	3	
Personal Financial Planning	3	
Managing Business Operations	2	
Management Information Systems; and The Digital Enterprise	3	
Small Business Entrepreneurship	2	
You must click in the Totals boxes for final calculations to appear **Totals**	37.5	

3. Academic or technical pre-requisite; technology required for access to course materials

No pre-requisite. BA S151 is an introductory course.

4. List grading criteria that comprise a student's final grade (by percentage or points)

Grading Criteria The final course grade will be completed using the following:

140 points Forum Discussions (14 x 10)
300 points Chapter Quizzes (15 x 20)
250 points Mid-term Exam
250 points Project: Case Study (3 x 50 plus (1 x 100 points))
150 points Participation (3 x 50)
300 points Final Exam
1,390 points Total possible points

5. Identify (1) required texts (2) optional recommended texts for students, and (3) supplemental references and materials to be made available by the library.

Required Textbook
Introduction to Business
Author: Julian E. Gaspar
Format: Paperback
Publication Date: June 2005
Publisher:HoughtonMifflinCollege Div
ISBN-10: 0618608974
ISBN-13: 9780618608973

6. List additional space, facilities, or supplies the University is expected to furnish for this course.

None

Approvals in the order needed:

	Printed Name	Signature	Date
Initiating faculty member:	Mark Speece	*[signature]*	8/28/2008
Chair, academic unit:	Mark Speece	*[signature]*	8/28/2008
Dean, academic unit:	Larry Harris	*[signature]*	8/29/2008
President, Faculty Senate:			
Chair, Curriculum or Graduate Committee:			
Provost:			

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2. Course content by topic: List main topic areas and apportion lecture and/or lab hours for each topic. Total hours must meet the minimum required hours to support the course credits (12.5 lecture hours per credit; 25 lab hours per credit). For example, a 3-credit lecture class with no lab would need 37.5 hours. Distance delivered courses should indicate the approximate number of hours for students to be involved in each topic (37.5 hours per credit for a lecture type course). For example, a 3-credit distance course with no lab would need a minimum total of 113 student hours.

Topic

You must click in the Totals boxes for final calculations to appear   **Totals**

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Use this page for overflow if content exceeds text field limitations

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Print Form