College of Business - Department of Management and Marketing/Accounting and Economics and Finance

- Add ACCT 6093, Special Topics in Accounting;
- Add BUAD 6093, Special Topics in Business;
- Add ECON 6093, Special Topics in Economics;
- Add FIN 6093, Special Topics in Finance;
- Add MGMT 5023, Personnel/Human Resources Management (cross listed MGMT 4023);
- Add MGMT 5213, Business Leadership (cross listed MGMT 4213);
- Add MGMT 6093, Special Topics in Management;
- Add MKT 5063, Advertising (cross listed MKT 4063); and
- Add MKT 6093, Special Topics in Marketing.
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

<table>
<thead>
<tr>
<th>Title</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
</table>
| Department Head
Stephen Jones | [Signature] | 06/30/2014 |
| Dean
Ed Bashaw | [Signature] | 06/30/2014 |
| Teacher Education Council (if applicable) | [Signature] | 7-16-14 |
| Graduate Council (if applicable) | [Signature] | 6/30/14 |
| Registrar | [Signature] | |
| Vice President for Academic Affairs | | |

Course Subject: ACCT
Course Number: 6093

Cross-listed with Subject: Course Number:

Official Title (Limited to 30 characters including spaces):

Special Topics in Accounting

Mode of Instruction: (check appropriate box)
- [ ] 01_Lecture
- [ ] 02_Lecture/Laboratory
- [ ] 03_Laboratory only
- [ ] 05_Practice Teaching
- [ ] 06_Internship/Practicum
- [ ] 08_Independent Study
- [ ] 10_Special Topics
- [ ] 12_Individual Lessons
- [ ] 13_Applied Instruction
- [ ] 16_Studio Course
- [ ] 17_Dissertation Research
- [ ] 18_Activity Course
- [ ] 98_Other

Effective Term: [ ] Fall [ ] Spring [ ] Summer I 2015

If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? [ ] Y / [ ] N How many times? 2

Does this course require a fee? [ ] NO How much? [ ] Type of fee?

RECEIVED
JUN 30 2014
Registrar's Office
<table>
<thead>
<tr>
<th>Elective</th>
<th>Major</th>
<th>Minor</th>
</tr>
</thead>
<tbody>
<tr>
<td>If major or minor course, you must complete the Request for Program Change form.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prerequisites:</th>
<th>Co-requisites:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 6003</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Course Description (as you want it to appear in the catalog):

Course offers an in-depth exploration of selected accounting issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.

<table>
<thead>
<tr>
<th>Grading</th>
<th>Standard Letter</th>
<th>P/F</th>
<th>Other (If other, please specify below)</th>
</tr>
</thead>
</table>

For the proposed course, attach a syllabus that includes:

- Course subject, number and title
- Course description as to appear in catalog
- Course goals and/or objectives
- Course outline
- Methods of student performance assessment and evaluation
- Course bibliography, reading list, and /or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

NO

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

This special topics course provides an available elective for the MSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College's assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached.

N/A
<table>
<thead>
<tr>
<th>Course</th>
<th>ACCT 6093: Special Topics in Accounting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Description</strong></td>
<td>Course offers an in-depth exploration of selected accounting issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.</td>
</tr>
</tbody>
</table>
| **Course Goals & Objectives** | • To explore a special topic in an area of accounting  
• To challenge students to learn more in-depth about specialized topics in accounting |
| **Course Outline**            | Varies with the specific topic selected. |
| **Student Performance**       | • Exams: The student will complete a series of exams based upon assigned reading and research materials.  
• Research Report: The student will select a Fortune 500 company and investigate the accounting issues currently affecting that business as they pertain to the current course topic. |
| **Bibliography, Reading**     | Potential Textbooks:  
• Varies with the specific topic selected. General examples:  
| Material, Etc.                |                                        |

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Arkansas Tech University  
Course Addition  
Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>How does this course fit with the university mission? ACCT 6093 Special Topics in Accounting provides an accounting elective for the MSBA program for professionals whose careers include administrative budgetary and financial concerns. The course offers an in-depth exploration of selected accounting issues affecting business.</td>
</tr>
<tr>
<td>b.</td>
<td>If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable.</td>
</tr>
<tr>
<td>c.</td>
<td>Provide up to three student learning outcomes students will achieve after completing this course? These will vary based upon the topic selected for the course. However, students will: (1) understand the concepts and critical issues which are germane to the subject being covered; (2) research and analyze a specific aspect of the topic regarding a Fortune 500 company; and (3) write a quality graduate-level paper communicating the results of this research and analysis.</td>
</tr>
<tr>
<td>d.</td>
<td>What assessment tool or measure will you use to assess student learning? Exams and analysis of the final written report.</td>
</tr>
<tr>
<td>e.</td>
<td>What will students demonstrate, represent, or produce to provide evidence of their learning? Students will demonstrate knowledge of the critical issues surrounding the course subject. Students will demonstrate the ability to research and analyze how the subject affects the operations of a Fortune 500 company. Students will produce a quality graduate-level written report on the results of this research and analysis.</td>
</tr>
<tr>
<td>f.</td>
<td>Provide an example or examples of student learning assessment evidence which supports the addition of this course. This is a common elective course for graduate business programs. Because the MSBA is a new program, this course is being added at this time based upon some interest in both faculty and students in providing it as a program alternative.</td>
</tr>
<tr>
<td>g.</td>
<td>How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. The University of Central Arkansas (ACCT 6390. Special Problems in Accounting) and Southern Arkansas University (ACCT 6063. Special Topics in Accounting) both have this course as an elective in their graduate business programs.</td>
</tr>
</tbody>
</table>

FOR ASSISTANCE CONTACT DR. MONICA VARNER
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

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<td></td>
</tr>
<tr>
<td>Dean</td>
<td>E. B.</td>
<td>06/30/2014</td>
</tr>
<tr>
<td>Ed Bashaw</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teacher Education Council (if applicable)</td>
<td>T. B.</td>
<td>9-16-14</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td>Graduate Council (if applicable)</td>
<td>H. B.</td>
<td>6-30-14</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registrar</td>
<td>Y. W.</td>
<td>6-30-14</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vice President for Academic Affairs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Subject: BUAD
Course Number: 6093
Cross-listed with Subject: 
Course Number: 

Official Title (Limited to 30 characters including spaces):

Special Topics in Business

Mode of instruction: (check appropriate box)
☐ 01_Lecture/ ☐ 02_Lecture/Laboratory/ ☐ 03_Laboratory only/ ☐ 05_Practice Teaching/ ☐ 06_Internship/Practicum/ ☐ 08_Independent Study/ ☐ 10_Special Topics/ ☐ 12_Individual Lessons/ ☐ 13_Applied Instruction/ ☐ 16_Studio Course/ ☐ 17_Dissertation Research/ ☐ 18_Activity Course/ ☐ 98_Other

Effective Term: ☒ Fall ☐ Spring ☐ Summer I 2015
If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? Y / N How many times? 2

Does this course require a fee? NO How much? Type of fee?
**Elective** □Major □Minor

If major or minor course, you must complete the Request for Program Change form.

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<th>Prerequisites:</th>
<th>Co-requisites:</th>
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</thead>
<tbody>
<tr>
<td>12 hours must be completed toward the degree requirements.</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Course Description (as you want it to appear in the catalog):**

Course offers an in-depth exploration of selected issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.

**Grading** □Standard Letter □P/F □Other (If other, please specify below)

For the proposed course, attach a syllabus that includes:

a. Course subject, number and title
b. Course description as to appear in catalog
c. Course goals and/or objectives
d. Course outline
e. Methods of student performance assessment and evaluation
f. Course bibliography, reading list, and /or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

NO

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

This special topics course provides an available elective for the MSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College’s assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached.

N/A

**RECEIVED**

**JUN 30 2014**

Registrar's Office
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<tr>
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<th>BUAD 6093: Special Topics in Business</th>
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<tr>
<td>Course Description</td>
<td>Course offers an in-depth exploration of selected issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.</td>
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</table>
| Course Goals & Objectives | • To explore a special topic in an area of business  
• To challenge students to learn more in-depth about specialized topics in business |
| Course Outline          | Varies with the specific topic selected. |
| Student Performance Assessment & Evaluation | • Exams: The student will complete a series of exams based upon assigned reading and research materials.  
• Research Report: The student will select a Fortune 500 company and investigate the issues currently affecting that business as they pertain to the current course topic. |
| Bibliography, Reading Material, Etc. | Potential Textbooks:  
• Varies with the specific topic selected. General examples:  
Arkansas Tech University
Course Addition
Assessment Form

Our Mission
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Provide an answer for each question. Your answers are to be typed single spaced.

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<th>Question</th>
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<tbody>
<tr>
<td>a. How does this course fit with the university mission? BUAD 6093 Special Topics in Business</td>
<td>BUAD 6093 Special Topics in Business provides an elective for the MSBA program for professionals whose careers include general business administration concerns. The course offers an in-depth exploration of selected general business issues.</td>
</tr>
<tr>
<td>b. If this course is mandated by an accrediting or certifying agency, include the directive. If not,</td>
<td>state not applicable. Not Applicable.</td>
</tr>
<tr>
<td>c. Provide up to three student learning outcomes students will achieve after completing this course?</td>
<td>These will vary based upon the topic selected for the course. However, students will:</td>
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<td></td>
<td>(1) understand the concepts and critical issues which are germane to the subject being covered;</td>
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<td></td>
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<td>(3) write a quality graduate-level paper communicating the results of this research and analysis.</td>
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<td>operations of a Fortune 500 company. Students will produce a quality graduate-level written</td>
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<td>report on the results of this research and analysis.</td>
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<td>g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. The University of Arkansas (MBAD 5511. Professional Development – Special Topics in Business) and the University of Central Arkansas (MBA 6390. Special Problems) have this course as an elective in their graduate business programs.</td>
</tr>
</tbody>
</table>

FOR ASSISTANCE CONTACT DR. MONICA VARNER
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

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<td></td>
<td>06/30/2014</td>
</tr>
<tr>
<td>Teacher Education Council (if applicable)</td>
<td></td>
<td></td>
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<td></td>
<td>06/16/14</td>
</tr>
<tr>
<td>Registrar</td>
<td></td>
<td>06/30/14</td>
</tr>
<tr>
<td>Vice President for Academic Affairs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Subject: ECON
Cross-listed with Subject:

Official Title (Limited to 30 characters including spaces):

Special Topics in Economics

Mode of instruction: (check appropriate box)
- □ 01_Lecture/ □ 02_Lecture/Laboratory/ □ 03_Laboratory only/ □ 05_Practice Teaching/
- □ 06_Internship/Practicum/ □ 08_Independent Study/ □ 10_Special Topics/ □ 12_Individual Lessons/
- □ 13_Applied Instruction/ □ 16_Studio Course/ □ 17_Dissertation Research/ □ 18_Activity Course/
- □ 98_Other

Effective Term:  □ Fall  □ Spring  □ Summer I  2015
If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours?  Y / N  How many times? 2

Does this course require a fee?  NO  How much?  Type of fee?

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<td>If major or minor course, you must complete the Request for Program Change form.</td>
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<table>
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<tr>
<th>Prerequisites:</th>
<th>Co-requisites:</th>
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</thead>
<tbody>
<tr>
<td>ECON 6003</td>
<td>N/A</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Description (as you want it to appear in the catalog):</th>
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<tbody>
<tr>
<td>Course offers an in-depth exploration of selected economics issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.</td>
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<th>P/F</th>
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For the proposed course, attach a syllabus that includes:
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**NO**

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

**NO**

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

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N/A
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<tr>
<th>Course</th>
<th>ECON 6093: Special Topics in Economics</th>
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<tr>
<td>Course Description</td>
<td>Course offers an in-depth exploration of selected economics issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.</td>
</tr>
</tbody>
</table>
| Course Goals & Objectives    | - To explore a special topic in an area of economics  
                               - To challenge students to learn more in-depth about specialized topics in economics |
| Course Outline               | Varies with the specific topic selected. |
| Student Performance          | - Exams: The student will complete a series of exams based upon assigned reading and research materials.  
                               - Research Report: The student will select a Fortune 500 company and investigate the economic issues currently affecting that business as they pertain to the current course topic. |
| Assessment & Evaluation      |                                        |
| Bibliography, Reading        | Potential Textbooks:  
                               - Varies with the specific topic selected. General examples:  
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Arkansas Tech University  
Course Addition  
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<tr>
<td>a. How does this course fit with the university mission? ECON 6093 Special Topics in Economics provides an economics elective for the MSBA program for professionals whose careers include general economic concerns. The course offers an in-depth exploration of selected economic issues affecting business.</td>
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<td>g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Southern Arkansas University (ECON 6063. Special Topics in Economics) and the University of Arkansas at Little Rock (ECON 8300 Seminar in Current Topics) both have this course as an elective in their graduate business programs.</td>
<td></td>
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Arkansas Tech University
REQUEST FOR COURSE ADDITION

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DATE SUBMITTED: June 30, 2014

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<td></td>
</tr>
<tr>
<td>Graduate Council (if applicable)</td>
<td>Mary B.</td>
<td>07/16/14</td>
</tr>
<tr>
<td></td>
<td>Turner</td>
<td></td>
</tr>
<tr>
<td>Registrar</td>
<td></td>
<td>07/30/14</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vice President for Academic Affairs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Subject: FIN

Course Number: 6093

Cross-listed with Subject: 

Course Number:

Official Title (Limited to 30 characters including spaces):

Special Topics in Finance

Mode of instruction: (check appropriate box)

- [ ] 01_Lecture/
- [ ] 02_Lecture/Laboratory/
- [ ] 03_Laboratory only/
- [ ] 05_Practice Teaching/
- [ ] 06_Internship/Practicum/
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- [ ] 13_Applied Instruction/
- [ ] 16_Studio Course/
- [ ] 17_Dissertation Research/
- [ ] 18_Activity Course/
- [ ] 98_Other

Effective Term: [ ] Fall [ ] Spring [ ] Summer I 2015

If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? [ ] Y / [ ] N

How many times? 2

Does this course require a fee? [ ] NO

How much? 

Type of fee? 

JUN 3  2014

Registrar's Office
**Elective** □ Major □ Minor

If major or minor course, you must complete the Request for Program Change form.

<table>
<thead>
<tr>
<th>Prerequisites:</th>
<th>Co-requisites:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 6003</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Course Description (as you want it to appear in the catalog):

Course offers an in-depth exploration of selected financial issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.

Grading □ Standard Letter □ P/F □ Other (If other, please specify below)

For the proposed course, attach a syllabus that includes:

a. Course subject, number and title  
b. Course description as to appear in catalog  
c. Course goals and/or objectives  
d. Course outline  
e. Methods of student performance assessment and evaluation  
f. Course bibliography, reading list, and /or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

NO

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

This special topics course provides an available elective for the MSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College's assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached.

N/A
<table>
<thead>
<tr>
<th>Course</th>
<th>FIN 6093: Special Topics in Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Description</strong></td>
<td>Course offers an in-depth exploration of selected financial issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.</td>
</tr>
</tbody>
</table>
| **Course Goals & Objectives** | • To explore a special topic in an area of finance  
• To challenge students to learn more in-depth about specialized topics in finance |
| **Course Outline**       | Varies with the specific topic selected. |
| **Student Performance Assessment & Evaluation** | • Exams: The student will complete a series of exams based upon assigned reading and research materials.  
• Research Report: The student will select a Fortune 500 company and investigate the financial issues currently affecting that business as they pertain to the current course topic. |
| **Bibliography, Reading Material, Etc.** | Potential Textbooks:  
• Varies with the specific topic selected. General examples:  
Arkansas Tech University
Course Addition
Assessment Form

<table>
<thead>
<tr>
<th>Our Mission</th>
<th></th>
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<tr>
<td>Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners. Provide an answer for each question. Your answers are to be typed single spaced.</td>
<td></td>
</tr>
</tbody>
</table>

| a. How does this course fit with the university mission? FIN 6093 Special Topics in Finance provides a finance elective for the MSBA program for professionals whose careers include financial concerns. The course offers an in-depth exploration of selected finance issues affecting business. |
| b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable. |
| c. Provide up to three student learning outcomes students will achieve after completing this course? These will vary based upon the topic selected for the course. However, students will: (1) understand the concepts and critical issues which are germane to the subject being covered; (2) research and analyze a specific aspect of the topic regarding a Fortune 500 company; and (3) write a quality graduate-level paper communicating the results of this research and analysis. |
| d. What assessment tool or measure will you use to assess student learning? Exams and analysis of the final written report. |
| e. What will students demonstrate, represent, or produce to provide evidence of their learning? Students will demonstrate knowledge of the critical issues surrounding the course subject. Students will demonstrate the ability to research and analyze how the subject affects the operations of a Fortune 500 company. Students will produce a quality graduate-level written report on the results of this research and analysis. |
| f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. This is a common elective course for graduate business programs. Because the MSBA is a new program, this course is being added at this time based upon some interest in both faculty and students in providing it as a program alternative. |
| g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. The University of Arkansas (FINN 636V, Special Problems in Finance) and the University of Arkansas at Little Rock (FINC 8300, Seminar in Current Topics) both have this course as an elective in their graduate business programs. |
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

<table>
<thead>
<tr>
<th>Title</th>
<th>Signature</th>
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</tr>
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<td></td>
<td>06/30/2014</td>
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<td>9-16-19</td>
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<tr>
<td>Registrar</td>
<td></td>
<td>9/30/14</td>
</tr>
<tr>
<td>Vice President for Academic Affairs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Subject: MGMT                          
Course Number: 5023                          
Cross-listed with Subject: MGMT              
Course Number: 4023                          

Official Title (Limited to 30 characters including spaces):

Personnel/Human Resource Management

Mode of Instruction: (check appropriate box)

- [ ] 01_Lecture/ [ ] 02_Lecture/Laboratory/ [ ] 03_Laboratory only/[ ] 05_Practice Teaching/
- [ ] 06_Internship/Practicum/[ ] 08_Independent Study/[ ] 10_Special Topics/[ ] 12_Individual Lessons/
- [ ] 13_Applied Instruction/[ ] 16_Studio Course/[ ] 17_Dissertation Research/[ ] 18_Activity Course/
- [ ] 98_Other

Effective Term: [ ] Fall [ ] Spring [ ] Summer I 2015

If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? Y / N How many times?

Does this course require a fee? NO How much? Type of fee:

RECEIVED
JUN 3  n  2014
Registrar's Office
Elective □ Major □ Minor

If major or minor course, you must complete the Request for Program Change form.

<table>
<thead>
<tr>
<th>Prerequisites:</th>
<th>Co-requisites:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 6003</td>
<td></td>
</tr>
</tbody>
</table>

Course Description (as you want it to appear in the catalog):
A study of that function performed in organizations which facilitates the most effective use of people (employees) to achieve organizational and individual goals. Topics covered include the law and personnel/human resource management, personnel analysis, planning, and staffing; performance evaluation and compensation, training and developing of human resources; labor relations, employee safety and health; work scheduling; evaluation of personnel/human resources management. There is a required research project.

Grading □ Standard Letter □ P/F □ Other (If other, please specify below)

For the proposed course, attach a syllabus that includes:
- Course subject, number and title
- Course description as to appear in catalog
- Course goals and/or objectives
- Course outline
- Methods of student performance assessment and evaluation
- Course bibliography, reading list, and/or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

NO

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

It is a cross-listed elective with the 4000-level elective currently available in the BSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College’s assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. N/A

RECEIVED
JUN 3 2014
Registrar's Office
<table>
<thead>
<tr>
<th>Course Description</th>
<th>A study of that function performed in organizations which facilitates the most effective use of people (employees) to achieve organizational and individual goals. Topics covered include the law and personnel/human resource management, personnel analysis, planning, and staffing; performance evaluation and compensation, training and developing of human resources; labor relations, employee safety and health; work scheduling; evaluation of personnel/human resources management.</th>
</tr>
</thead>
</table>
| Course Goals & Objectives | - To develop students' understanding of current HRM strategies  
- To discuss current HRM legal issues  
- To understand personnel and HRM career opportunities & challenges |
| Course Outline | 1. The Nature of HRM  
2. The Legal Environment  
3. The Global Environment  
4. The Competitive Environment  
5. Information for Making HR Decisions  
6. HR Decision Making in Organizations  
7. Recruiting, Selecting, Training, & Developing Employees  
8. Managing a New & Diverse Workforce  
9. Compensation & Benefits  
11. Managing Labor Relations  
12. Safety, Health, Well-Being, & Security  
13. Motivation at Work  
14. Managing & Enhancing Performance: The Big Picture |
| Student Performance Assessment & Evaluation | - Exams: The student will complete a series of exams based upon assigned reading and research materials.  
- Written Assignments. The student will complete a minimum of three written assignments on turnover, the ACA and motivation.  
- Presentation: The student will orally present in class the results of research on a selected HRM topic. |
| Bibliography, Reading Material, Etc. | Potential Textbook:  
- HR 2.0, DeNisi & Griffin, 2011, Cengage. ISBN: 9781285730950 |
Arkansas Tech University
Course Addition
Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.

| a. How does this course fit with the university mission? MGMT 5023: Personnel/Human Resource Management provides an HRM elective for the MSBA program for professionals whose careers include personnel and HRM concerns. The course offers an in-depth exploration of the most effective use of people (employees) to achieve organizational and individual goals. |
| b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable. |
| c. Provide up to three student learning outcomes students will achieve after completing this course? Students will: (1) develop students' understanding of current HRM strategies; (2) discuss current HRM legal issues (3) understand personnel and HRM career opportunities & challenges. |
| d. What assessment tool or measure will you use to assess student learning? Exams, an oral presentation and analysis of the final written report. |
| e. What will students demonstrate, represent, or produce to provide evidence of their learning? Students will demonstrate knowledge of the critical issues surrounding the course subject. Students will demonstrate the ability to research and analyze how the subject affects the operations of a Fortune 500 company. Students will produce a quality graduate-level written report on the results of this research and analysis. |
| f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. This course is a cross-listed elective with the undergraduate course MGMT 4023. It provides a graduate elective for the MSBA program for students interested in this subject. |
| g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. This type of course is offered at Arkansas State University in seminars (IBS 6143 and MGMT 6013) and at the University of Arkansas at Little Rock (MGMT 7310. Management of Human Capital). |
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

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</tr>
<tr>
<td>Vice President for Academic Affairs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Subject: MGMT
Course Number: 5213
Cross-listed with Subject: MGMT
Course Number: (Approved course)

Official Title (Limited to 30 characters including spaces):

Business Leadership

Mode of Instruction: (check appropriate box)
- [ ] 01_Lecture/
- [x] 02_Lecture/Laboratory/
- [ ] 03_Laboratory only/
- [ ] 05_Practice Teaching/
- [ ] 06_Internship/Practicum/
- [ ] 08_Independent Study/
- [ ] 10_Special Topics/
- [ ] 12_Individual Lessons/
- [ ] 13_Applied Instruction/
- [x] 16_Studio Course/
- [ ] 17_Dissertation Research/
- [ ] 18_Activity Course/
- [ ] 98_Other

Effective Term: [ ] Fall [ ] Spring [ ] Summer I 2015
If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? [Y] [N] How many times?

Does this course require a fee? [NO] How much? Type of fee?

RECEIVED JUN 3 n 2014
Registrar's Office
<table>
<thead>
<tr>
<th>Elective</th>
<th>Major</th>
<th>Minor</th>
</tr>
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<tbody>
<tr>
<td>If major or minor course, you must complete the Request for Program Change form.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prerequisites:</th>
<th>Co-requisites:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 6003</td>
<td></td>
</tr>
</tbody>
</table>

Course Description (as you want it to appear in the catalog):
The course is an overview of the concepts and issues associated with contemporary leadership. It outlines the challenges, methods, and responsibilities of leading in our society. It covers what every informed citizen should know about leading in a variety of settings: the processes, styles, and pitfalls. We will address leader development, and discuss ethical issues related to leading. Guest speakers and student presentations will provide real world contemporary experiences for comparison to the text materials. Students are expected to be active participants in class. The final paper will serve as a roadmap for leadership development for each student for the next ten years. There is a required research project.

<table>
<thead>
<tr>
<th>Grading</th>
<th>Standard Letter</th>
<th>P/F</th>
<th>Other (If other, please specify below)</th>
</tr>
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</table>

For the proposed course, attach a syllabus that includes:

- Course subject, number and title
- Course description as to appear in catalog
- Course goals and/or objectives
- Course outline
- Methods of student performance assessment and evaluation
- Course bibliography, reading list, and/or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

NO

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

It is a cross-listed elective with the 4000-level elective currently available in the BSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College's assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. N/A
<table>
<thead>
<tr>
<th>Course</th>
<th>MGMT 5213: Business Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Description</td>
<td>The course is an overview of the concepts and issues associated with contemporary leadership. It outlines the challenges, methods, and responsibilities of leading in our society. It covers what every informed citizen should know about leading in a variety of settings: the processes, styles, and pitfalls. We will address leader development, and discuss ethical issues related to leading. Guest speakers and student presentations will provide real world contemporary experiences for comparison to the text materials. Students are expected to be active participants in class. The final paper will serve as a roadmap for leadership development for each student for the next ten years.</td>
</tr>
</tbody>
</table>
| Course Goals & Objectives | • To students ability to critically evaluate leadership challenges and issues.  
• To identify and critique leadership styles and strategies.  
• To develop effective leadership communication skills |
| Course Outline | 1. Introduction: When People Are at Their Best as Leaders  
2. Commitment #1: Clarify Values  
3. Commitment #2: Set the Example  
4. Commitment #3: Envision the Future  
5. Commitment #4: Enlist Others  
6. Commitment #5: Search for Opportunities  
7. Commitment #6: Experiment and Take Risks  
8. Commitment #7: Foster Collaboration  
9. Commitment #8: Strengthen Others  
10. Commitment #9: Recognize Contributions  
11. Commitment #10: Celebrate the Values and the Victories  
12. A Call to Action for Young Leaders |
| Student Performance Assessment & Evaluation | • Exams: The student will complete a series of exams based upon assigned reading and research materials.  
• Written Assignments. The student will complete a minimum of three written assignments on turnover, the ACA and motivation.  
• Presentation: The student will orally present in class the results of research on a selected HRM topic. |
| Bibliography, Reading Material, Etc. | Potential Textbook:  
# Our Mission

Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.

| a. | How does this course fit with the university mission? MGMT 5213 Business Leadership provides a management elective for the MSBA program for professionals whose careers include management concerns. The course offers an in-depth exploration of selected management leadership issues affecting business. |
| b. | If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable. |
| c. | Provide up to three student learning outcomes students will achieve after completing this course? These will vary based upon the topic selected for the course. However, students will: (1) critically evaluate leadership challenges and issues; (2) research and analyze a business leadership topic regarding a Fortune 500 company; and (3) write a quality graduate-level paper communicating the results of this research and analysis. |
| d. | What assessment tool or measure will you use to assess student learning? Exams and analysis of the final written report. |
| e. | What will students demonstrate, represent, or produce to provide evidence of their learning? Students will demonstrate knowledge of the critical issues surrounding the course subject. Students will demonstrate the ability to research and analyze how the subject affects the operations of a Fortune 500 company. Students will produce a quality graduate-level written report on the results of this research and analysis. |
| f. | Provide an example or examples of student learning assessment evidence which supports the addition of this course. This course is a cross-listed elective with the undergraduate course MGMT 4213. It provides a graduate elective for the MSBA program for students interested in business leadership. |
| g. | How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Arkansas State University (MGMT 6001 Adventures in Leadership and Team Building) and the University of Arkansas at Little Rock (MGMT 7101 Developing Leadership Skills I) have courses similar to this one. |
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

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<tr>
<td>Vice President for Academic Affairs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Course Subject: MGMT
Cross-listed with Subject: 

Official Title (Limited to 30 characters including spaces):

Special Topics in Management
Mode of Instruction: (check appropriate box)
☐ 01_Lecture/ ☐ 02_Lecture/Laboratory/ ☐ 03_Laboratory only/ ☐ 05_Practice Teaching/
☐ 06_Internship/Practicum/ ☐ 08_Independent Study/ ☐ 10_Special Topics/ ☐ 12_Individual Lessons/
☐ 13_Applied Instruction/ ☐ 16_Studio Course/ ☐ 17_Dissertation Research/ ☐ 18_Activity Course/
☐ 98_Other

Effective Term: ☒ Fall ☐ Spring ☐ Summer I 2015
If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? ☒ Y / N How many times? 2

Does this course require a fee? NO How much? Type of fee?

RECEIVED
JUN 3 2014
Registrar's Office
**Elective**  □Major  □Minor
If major or minor course, you must complete the Request for Program Change form.

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<tbody>
<tr>
<td>MGMT 6003</td>
<td>N/A</td>
</tr>
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</table>

**Course Description (as you want it to appear in the catalog):**

Course offers an in-depth exploration of selected management issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.

**Grading**  □Standard Letter  □P/F  □Other (If other, please specify below)

For the proposed course, attach a syllabus that includes:

a. Course subject, number and title
b. Course description as to appear in catalog
c. Course goals and/or objectives
d. Course outline
e. Methods of student performance assessment and evaluation
f. Course bibliography, reading list, and/or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

**NO**

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

**NO**

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

This special topics course provides an available elective for the MSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College’s assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached.

N/A
<table>
<thead>
<tr>
<th>Course</th>
<th>MGMT 6093: Special Topics in Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Description</strong></td>
<td>Course offers an in-depth exploration of selected management issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.</td>
</tr>
</tbody>
</table>
| **Course Goals & Objectives**        | • To explore a special topic in an area of management  
• To challenge students to learn more in-depth about specialized topics in management |
| **Course Outline**                   | Varies with the specific topic selected. |
| **Student Performance Assessment & Evaluation** | • Exams: The student will complete a series of exams based upon assigned reading and research materials.  
• Research Report: The student will select a Fortune 500 company and investigate the managerial issues currently affecting that business as they pertain to the current course topic. |
| **Bibliography, Reading Material, Etc.** | Potential Textbooks:  
• Varies with the specific topic selected. General examples:  
Arkansas Tech University
Course Addition
Assessment Form

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Provide an answer for each question. Your answers are to be typed single spaced.

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<tr>
<th>a. How does this course fit with the university mission? MGMT 6093 Special Topics in Management provides a management elective for the MSBA program for professionals whose careers include administrative management concerns. The course offers an in-depth exploration of selected management issues affecting business.</th>
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<tbody>
<tr>
<td>b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable.</td>
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<td>c. Provide up to three student learning outcomes students will achieve after completing this course? These will vary based upon the topic selected for the course. However, students will: (1) understand the concepts and critical issues which are germane to the subject being covered; (2) research and analyze a specific aspect of the topic regarding a Fortune 500 company; and (3) write a quality graduate-level paper communicating the results of this research and analysis.</td>
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<td>d. What assessment tool or measure will you use to assess student learning? Exams and analysis of the final written report.</td>
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<td>e. What will students demonstrate, represent, or produce to provide evidence of their learning? Students will demonstrate knowledge of the critical issues surrounding the course subject. Students will demonstrate the ability to research and analyze how the subject affects the operations of a Fortune 500 company. Students will produce a quality graduate-level written report on the results of this research and analysis.</td>
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<tr>
<td>f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. This is a common elective course for graduate business programs. Because the MSBA is a new program, this course is being added at this time based upon some interest in both faculty and students in providing it as a program alternative.</td>
</tr>
<tr>
<td>g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. The University of Arkansas (MGMT 636V. Special Problems in Management) and Southern Arkansas University (MGMT 6083. Special Topics in MGMT) both have this course as an elective in their graduate business programs.</td>
</tr>
</tbody>
</table>

FOR ASSISTANCE CONTACT DR. MONICA VARNER
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

<table>
<thead>
<tr>
<th>Title</th>
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<th>Date</th>
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<tbody>
<tr>
<td>Department Head Stephen Jones</td>
<td>[Signature]</td>
<td>06/30/2014</td>
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<td>Dean Ed Bashaw</td>
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<tr>
<td>Registrar</td>
<td>[Signature]</td>
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</tr>
<tr>
<td>Vice President for Academic Affairs</td>
<td>[Signature]</td>
<td>06/30/2014</td>
</tr>
</tbody>
</table>

Course Subject: MKT
Course Number: 5063

Cross-listed with Subject: MKT
Course Number: 4063 (approved course)

Official Title (Limited to 30 characters including spaces):

Advertising

Mode of Instruction: (check appropriate box)
- [ ] 01_Lecture/
- [ ] 02_Lecture/Laboratory/
- [ ] 03_Laboratory only/
- [ ] 05_Practice Teaching/
- [ ] 06_Internship/Practicum/
- [ ] 08_Independent Study/
- [ ] 10_Special Topics/
- [ ] 12_Individual Lessons/
- [ ] 13_Applied Instruction/
- [ ] 16_Studio Course/
- [ ] 17_Dissertation Research/
- [ ] 18_Activity Course/
- [ ] 98_Other

Effective Term: [ ] Fall [ ] Spring [ ] Summer I 2015

If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? [ ] Y / [ ] N How many times?

Does this course require a fee? [ ] NO How much? [ ] Type of fee?

RECEIVED
JUN 3 0 2014
Registrar's Office
**Elective**  □ Major  □ Minor
If major or minor course, you must complete the Request for Program Change form.

<table>
<thead>
<tr>
<th>Prerequisites:</th>
<th>Co-requisites:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 6003</td>
<td></td>
</tr>
</tbody>
</table>

**Course Description (as you want it to appear in the catalog):**
The "how" and "why" of advertising: principal problems faced by advertisers and advertising agencies, approaches, policies, and procedures as related to successful marketing techniques.

**Grading**  □ Standard Letter  □ P/F  □ Other (If other, please specify below)

For the proposed course, attach a syllabus that includes:
   a. Course subject, number and title
   b. Course description as to appear in catalog
   c. Course goals and/or objectives
   d. Course outline
   e. Methods of student performance assessment and evaluation
   f. Course bibliography, reading list, and/or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

No

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

No

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

It is a cross-listed elective with the 4000-level elective currently available in the BSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College's assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached. N/A

---

**RECEIVED**

JUN 3 0 2014

Registrar's Office
<table>
<thead>
<tr>
<th>Course</th>
<th>MKT 5063: Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Description</strong></td>
<td>The &quot;how&quot; and &quot;why&quot; of advertising: principal problems faced by advertisers and advertising agencies, approaches, policies, and procedures as related to successful marketing techniques.</td>
</tr>
<tr>
<td><strong>Course Goals &amp; Objectives</strong></td>
<td>• To have students make significant progress in developing their ability to think and communicate in creative, innovative, and constructive ways about the concepts within advertising and promotions and the problems and issues confronting advertisers and advertising practitioners using generally accepted terminology and concepts as a foundation</td>
</tr>
</tbody>
</table>
| **Course Outline**      | 1. An Introduction to Integrated Marketing Communications  
2. The Role of IMC in the Marketing Process  
3. Organizing for Advertising and Promotion  
4. Perspectives on Consumer Behavior  
5. The Communication Process  
6. Source, Message, and Channel Factors  
7. Establishing Objectives and Budgeting for the Promotional Program  
8. Creative Strategy: Planning and Development  
10. Media Planning and Strategy  
11. Evaluation of Media: Television and Radio  
12. Evaluation of Print Media |
| **Student Performance Assessment & Evaluation** | • Exams: The student will complete three exams based upon assigned reading and research materials.  
• Written Assignments. The student will complete a semester research paper on a selected advertising topic.  
• Participation and Quizzes: Students are expected to prepare for in-class discussion of or quizzes over assigned readings and current topics. |
| **Bibliography, Reading Material, Etc.** | Potential Textbook:  
Arkansas Tech University
Course Addition
Assessment Form

Our Mission
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

Provide an answer for each question. Your answers are to be typed single spaced.

<table>
<thead>
<tr>
<th>a. How does this course fit with the university mission? MKT 5063 Advertising provides a marketing elective for the MSBA program for professionals whose careers include marketing and promotional concerns. The course offers an in-depth exploration of selected advertising issues affecting business.</th>
</tr>
</thead>
<tbody>
<tr>
<td>b. If this course is mandated by an accrediting or certifying agency, include the directive. If not, state not applicable. Not Applicable.</td>
</tr>
<tr>
<td>c. Provide up to three student learning outcomes students will achieve after completing this course? These will vary based upon the topic selected for the course. However, students will: (1) conceptualize and critically address issues regarding advertising and promotion in the modern business world; (2) research and analyze a specific aspect of the topic regarding a Fortune 500 company; and (3) write a quality graduate-level paper communicating the results of this research and analysis.</td>
</tr>
<tr>
<td>d. What assessment tool or measure will you use to assess student learning? Exams and analysis of the final written report.</td>
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<td>e. What will students demonstrate, represent, or produce to provide evidence of their learning? Students will demonstrate knowledge of the critical issues surrounding the course subject. Students will demonstrate the ability to research and analyze how the subject affects the operations of a Fortune 500 company. Students will produce a quality graduate-level written report on the results of this research and analysis.</td>
</tr>
<tr>
<td>f. Provide an example or examples of student learning assessment evidence which supports the addition of this course. This course is a cross-listed elective with the undergraduate course MGMT 4023. It provides a graduate elective for the MSBA program for students interested in this subject.</td>
</tr>
<tr>
<td>g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. Arkansas State University (MKTG 6233 Promotional Strategy Planning) and the University of Arkansas (MKTG 5533. Strategic Category Management) have courses similar to this one.</td>
</tr>
</tbody>
</table>
Arkansas Tech University
REQUEST FOR COURSE ADDITION

TO: Curriculum Committee or Graduate Council (as appropriate)
FROM: College of Business
DATE SUBMITTED: June 30, 2014

REQUEST FOR COURSE ADDITION

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</tbody>
</table>

Course Subject: MKT
Course Number: 6093

Cross-listed with Subject: 
Course Number: 

Official Title (Limited to 30 characters including spaces):

Special Topics in Marketing

Mode of Instruction: (check appropriate box)
☐ 01_Lecture/ ☐ 02_Lecture/Laboratory/ ☐ 03_Laboratory only/ ☐ 05_Practice Teaching/
☐ 06_Internship/Practicum/ ☐ 08_Independent Study/ ☐ 10_Special Topics/ ☐ 12_Individual Lessons/
☐ 13_Applied Instruction/ ☐ 16_Studio Course/ ☐ 17_Dissertation Research/ ☐ 18_Activity Course/
☐ 98_Other

Effective Term: ☒ Fall ☐ Spring ☐ Summer I 2015

If course is required by major/minor, how frequently will course be offered?

Is this course repeatable for additional earned hours? ☒ / ☐ How many times? 2

Does this course require a fee? ☒ NO How much? ☐ Type of fee?
<table>
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<tr>
<th>Elective</th>
<th>Major</th>
<th>Minor</th>
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If major or minor course, you must complete the Request for Program Change form.

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<tbody>
<tr>
<td>MKT 6003</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Course Description (as you want it to appear in the catalog):

Course offers an in-depth exploration of selected marketing issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.

<table>
<thead>
<tr>
<th>Grading</th>
<th>Standard Letter</th>
<th>P/F</th>
<th>Other (If other, please specify below)</th>
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For the proposed course, attach a syllabus that includes:

a. Course subject, number and title
b. Course description as to appear in catalog
c. Course goals and/or objectives
d. Course outline
e. Methods of student performance assessment and evaluation
f. Course bibliography, reading list, and/or listing of other instructional media

Will this course require any special resources such as unusual maintenance costs, library resources, special software, distance learning equipment, etc.? Please specify.

NO

Will this course require a special classroom (computer lab, smart classroom, or laboratory)? Please specify.

NO

How does this proposal support the University Mission or University Strategic Planning Goals?

It is an elective in the Master of Science in Business Administration program.

Please provide a rationale for the need for this new course including the evidence derived from your program assessment. Assessment evidence may come from direct and indirect measures of student learning as well as analysis of the current state of the discipline.

This special topics course provides an available elective for the MSBA program.

How will the effect of the change be monitored in ongoing program assessment?

This course is not part of the College's assessment program.

If this course will affect other departments, a Departmental Support Form for each affected department must be attached.

N/A
<table>
<thead>
<tr>
<th>Course</th>
<th>MKT 6093: Special Topics in Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Description</td>
<td>Course offers an in-depth exploration of selected marketing issues affecting business. The primary focus of the course will vary from offering to offering; thus the course may be taken more than once. There is a required research project.</td>
</tr>
</tbody>
</table>
| Course Goals & Objectives | • To explore a special topic in an area of marketing  
• To challenge students to learn more in-depth about specialized topics in marketing |
| Course Outline         | Varies with the specific topic selected. |
| Student Performance Assessment & Evaluation | • Exams: The student will complete a series of exams based upon assigned reading and research materials.  
• Research Report: The student will select a Fortune 500 company and investigate the marketing issues currently affecting that business as they pertain to the current course topic. |
| Bibliography, Reading Material, Etc. | Potential Textbooks:  
• Varies with the specific topic selected. General examples:  
Arkansas Tech University  
Course Addition  
Assessment Form

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Provide an answer for each question. Your answers are to be typed single spaced.

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<th>a. How does this course fit with the university mission? MKT 6093 Special Topics in Marketing provides a marketing elective for the MSBA program for professionals whose careers include marketing and promotional concerns. The course offers an in-depth exploration of selected marketing issues affecting business.</th>
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<td>g. How does this course fit in the current state of the discipline? Include Arkansas institutional comparisons. If Arkansas educational institutions do not have the course or program provide comparative examples from regional educational institutions. The University of Arkansas at Little Rock (MKTG 6300. Seminar in Current Topics) and Southern Arkansas University (MKTG 6063. Special Topics in Marketing) both have this course as an elective in their graduate business programs.</td>
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FOR ASSISTANCE CONTACT DR. MONICA VARNER