

GRADUATE PROGRAMS COMMITTEE
CONNIE BARBOUR, CHAIR
MEETING AGENDA for
DATE/Time: – **March 9, 2021 at 10:30 - Noon**

- I) Call to Order.
- II) Approval of Minutes – February 10, 2021
- III) Program and Course Proposals

A) College of Arts, Culture, and Scientific Inquiry (CACSI)

i) Department of Mathematics, Sciences, and Technology

REQUEST: Modification to course BIOL 5425 Fire Ecology; Credit Hours, Frequency of Course Offering, Grading Structure, Repeat for Credit

Rationale: Several errors were made when entering information on the New Course Request form in Curriculog for BIOL 5425. With regard to Frequency, this course is taught once per year and cannot be taken multiple times with each attempt counting separately toward graduation. With regard to Grading, graduate standard letter is utilized. With regard to Credit Hours, Lab Hours should have been entered as 3 instead of 1 and the overall number of Credit Hours for the course should be changed from 4 to 3, bring this course into alignment with the other graduate level courses offered by the Biology Department.

ii) Department of Mathematics, Sciences, and Technology

REQUEST: Modification to course BIOL 5427 Conservation Biology; Credit Hours, Frequency of Course Offering, Grading Structure, Repeat for Credit

Rationale: Several errors were made when entering information on the New Course Request form in Curriculog for BIOL 5427. With regard to Frequency, this course is taught once per year and cannot be taken multiple times with each attempt counting separately toward graduation. With regard to Grading, graduate standard letter is utilized. With regard to Credit Hours, Lab Hours should have been entered as 3 instead of 1 and the overall number of Credit Hours for the course should be changed from 4 to 3, bring this course into alignment with the other graduate level courses offered by the Biology Department.

B) College of Education (COE) - NONE

C) Richards College of Business (RCOB)

i) Master of Professional Accounting, MPAcc

REQUEST: Modification of program

Rationale: Two international study abroad programs are being added as electives. The two new electives provide an opportunity for students to experience the culture and business practices of countries outside the USA. Assessment will not be conducted for these courses because they are electives. (program map included)

ii) Department of Economics

REQUEST: New Course; ECON 5475 Applied Econometrics and Analytics

Rationale: The course emphasis is on applications of econometrics and techniques in business analytics. Topics include methods of data presentation, numerical measures and correlation, estimation, linear/non-linear regression, limited dependent variables, simultaneous equations/instrumental variables, models of duration, and the use of these models in decision making processes. An industry-standard business analytics software will be used in this course. This course is intended to be one of the courses offered in a new four-course MBA Track and Data and Analytics. Learning objectives for the course include communication at a professional level in oral presentations and in writing (LO1), and the effective use of data and industry-standard analytics software to solve business-related problems with data, theory, and methods common in the business environment (LG5).

iii) Department of Marketing and Real Estate

REQUEST: New Course; MKTG 6868 Marketing Models

Rationale: This course will provide students with a methodology to measure and track marketing performance. The course has three primary objectives: Learn and understand key marketing metrics; Employ statistical software to analyze a firm's marketing performance through marketing metrics; Use the resulting analysis to make optimal marketing decisions. The use of data and analytics to track marketing performance and to make better decisions is growing at a very rapid pace. We therefore need a course in the MBA program to cover this topic. 1. Make students better modelers of marketing phenomenon. 2. Introduce students to statistical and mathematical techniques not likely to be covered in traditional "statistics/multivariate" course sequence. 3. Survey of models in various areas of marketing. 4. Illustrate modeling software. 5. Develop skills and ability to critique marketing literature and define research problems. 6. Survey latest techniques and trends in marketing research methodology.

D) Tanner Health System School of Nursing (THSSON) - NONE

E) University College - NONE

III) Information Items

A. Sport Management, M.S. Concentrations in Intercollegiate Athletics Administration, Sport Analytics

- i) **Program revision: Eliminate GRE application requirement for the program.**
- ii) Rationale: The SPMG faculty have conducted an analysis that clearly shows students who have taken the GRE (and received the minimum admission score) do not perform significantly better in the program than those that have not taken the GRE (due to COVID) or students who have taken the GRE and did not receive the minimum score. The SPMG faculty would like to take the GRE off of the program admissions. This change not only reflects this national trend, but it will significantly increase enrollment in the program.

IV) New Business

A. GPC Chair for Academic year 2021-2022 – Dena Kneiss

B. Comprehensive Program Reviews - REPORTS Shared Google Drive - GPC

- i) College of Arts, Culture, and Scientific Inquiry
 - (a) MS Applied Computer Science – David Nickell and David Boldt
 - (b) MS Biology – Connie Barbour and Laura Caramanica
 - (c) Post-bac Certificate Geographic Information Systems – Patrick Hadley, Tuan Vu, and Mai Naito
- ii) Tanner Health System School of Nursing
 - (a) MSN Program – Ben Geyer and Greg Fraser, and Charlie Sicignano
 - (b) EdD Program – Dena Kneiss, and Mary Alice Varga,

VI) Old Business

- A. Send proxy if unable to attend the meeting that month.
- B. Upcoming scheduling for Spring 2021 – meetings will be held virtually.
 - i) April 6th at 10:30 am