

Minutes of the Undergraduate Council  
Monday, November 1, 2004  
#2

<sup>9</sup>  
Douglas Jones, chair; Rhonda Root, vice-chair, Lynelle Weldon,  
secretary, David Beckworth, Verlyn Benson, Delmer Davis,  
Emilio Garcia-Marenko, Ann Gibson, Pat Mutch, Bill  
Richardson, April Summitt, Jeannie Wolfer

**VOTING MEMBERS PRESENT**

Marsha Beale, Larry Onsager, Stephen Payne

**NON-VOTING MEMBERS PRESENT**

<sup>Deperatus</sup>  
Isabel Perez, Gary Williams

**REGRETS**

Douglas Jones

**PRAYER**

The council voted to approve the minutes for September 13, 2004

**APPROVAL OF MINUTES**

The council voted to approve the replacement of the BBA:  
Business Economics major with the proposed BBA: International  
Business major (see attached).

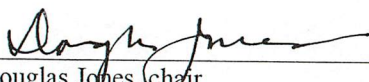
**INTERNATIONAL BUSINESS MAJOR**

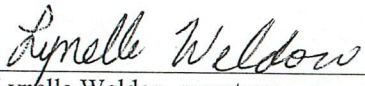
This proposal was presented by Ann Gibson with  
recommendation by the School of Business faculty.

Pat Mutch requested an audit of the curriculum by the council to  
measure if we are meeting the standards that have been set. The  
concern is if we are offering more to students than we have  
resources to support. Are we overextending faculty? Are we  
sacrificing quality?

**CURRICULUM AUDIT**

Some standards set in the past include a minimum of 2  
faculty/major or degree program, cap on major + cognate credits  
per undergraduate degree of 67 semester credits. (see attached.)  
Douglas Jones, Rhonda Root, Emilio Garcia-Marenko, and  
Lynelle Weldon will meet before the next council meeting to set  
up a plan for the council to address these issues.

  
\_\_\_\_\_  
Douglas Jones, chair

  
\_\_\_\_\_  
Lynelle Weldon, secretary

Undergraduate Council  
1 November 2004

Proposal from the School of Business

Replace BBA: ~~Business~~ Economics

### **BBA: International Business**

This major enables students to acquire a knowledge based that develops their capacity to work for an organization that operates in a global setting. Students may select electives in one academic discipline that suits their special area of interest, or take any of the elective courses listed below to meet the degree requirements.

#### **Required courses for major--15**

BSAD450, Multicultural Business Relations  
BSAD467, International Management  
ECON454, International Economics  
FNCE426, International Financial Management  
MKTG465, International Marketing

#### **Elective major courses--12**

##### Economics Electives 0-12

ECON275, History of Economic Thought  
ECON328, Money and Banking  
ECON415, Intro to Econometrics  
ECON427, Economics Development

##### Finance Electives 0-12

FNCE397, Investments  
FNCE410, Corporate Financial Management  
FNCE429, Portfolio Theory  
ACCT330, Cost and Managerial Accounting

##### Management Electives 0-12

BSAD345, Business and Society  
BSAD350, Quality Management  
BSAD384, Human Resource Management  
BSAD410, Entrepreneurship

##### Marketing Electives 0-12

MKTG320, Consumer Behavior  
MKTG368, Advertising and Promotion  
MKTG440, Marketing Management  
MKTG456, Marketing Research

BSAD487, Internship (international focus) 0-3

## CONSIDERATIONS FOR FISCAL TARGETS FOR ACADEMIC PROGRAMS

### Standards Recommended<sup>1</sup>:

*Number of faculty* needed to support programs: Minimum of three faculty FTE<sup>2</sup> for one major or degree track, minimum of 4 for combination of one undergraduate and one graduate program. One additional faculty member beyond the minimum for each additional program; two if no common core exists.

*Types of faculty* to support programs: Minimum of one faculty member with a terminal degree for an undergraduate program and three for a graduate program.

*Sizes of classes*: Have procedure which is implemented for assuring efficient class enrollments (see targets below). Document implementation of methods to reduce dependence on small classes.

*Productivity*: 2.0 ratio of income (discounted) / costs.

### Indicators:

- *Program size* in credits and how allocated
  - a. Caps on major + cognate credits per undergraduate degree: 67 semester credits / 124<sup>3</sup>.
  - b. Professional degrees which cannot exist within cap (benchmark evidence) must require above 124 credits for BA/BS and have full core curriculum.
- c. *Enrollment trends* in majors over 5 years. Must be stable or increasing. If trending downward for 3 years and job market is weak/declining, a program audit, involving external reviewers will be required for continuation.
- d. *Quality indicators*: Accreditation (given priority), niche (uniqueness of program in church), positive assessment findings, substantive annual reports
- e. *Collaboration strategies*. If a cognate-type course is offered in another department or school, must require rather than offering duplicate course.
- f. *Credit generation*: trends over 5 years. Must be stable or increasing.

### Proposed Efficiency Targets:<sup>4</sup>

<u>Type of course</u>	<u>FTE student/teacher ratio</u>
UG: Lecture-oriented course work	17 or more
UG: Lecture plus laboratory	13-16
UG: Lecture plus studio/skill	10-12
UG: Lecture plus clinical intensive	7-9
Professional Master's	12-15

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<sup>1</sup> Many of the standards here were initially proposed in 2001-02 by a Joint Task Force on Program Review: Undergraduate & Graduate Councils.

<sup>2</sup> Represents an increase of 1 faculty from present standard of a minimum of 2 faculty / major or degree program set in 1995-96 by the Undergraduate Council.

<sup>3</sup> Present Undergraduate Council standard, set in 1995-96.

<sup>4</sup> Assumes appropriate balance among types of courses and programs. One recommendation is for about 2/3 or more larger courses and 1/3 or less smaller courses in the department curriculum. Very large courses may affect this balance.

Academic Masters, Professional Other  
Academic Doctorate

6-10  
3-5

**Proposed Enrollment Targets:**

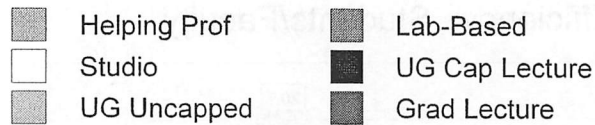
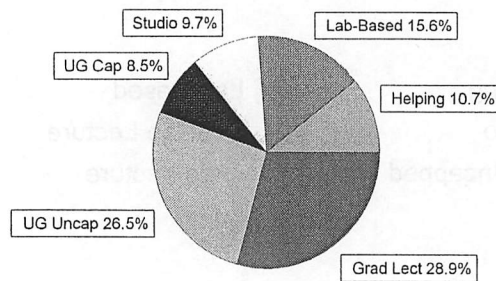
- Calculate by formula considering department faculty and operational costs
- Use a productivity goal of 2.0 income (discounted)/costs
- Exclude Gen. Education credits in calculating undergraduate degree targets
- Exclude swing course credits in calculating graduate degree targets

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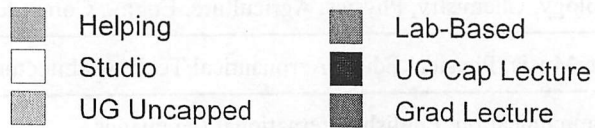
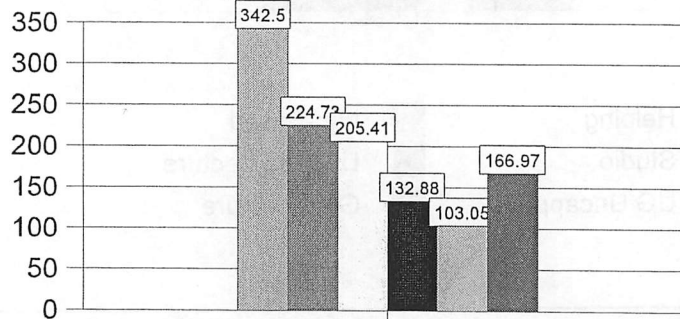
# **KEY ACADEMIC INDICATORS** **PEDAGOGICAL CATEGORIES and FISCAL STATUS**

**FY 2004**

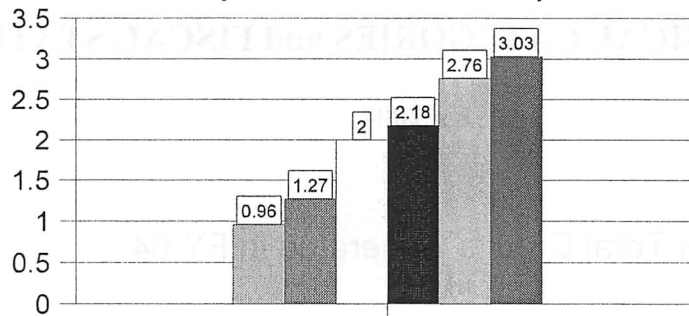
**% Total Credits Generated in FY 04**



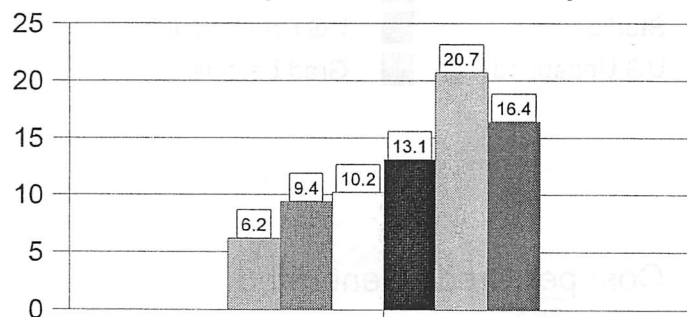
**Cost per Credit Generated**



### Productivity: Direct Income/Expense



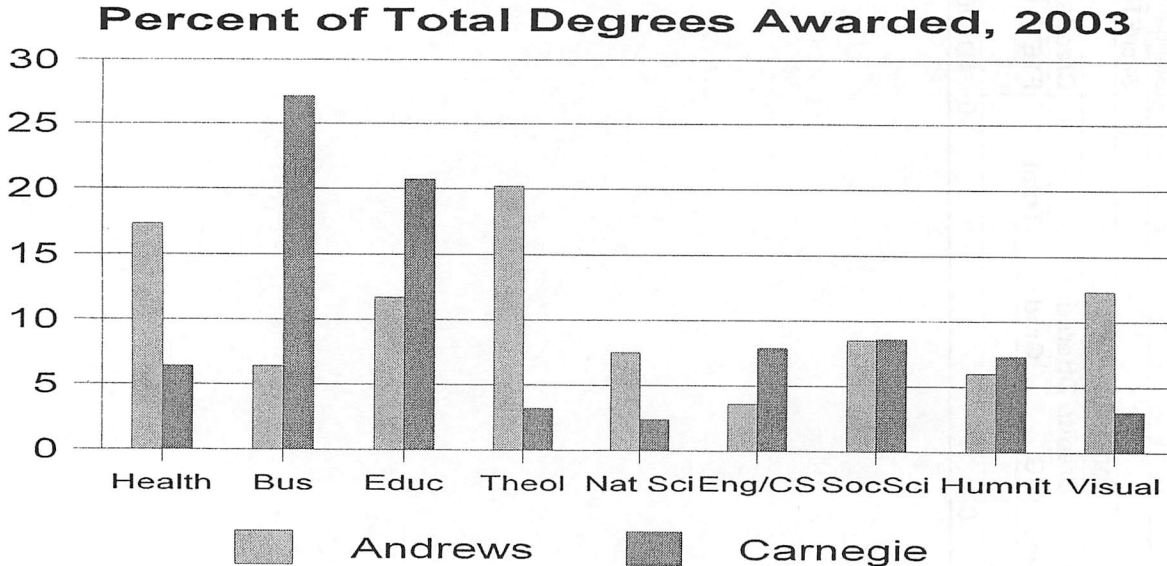
### Efficiency: Students/Faculty



<b>Helping Professions</b>	Clin.Lab, Nursing, Nutrition, Physical Therapy, Speech Path, Social Work
<b>Laboratory-Based</b>	Biology, Chemistry, Physics, Agriculture, Engin., Computer Sci., Applied Tech
<b>Studio Time-Intensive</b>	Art, Music, Physical Educ., Aeronautical Tech, Architecture
<b>UG Capped Lecture</b>	Communication, English, International Languages
<b>UG Uncapped Lecture</b>	Behavioral Sci., History, Math, Religion, School of Business
<b>Graduate Lecture</b>	School of Education, Theological Seminary

## COMPARISONS OF CURRICULAR PORTFOLIOS

### Andrews vs. Private Carnegie Doctoral Research-Intensive Institutions



#### Notes:

1. Total degrees = bachelors, masters, first professional (M.Div.), and doctoral.
2. None of the benchmark institutions provide Architecture which dominates the AU visual arts degrees.
3. Computer Science degrees dominate the Andrews degrees in Engineering and related sciences.

#### Observations:

1. Andrews has a larger proportion of its curricular offerings in the health professions, religion/theology, natural sciences, and visual arts than other private doctoral research-intensive institutions in this data set.
2. Other institutions award proportionately more degrees in business, education, engineering/computer science, and the humanities.

#### Carnegie Doctoral Intensives

(All in Tiers 2, 3, or 4, U.S. News **National Universities**); Similar E & G size.

Biola University  
Clark University  
Clarkson University  
University of Bridgeport  
University of Hartford  
University of La Verne

University of La Verne  
Wilmington College  
Widener University (Main Campus)

Worksheet		<b>CURRICULAR OFFERINGS by CIP Code</b>									
		UG Standard = 2 FTE faculty/degree								Standard =	
										24 cr/FTE faculty	
	<b>FY 05</b>	<b>Data from Fall 03 Opening Report</b>					<b>2005 Bulletin</b>				
<b>School and Dept</b>	<b>FTE</b>	<b>Undergraduate</b>		<b>Graduate</b>		<b>Total</b>	<b>Credits Offered</b>			<b>Credits/</b>	
	<b>Faculty</b>	<b>Degrees</b>	<b>Emphases</b>	<b>Degrees</b>	<b>Emphases</b>	<b>Degrees</b>	<b>UG</b>	<b>Grad</b>	<b>Total</b>	<b>FTE Fac</b>	
Department						0			0	#DIV/0!	