

MINUTES OF  
GRADUATE COLLEGE COMMITTEE ON CURRICULA

September 15, 2023

**Present:** N. Bird, M. Bunker, M. Conrad, S. Coon, A. Johnson, R. Kidwell, M. Kline, R. McNeal, S. Moore, G. Olivares, A. Shafer

**Absent:** R. Boody, C. Christopher, S. Huffman

**Guests:** M. Connerley, W. Hoofnagle, A. Rosburg

The meeting was called to order by Chair Olivares at 2:30 pm in Lang 115

**I. Welcome & Introductions**

Chair Olivares welcomed all present.

Attendees introduced themselves. G. Olivares asked the committee if they wanted the chair to continue to be a default administrator (Associate Dean of Graduate College) or a faculty member. Attendees requested that G. Olivares stay as the GCCC chair. G. Olivares went on to ask the committee if there are any volunteers for co-chair in case G. Olivares cannot attend a meeting. S. Coon has been co-chair in the past. S. Moore said she would be co-chair if S. Coon cannot. G. Olivares said GCCC meetings will now look over substantive proposals only, and asked for committee members help in reviewing proposals for credit hours, pre-requisites, duplication, and consultations.

**II. Curriculum Review Procedures for College of Business Courses**

M. Bunker moved, R. McNeal seconded, to approve the College of Business course proposals.

**Consent Agenda Items – Courses**

- ENTR 6285: Individual Readings (added)

G. Olivares explained that ENTR 6285 is a generic number and that the department is wanting to add it to their curriculum. R. Kidwell said 6285 is a common course number but the department would like it listed in the Catalog.

- CTE 4145: The History of Career and Technical Education: Building a Solid Foundation (added)
- CTE 4155: Supervision of Work-Based Learning Internships (added)

G. Olivares said CTE 4145 & CTE 4155 are new courses with a graduate level. N. Bird said these courses were brought in front of the UCC committee and explained that they are in response to the Iowa legislation. In order to make the MOC endorsement more attractive they made these two courses at one

credit each. N. Bird said this is a response to keep the MOC endorsement available and attractive to students without violating Iowa code. There were no questions or concerns from the committee.

### **Agenda Items – Courses**

- MGMT 6252: Information Systems & Data Visualization (added)

M. Bunker said the MGMT 6252 course has been proposed to help the MBA program with their direction because everything is moving towards AI in Information Systems. There were no questions or concerns from the committee.

- MGMT 6254: Business Intelligence (added)

M. Bunker stated MGMT 6254 looks more at the overview of Business Intelligence, Data Management Techniques, Data Mining and other strategies that could be learned at a graduate course. There were no questions or concerns from the committee.

- MGMT 6266: Innovative Thinking & Creative Problem Solving (added)

M. Bunker said MGMT 6266 was created to foster creativity in the business world. S. Coon asked if these courses were a part of a new certificate or part of the MBA program. A. Rosburg said they're a part of the new certificates that would be mentioned later on in the meeting. S. Moore questioned none of the courses having a syllabus. M. Connerley said they would get the syllabi as soon as possible. G. Olivares asked the College of Business representatives to share the syllabi with her, where she would then send them to the committee to review.

- MKTG 3146: Digital Advertising (edited)
- MKTG 3148: Digital Customer Experience (edited)

M. Bunker said their proposing MKTG 3146 and 3148 to be an undergraduate and graduate course, stating these courses have a syllabus. M. Bunker went on to say, graduate students will have different requirements compared to the undergraduates. M. Connerley indicated the courses are not a part of the MBA program. N. Bird said MKTG 3148 was brought up in the UCC meeting due to the fact that there's no quantitative or qualitative explanation of what will gain graduate credit. N. Bird questioned the meaning of the leadership role that is required of graduate students. N. Bird went on to say a similar situation happened with 3146, but then an updated syllabus was uploaded for 5146 which explained more of what the graduate credit was going to be, but that was never done for 5148. M. Bunker stated that the leadership person is responsible to make sure everyone gets their job done just as a manager would be responsible for their team. The graduate students will be doing the contacting, coordinating, etc. N. Bird stated students will question how they get their points for the course. There were more specifics added to 5146, but not to 5148. N. Bird said that the UCC committee was hoping to have more

detail on the graduate tasks. M. Bunker said he would let the instructor, Matthew Wilson, know about the concerns.

### **Agenda Items – Certificates**

- BUSANALYTICS-CERTGR: Graduate Certificate in Business Analytics (added)
- FUNDMGMT-CERTGR: Graduate Certificate in Fundamentals of Management (added)
- BUSLEADINNOVATE-CERTGR: Graduate Certificate in Business Leadership and Innovation (added)

A. Rosburg said the department is transitioning their MBA program into 3 stackable certificates. The Fundamentals of Management certificate, covers across the spectrum what they would want their MBA students to touch on. A. Rosburg mentioned that these courses already exist, however, the Fundamentals of Management will be a standalone certificate. This certificate would be bundle one, and the three certificates are four courses each. Meaning there are 10 courses total and there's double counting in the next two certificates.

A. Rosburg said the Business Leadership and Innovation certificate is a bundle of four courses, one of which counts in the first bundle, and could be a stand-alone certificate as well. M. Conrad asked if the Business Strategy course was the course that double counts. A. Rosburg confirmed that was true. A. Johnson asked if the Innovative Strategies course had already been run as an experimental course. A. Rosburg said it will be offered in the Spring. M. Connerley said all MBA classes are now offered as half-semester classes.

A. Rosburg said the Certificate in Business Administration involves two new courses and one overlap with the first certificate. The goal is to move where the market is moving, with more data users. S. Coon asked if students need to do the certificates in order. A. Rosburg replied no, which allows students to take one certificate and then come back and take another. They're hoping this could be used as a recruitment tool to get students to come back and finish all the certificates. S. Coon asked if the capstone had been removed from the MBA. A. Rosburg responded saying yes. M. Connerley said the capstone requirements will be embedded in one of the classes.

A. Rosburg indicated the department wanted to make sure they're marketing the certificates well and are gathering interest. A. Rosburg wanted to know about the ability to change the name of the certificates.

R. Kidwell said it would be up to the committee. A. Rosburg said they may be coming back with some title changes. N. Bird said a similar thing happened at the UCC level and mentioned it was an easy fix.

- MBA-CERTGR: Certificate in Business Administration (deleted)

A. Rosburg said the Business Administration certificate was a certificate the department used to have that was targeted towards nursing students and has been replaced by their Fundamentals of Management certificate.

- MBA-MBA: Master of Business Administration Degree

A. Rosburg said the three courses proposed are now included in the MBA.

**Chair Olivares called for a vote on the motion to approve the College of Business programs. The motion passed unanimously. (W. Hoofnagle said the only concern was pending approval of the syllabi for the MGMT 6252, 6254, 6266 courses)**

### **III. Curriculum Review Procedures for Interdisciplinary Program**

M. Bunker moved, R. McNeal seconded, to approve proposals from Interdisciplinary Program.

#### **Agenda Items – Certificate**

- INTERDISSTUDIES-CERTGR: Graduate Certificate in Interdisciplinary Studies (added)

W. Hoofnagle explained this certificate is intended to allow for a flexible and stackable appeal of the MAIS. Its purpose is to meet the needs of the changing demographics of adult learners and to help them with their career goals. S. Coon questioned the certificate only being six credits, stating it's a short certificate. G. Olivares acknowledge its short but mentioned it would open the door for students in need. They're trying to be flexible as possible in order for the creation to emerge. R. Kidwell clarified that the title of the certificate won't change depending on the student's course work, it will always remain the same on the students record. W. Hoofnagle said this is a good pathway to experiential certificates, stating it allows programs flexibility and is a way for them to trial a certificate before putting it through the entire curriculum cycle. A. Johnson asked if programs/students would be working directly with W. Hoofnagle to design a plan of study. W. Hoofnagle responded yes, saying they would come up with a very clear, detailed plan of study. The certificate would also be a good marketing tool to get students to come back to finish a master's degree. S. Coon said she has a problem with a six-hour certificate, stating it's two courses. S. Coon asked that the certificate go up to nine credits. R. Kidwell mentioned that there's also a six-hour undergraduate certificate being proposed at the UCC level, however, it hasn't been approved yet. G. Olivares said the minimum can be changed to nine hours. R. Kidwell mentioned they could change it to a minimum of nine credits now, and then edit the program to be a minimum of six credits later on if micro-credentials become more defined. R. McNeal said the committee could always revisit this certificate later. W. Hoofnagle said she was ok with changing the certificate minimum to nine credits.

**Chair Olivares called for a vote on the motion to approve the Interdisciplinary proposal. The motion passed unanimously.**

**IV. Next Meeting – Friday, September 22, 2:30 pm, Lang 115**

The meeting adjourned at 3:15 p.m.

Respectfully submitted,

Ava Shafer

Office of the Registrar

cc: UCC

GCCC

Guests

Record Analysts