

ACU Dallas Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Advise & Respond

Course Number: Approval of Shared Courses with Cross-Listing: SEE ATTACHED MEMO

B.S. Management/Marketing

Circle the number that corresponds to the requested change.

		Program	Dean	College Academic	Provost	President
	Change to a Course					
1.	Title (description unchanged)	A	A	I	I	I
2.	Description (not affecting content)	A	A	I	I	I
3.	Course term(s)	A	A	I	I	I
4.	Content (substantive change)	A	A	A	A	I
5.	Number of credit hours	A	A	A	A	I
6.	Course number within the hundred	A	A	I	I	I
7.	Course number beyond the hundred	A	A	A	A	I
8.	Prerequisites	A	A	A	A	I
9.	Course fee(s)	A	A	--	A	I
10.	From U to G <i>or</i> G to U	A	A	A	A	I
11.	Cross list with another program or department	A	A	A	A	I
12.	Program/department of record	A	A	A	A	I
13.	Open or close a course	A	A	A	A	I
14.	New course (application required) / Adoption of Existing Course	A	A	A	A	I

		Program	Dean	College Academic	Provost	President	Board of Trustees
	Change to a Degree Plan						
1.	Major/Program — Revision	A	A	A	A	A	--
2.	Major/Program — Adopt or change admission requirements	A	A	A	A	A	--
3.	Major/Program — Add	A	A	A	A	A	--
4.	Major/Program — Offer existing university program on campus	--	A	A	A	A	--
5.	Major/Program — Discontinue (proposed by Program or College)	A	A	A	A	A	I
6.	Major/Program — Discontinue (proposed by Provost)	R	R	A	A	A	I
7.	GPA — Revise major/program or cumulative requirement	A	A	A	A	A	--
8.	Minor — Revise course selection	A	A	I	I	I	--
9.	Minor — Add	A	A	A	A	A	--
10.	Minor — Discontinue (proposed by Program or College)	A	A	A	A	A	--
11.	Minor — Discontinue (proposed by Provost)	R	R	A	A	A	--
12.	Degree — Add	A	A	A	A	A	I
13.	Degree — Discontinue (proposed by Program or College)	A	A	A	A	A	I
14.	Degree — Discontinue (proposed by Provost)	R	R	A	A	A	I

		Program	Dean	College Academic	UGEC	UUAC	Provost	Faculty	President
	Change to Undergraduate University Requirements								
15.	University Requirements — Change in approved course content	A	A	A	A	A	A	--	A
16.	University Requirements — Add or drop a required course from the University Requirements chart	A	A	A	A	A	A	A	A
17.	University Requirements — Add or drop a course from a menu within the University Requirements chart	A	--	--	A	A	A	--	A
18.	University Requirements — Change hours within a menu on the University Requirements chart	A	A	A	A	A	A	A	A
	Change to Catalog Information								
1.	General requirements for graduation including course requirements that are common to all majors for all degrees	--	--	A	--	A	A	A	A
2.	Admission requirements	--	--	A	--	A	A	A	A

Program Director/Department Chair



Sep 27, 2020

Mark Phillips, Program Director

Date

Signature

Date

Dean(s)



Sep 27, 2020

Joe L. Cope, Dean

Date

Signature

Date

College Academic Council

Joseph Halbert, Chair

Date

Chair's signature

Date

University General Education Council

Chair's signature

Date

Undergraduate Academic Council

Chair's signature

Date

Provost

Robert Rhodes, Provost

Date

Faculty

Faculty Senate Chair's signature

Date

President

Phil Schubert

Date

M E M O R A N D U M

To: CGPS Academic Council
From: Mark Phillips, Program Director
Joe L. Cope, Dean
Re: Shared Course Approvals with Cross-Listing
Management/Marketing
Date: September 23, 2020

Courses that were approved by ACU Abilene departments, colleges, and councils are identified for inclusion in ACU Dallas programs. ACU Dallas adopts these previously approved courses, along with their course descriptions and student learning outcomes, as new courses and cross-lists them with the original course.

The courses listed below have been identified for use in ACU Dallas programs and for approval for adoption and cross-listing.

ACCT 210

- Course Title: Financial Accounting
- Credit Hours: 3
- Course Description: Introduction to financial accounting. Emphasis given to corporate financial statements, their preparation, and their use in decision making by persons outside the organization. Incorporates identifying, analyzing, measuring, recording and communication of financial information. Prerequisite: 24 earned hours.
- Course Outcomes
 - Students will be able to:
 - -analyze, record, and report the results of transactions in financial statements;
 - -use financial information to assess the historical performance of business operations;
 - -use financial information for decision-making;
 - -realize the importance of integrity to the financial reporting process and the long-run performance of a business
- New cross-listed subject code and course number: **ACTO 210**

ACCT 211

- Course Title: Managerial Accounting
- Credit Hours: 3

- Course Description: Introduction to managerial accounting. Emphasis is given to the development and analysis of accounting information used by managers in manufacturing and service businesses. Topics include managerial concepts, cost behavior principles, relevance of information, product costing techniques, and planning and control.
Prerequisite: ACTO 210 with a grade of “C” or better.
 - Course Outcomes
 - (1) Learn basic managerial accounting concepts and terms,
 - (2) Explore techniques to address the problem of indirect costs in organizations,
 - (3) Learn how to make break-even and cost-volume-profit calculations,
 - (4) Create and interpret budgets,
 - (5) Recognize relevant costs and revenues in making managerial decisions,
 - (6) Recognize the behavioral implications of managerial accounting, and identify ethical and Christian principles that may affect managerial accounting and decision-making.
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 - New cross-listed subject code and course number: **ACTO 211**
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BLAW 363

- Course Title: Legal Environment of Business
 - Credit Hours: 3
 - Course Description: Study of court system, sources of law, contracts, property, and regulation of business. Prerequisite: 48 earned hours.
 - Course Outcomes
 - BBA 1.1 Students will apply the elements of an ethical decision-making framework from a Christian perspective.
 - BBA 1.2 Students will identify and evaluate personal and corporate values and behaviors in comparison to biblical principles and ethical frameworks.
 - BBA 2.2 Students will understand the legal and economic environment of business.
 - MGMT 2.1 Students will evaluate the broad legal and ethical implications of a specific business law problem addressed in an assigned research project.
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 - New cross-listed subject code and course number: **BLAO 363**
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ECON 260

- Course Title: Principles of Macroeconomics
- Credit Hours: 3
- Course Description: Supply and demand, the framework of the free enterprise system, national income accounting, unemployment and inflation, fiscal policy and public debt,

monetary system and monetary policy, international trade, economic growth, and selected concepts of business ethics. Prerequisite: 24 earned hours. May be used to satisfy University Requirements.

- Course Outcomes
 - CLO 1: Describe the role of scarcity, specialization, opportunity cost, and marginal analysis in the economic decision-making process.
 - CLO 2: Use the supply and demand model to analyze the impact of changing market factors and describe how market forces achieve an efficient allocation of resources.
 - CLO 3: Identify the phases of the business cycle and the importance of the macroeconomic variables used to evaluate the economy's performance.
 - CLO 4: Explain the role of resources, technology, and institutions on economic growth and its impact on human welfare.
 - CLO 5: Use the Aggregate Demand-Aggregate Supply model to illustrate macroeconomic problems and identify potential solutions.
 - CLO 6: Describe the tools the federal government uses to conduct fiscal policy and its impact on both the economy and national debt.
 - CLO 7: Explain the role of the central bank and banking system in the money creation process and use the loanable funds model to explain how interest rates are determined.
 - CLO 8: Describe the tools the Federal Reserve uses to conduct monetary policy and its impact on the economy.
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 - New cross-listed subject code and course number: **ECNO 260**
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FIN 310

- Course Title: Financial Management
 - Credit Hours: 3
 - Course Description: Financial analysis, capital budgeting, working capital management, sources and forms of long-term financial structure, the cost of capital, and dividend policy. Prerequisite: ACTO 210; ECNO 260, ECNO 261, with a grade of "C" or better; MATO 130.
 - Course Outcomes
 - <<none provided>> (Jonathan Stewart)
 - New cross-listed subject code and course number: **FINO 310**
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IS 322

- Course Title: Business Statistics
- Credit Hours: 3

- Course Description: Survey of methods of collection, analysis, presentation, and interpretation of business information. Includes methods of sampling, uses of averages, construction of graphs, index numbers, probability, distributions, hypothesis testing, analysis of variance, chi-square, and correlation and regression analysis. Requires the use of contemporary statistical software in a business context. Prerequisite: MATO 130.
 - Course Outcomes
Learning Outcomes (created and approved by Laura and Don):
Students will...
 - Organize data for effective decision making
 - Describe data using both graphs and numeric measures
 - Understand the role of probability distributions in decision making
 - Conduct and interpret various types of inferential statistical tests
 - Describe and analyze data and present findings in a business context using contemporary analytics software
 - Think and reason from a statistical point of view, while applying a Christian perspective to the ethical use of data
 - New cross-listed subject code and course number: **ISO 322**
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IS 324

- Course Title: Management Information Systems
- Credit Hours: 3
- Course Description: A comprehensive study of organizational needs for information and an introduction to the integrated management information system. Information is studied as an organizational resource. The creation and distribution of managerial and accounting information and the management of that resource are stressed. Operational, tactical and strategic information systems are analyzed. Prerequisite: 48 earned hours.
- Course Outcomes
 - #1. Examine the effective design and use of information systems as framed by Christian principles. [1.1]
 - #2. Examine the global business value of information systems across industries and functions. [2.1, 2.2]
 - #3: Describe key components of the modern enterprise information infrastructure. [2.2]
 - #4: Evaluate, deploy, and use changing technologies to maximize value to all stakeholders. [3.3]
 - #5: Analyze and communicate about contemporary issues in society related to information technology informed by evidence and values. [3.1]
- New cross-listed subject code and course number: **ISO 324**

MGMT 331

- Course Title: Operations Management
- Credit Hours: 3
- Course Description: A study of the production operations function in business, including the creation of both goods and services. Study is centered on design, location, and operation of the production operations management system and its interrelationship with other systems in the organization. Prerequisite: ACTO 210 and MGMO 330, ISO 322, with a grade of “C” or better.
- Course Outcomes
 - #1. Understand product realization: conceptualization, design, plan for manufacture, provide resources, execute manufacturing, deliver to the customer, and provide product support.
 - #2. Know the “language” of operations management terminology.
 - #3. Apply selected software tools to address operations management issues.
 - #4. Evaluate biblical principles applied in business operations, such as integrity, treating people with respect, and cultivating the spirit of individual employees and the organization as a whole.
- New cross-listed subject code and course number: **MGMO 331**

MGMT 332

- Course Title: Human Resource Management
- Credit Hours: 3
- Course Description: Introduce the process of managing and working efficiently with people. Emphasis is given to clarifying and sharpening management values, knowledge, and skills with special focus on decision-making, leadership, ethics, and quality. The following functions of human resource management will be included: planning, recruitment, selection, training and development, compensation and benefits, labor relations, safety and health, internal employee relations, and employment law. Prerequisite: MGMO 330 with a grade of “C” or better.
- Course Outcomes
 - None provided (Phil Vardiman)
- New cross-listed subject code and course number: **MGMO 332**

MGMT 335

- Course Title: Leadership in Organizations
- Credit Hours: 3

- Course Description: The study, comparison, and contrast of leadership traits, leaders, and leadership strategies. Prerequisite: MGMO 330, with a grade of “C” or better.
- Course Outcomes

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1. Define, and demonstrate a basic understanding of what is meant by, organizational leadership.
2. Describe the role of heritable traits (nature) and behavioral development (nurture) on leadership emergence and effectiveness
3. Develop awareness and reflect on personal values, beliefs, and traits that encompass one’s individual leadership style.
4. Identify the behaviors most commonly associated with ethical and servant leadership.
5. Recognize the implications of leader/follower gender, race, and culture in determining effective leadership perceptions and outcomes.
6. Reflect on Christ-like spiritual principles that enhance leadership effectiveness.

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- New cross-listed subject code and course number: **MGMO 335**

MGMT 337

- Course Title: Health, Safety and Security
- Credit Hours: 3
- Course Description: Provides an overview of occupational safety and health, including concepts of hazard avoidance federal legislation, building and facilities, health and environmental control, hazardous material, personal protection, and fire protection. In addition, the course addresses safety and health program organization, administration and management including employee assistance programs and wellness programs. Prerequisite: MGMO 330, with a grade of “C” or better.
- Course Outcomes
 - None provided (Phil Vardiman)
- New cross-listed subject code and course number: **MGMO 337**

MGMT 373

- Course Title: Employee Planning, Recruitment and Selection
- Credit Hours: 3

- Course Description: Theory and application of methods for the planning, recruiting, and selecting of employees. Emphasis on statutory regulation of selection and placement, assessing recruitment objectives and sources, the selection process (including statistical methods), and career planning and development. Prerequisite: MGMO 330, with a grade of “C” or better.
 - Course Outcomes
 - None provided (Phil Vardiman)
 - New cross-listed subject code and course number: **MGMO 373**
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MGMT 447

- Course Title: Compensation and Benefits Management
 - Credit Hours: 3
 - Course Description: Introduction to the management of employee compensation and benefits. Focuses on the roles of reward systems, legal and governmental constraints relating to compensation, job analysis and evaluation systems, structure for wages and salary systems, incentive-based compensation, and administration of compensation and benefits within the organization. Prerequisite: BLAO 363, FINO 310, MGMO 330, all with a grade of “C” or better.
 - Course Outcomes
 - None provided (Phil Vardiman)
 - New cross-listed subject code and course number: **MGMO 447**
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MGMT 452

- Course Title: Logistics and Supply Chain Management
- Credit Hours: 3
- Course Description: Overview of the management of information, material, and processes that allow the extended enterprise to function effectively, emphasizing process integration throughout the organization including global sourcing strategy, requirements planning and inventory control, purchasing, receiving, manufacturing, distribution to customers, and internal accounting. Prerequisite: MGMO 331 with a grade of “C” or higher.
- Course Outcomes
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Students will recognize and interpret the notions, ideas and language of logistics and supply chain management.

Students will learn, demonstrate and apply appropriate methods and software for analysis of supply chain alternatives, including process modeling software, simulation modeling, Excel Solver and ERP systems.
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Students will discuss and critique insights from managers in logistics and SCM jobs about the nature of the job and practical concerns.

Students will be able to organize and discuss/support/argue and resolve Christian ethical and humanitarian issues in SCM, including honest and fair business practices and issues regarding treatment of workers from global supply sources and other areas of corporate social responsibility.

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- New cross-listed subject code and course number: **MGMO 452**
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MKTG 341

- Course Title: Marketing Research
 - Credit Hours: 3
 - Course Description: A study of the role of market research in the business organization. Field exercise involving the collection, analysis, and interpretation of data as applied to the solution of marketing problems. Prerequisite: IS 322; MKTO 320, both with a grade of “C” or better.
 - Course Outcomes
 - None provided (Ryan Jessup)
 - New cross-listed subject code and course number: **MKTO 341**
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MKTG 342

- Course Title: Consumer Behavior
 - Credit Hours: 3
 - Course Description: The buyer as a problem solver; buying decision process: factors influencing behavior, principles, theories, and models. Data developed by behavioral science is employed to discern and explain consumer behavior. Emphasis is placed on integrating this data into current marketing practices. Prerequisite: MKTO 320, MKTO 341, both with a grade of “C” or better.
 - Course Outcomes
 - None provided (Ryan Jessup)
 - New cross-listed subject code and course number: **MKTO 342**
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MKTG 343

- Course Title: Personal Selling
- Credit Hours: 3

- Course Description: Explains the psychology of sales while developing effective negotiation and communication strategies that will be beneficial in selling ideas, concepts, and programs throughout one's career. Handling objections, time management, customer relationship management and networking skills are applied from a client perspective. Prerequisite: 48 earned hours.
 - Course Outcomes
 - Put selling into an overall economic and marketing context
 - Align basic selling skills with the buying process
 - Apply basic selling skills to a job/internship search
 - Understand the increased complexity of major account selling
 - Make a convincing presentation for a cause that is important
 - New cross-listed subject code and course number: **MKTO 343**
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MKTG 432/IS 432 (Cross-Listed)

- Course Title: Data Mining
- Credit Hours: 3
- Course Description: Survey of the emerging technologies used to uncover patterns and associations in large databases for improved decision making in the marketing arena. Prerequisite: Any one of the following with a grade of "C" or better: ISO 322, MATO 377, PSYO 311, or SOCO 416.
- Course Outcomes
 - None provided (Ryan Jessup)
- New cross-listed subject code and course number: **MKTO 432/ISO 432**