

ACU Dallas Approval Chart for Curriculum Changes

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

Course Number:

or Degree Plan(s): B.S. Marketing

This program revision modifies wording to clarify which courses may be taken or transferred in as upper level electives. See the attached document for an explanation of changes to the General and Analytic tracks.

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)	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 For Campus								
1.	General requirements for graduation including course requirements that are common to all majors for all degrees	--	--	A	--	--	A	--	A
2.	Admission requirements	--	--	A	--	--	A	--	A
3.	Policies governing academic probation and suspension	--	--	A	--	--	A	--	A
4.	Requirements for graduating with honors	--	--	A	--	--	A	--	A

Program Director/Department Chair



Mar 11, 2021

Mark Phillips

Date

Dean(s)

Nannette W. Glenn, Ph.D.

Nannette W. Glenn, Ph.D. (Mar 11, 2021 10:09 CST)

Mar 11, 2021

Nannette Glenn

Date

College Academic Council

Joseph Halbert

Date

University General Education Council

Chair's signature

Date

Undergraduate Academic Council

Chair's signature

Date

Provost

Robert Rhodes

Date

Faculty

Faculty Senate Chair's signature

Date

President

Phil Schubert

Date

General Track Requirements:

MKTG 342: Consumer Behavior

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.

Choose 9 Hours of MKTG 300-499 or MGMT 390 (Innovation)

~~Choose 9 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG 100-499 or CS 115 or IT 220~~

ADD: Choose 9 Hours of ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, or MKTO 200-499 or CS 115 or IT 220.

Analytics Track Requirements:

CS 115: Introduction of Programming Using Scripting

An introduction to computer programming using a scripting language such as Python or PHP, with an emphasis on problem solving and logic. Topics include: variables and constants, arithmetic operations, data input and output, Boolean logic, conditional and iterative program control structures, user-defined functions, simple algorithm design, and debugging strategies.

IT 220: Introduction to Databases and Database Management Systems

A survey of the logical and physical organization of data and their importance in computer processing. Introduces data models, relational database design, and associated ideas. Compares modern DBMS software. Examines data as a strategic organizational resource. Students develop the basic SQL scripting skills necessary to create tables, queries, forms, and reports. Provides initial training towards professional database certification.

MKTG 342: Consumer Behavior

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.

MKTG 432: Data Mining

Survey of the emerging technologies used to uncover patterns and associations in large databases for improved decision making in the marketing arena.

Choose 3 Hours MKTG 300-499 or MGMT 390 (Innovation)

~~Choose 3 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG 300-499~~

ADD: Choose 3 Hours of ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, or MKTO 300-499.

~~Choose 3 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG 100-499~~

ADD: Choose 3 Hours of ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, or MKTO 200-499.

ACU Dallas Approval Chart for Curriculum Changes

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

Course Number: _____ **or Degree Plan(s): B.S. Management**

This program revision modifies wording to clarify which courses may be taken or transferred in as upper level electives. See the attached document for an explanation of changes to the Operations, Leadership, and Human Resources Management tracks.

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)	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 For Campus								
1.	General requirements for graduation including course requirements that are common to all majors for all degrees	--	--	A	--	--	A	--	A
2.	Admission requirements	--	--	A	--	--	A	--	A
3.	Policies governing academic probation and suspension	--	--	A	--	--	A	--	A
4.	Requirements for graduating with honors	--	--	A	--	--	A	--	A

Program Director/Department Chair



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Faculty Senate Chair's signature

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President

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REQUESTED CHANGE: reword requirements to clarify which courses can be taken or transferred in.

OPERATIONS TRACK:

~~Choose 9 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG, CS 115, IT 220, PSYC 388~~

ADD: Choose 9 Hours of ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, or MKTO 200-499 or CS 115 or IT 220 OR PSYC 388.

LEADERSHIP TRACK:

~~Choose 9 hours of any MGMT course or PSYCH 388.~~

ADD: Choose 9 hours of any MGMT or MGMO course or PSYCH/PSYO 388.

~~Choose 9 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG~~

ADD: Choose 9 Hours of ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, or MKTO 200-499.

HUMAN RESOURCE MGMT TRACK

~~Choose 9 Hours of ACCT, BLAW, BUSA, ECON, FIN, IS, MGMT, MKTG, or PSYC 278, 305, 388~~

ADD: Choose 9 Hours of ACCT, ACTO, BLAW, BLAO, BUSA, BUSO, ECON, ECNO, FIN, FINO, IS, ISO, MGMT, MGMO, MKTG, or MKTO 200-499, or PSYC 278, 305, or 388.