

The Graduate Council Minutes

February 18, 1999
3:00 p.m., Administration Building, Room 204

The next scheduled meeting of the Graduate Council is Thursday, March 25, at 3:00 p.m. in the Administration Building, Board Room. Agenda items are due by March 4, and the agenda will be distributed by March 11.

Note: Course changes and additions will not take effect until they are listed in the graduate catalog. Items marked with an asterisk (*) must have approval by the Texas Higher Education Coordinating Board before listing in the graduate catalog.

Members present: Baier, Baird (for Shrader), Culp, Evenson (for Hartman), Forney, Gauthier, Guarnaccia, Hildreth (for Keller), Johnson, Kamman (for Burggren), Morrison, Schamber, Schol (for Davis), Tate (chair), Turner, White (for Hays)

Visitors present: Austen, Brays, Eubank, Harris, Hughes, Kozak, Pohl, Reynolds

I. Approval of Minutes from Previous Meeting: The minutes from the November 19, 1998 council meeting were unanimously approved on a motion by Baird and a second by Morrison.

II. Announcements

A. 99 doctoral hour limit

1. A memo was distributed concerning procedures for determining exemption requests submitted to the Coordinating Board.
2. The Admissions and Policy Committee will be reviewing the policies on continuous enrollment and full-time enrollment for supported students.
3. Review of our 99 hour limit policy in light of Coordinating Board's adopted rules

B. Graduate student travel grant awards

1. The graduate school received 80 applications.
2. There were 28 awards of \$150 each and 11 awards of \$100 each to support travel by groups. Amounts were reduced to accommodate the large number of eligible and deserving awardees.
3. Non-awardees were either ineligible or had received an award within the last year.
4. The review committee consisted of Steve Friedson (Music), Jan Holden (Counselor Education), John Neuberger (Math), Rollie Schafer (Vice Provost for Research), and the Graduate Dean.

C. Doctoral and Master's fellowship nomination are due from programs/departments to the Graduate School by February 26; announcement of awards will be made by March 15.

III. Requests for New Courses

The following requests were unanimously approved on a motion by Morrison and a second by Baird.

A. Merchandising & Hospitality Management

1. Add: SMHM 5400 – Research Applications in Merchandising and Hospitality Management (3 hours)

Execute research projects with implications for marketers in textile, apparel, home furnishings or hospitality industries. Emphasis is on conceptualizing problems, analyzing and interpreting data, and writing for industry and/or scholarly dissemination. Prerequisite(s): SMHM 5300; statistics; or consent of instructor.

2. Add: SMHM 5500 – Merchandising Strategies (3 hours)

Merchandising theory, principles and practice applied to the strategic planning, developing, and presenting of textile, apparel, and home furnishings product lines. Interpret how consumer driven markets motivate product sourcing, pricing, assortment, styling, and timing in the global distribution pipeline.

The following request was unanimously approved on a motion by Culp and a second by Baird.

B. Sociology

1. Add: SOCI 5410 – Seminar in the Sociology of Health (3 hours)

Analysis of social factors in health and illness focusing on children and non-aged adults; organization of health care and the health professions for children and non-aged adults.

IV. Request for New Program

None

V. Request for Change in Program/Major/Degree/Option Requirements

The following requests (V.A. and V.B.) were unanimously approved on a motion by Culp and a second by White.

***A.** The College of Arts and Sciences requests that the title for the Master of Arts with a major in English and a concentration in ESL be changed to the Master of Arts with a major in Linguistics and a concentration in ESL. Students seeking this degree are required to take their course work from among courses in linguistics or ESL; they take no courses in English literature or writing. In addition, job advertisements for those in ESL primarily call for the “MA in ESL,” but generally note that the “MA in Linguistics” will also suffice. By changing the title of the degree to one that more clearly reflects its content, students will be helped in the job market.

***B.** The College of Business Administration requests that the title for the Master of Business Administration with a major in Production & Operations Management be changed to the MBA with a major in Operation Management Science. The purpose of the proposed change is to combine elements of two professional field for maximum benefit to students. The professional fields of operations management and management science have many areas of overlap. By combining these two areas into one professional field, it will be possible to devise a program of study that includes the topical coverage required by employers and also optimize utilization of faculty resources.

VI. Consent Calendar

The consent calendar was unanimously approved on a motion by Baird and a second by Reynolds.

A. Request for Change in Existing Courses

1. Accounting

a. Change: ACCT 5160 – Advanced Accounting Theory (change course title)

ACCT 5160 – Issues in Financial Accounting and Standard Setting. 3 hours. Advanced accounting concepts and standards with emphasis on income determination including legal, economic and accounting views of the income concept. Development of criteria for evaluating and applying theoretical concepts, particularly as they apply to current controversial questions in accounting. Prerequisite(s): ACCT 5020 (2020, 2030), 4100, 5110 and 5120 (3110, 3120, 3270); ECON 5000 (1100, 1110); MATH 1190; BCIS 5090 (2610, 3610).

- b. Change: ACCT 5470 – Auditing – Advanced Theory (change prerequisites)

ACCT 5470 – Auditing – Advanced Theory. 3 hours. A conceptual approach to the auditing process, stressing the interrelations of objectives, standards, techniques and procedures. Current topics, including significant legal cases are included. Prerequisite(s): ACCT 5020 (2020, 2030), 4100, 4400, 5110 and 5120 (3110, 3120, 3270) and 5410; ECON 5000 (1100, 1110); MATH 1190; BCIS 5090 (2610, 3610); BLAW 5050 (3430); MSCI 5010 (3700, 3710); ACCT 5800 is recommended.

2. Business Computer Information Systems

- a. Change: MSCI 5180 – Introduction to Decision Making (change course description)

MSCI 5180 – Introduction to Decision Making. 3 hours. Emphasis on model assumptions, applying appropriate statistical models, and interpreting results. Topics include simple regression, multiple regression (e.g., qualitative variable coding, model building) and experimental design (e.g., completely randomized design, randomized block design, multi-factor designs). Prerequisite(s): MSCI 5010 or equivalent.

- b. Change: MSCI 5210 – Model-based Decision Making (change course description)

MSCI 5210 – Model-based Decision Making. 3 hours. Explains how model-based decision support systems aid managerial decision processes. Attention will be paid to the “how and “why” such a model is used in a support system environment. Course topics include the use of mathematical, statistical, and business models that are embedded in decision support systems for dealing with both structured and semi-structured decision problems. The course will help students identify opportunities and problems for which the use of modeling will enhance a decision maker’s chance of success. Different type of models and decision structuring techniques will be compared and contrasted, and appropriate techniques will be illustrated to analyze real-life situations. Prerequisite(s): MSCI 5010 or equivalent.

- c. Change: MSCI 5320 – Quality Control (change course description)

MSCI 5320 – Quality Control. 3 hours. Broad coverage of managerial and statistical aspects of quality control, including quality assurance and quality management. Topic coverage includes problem solving tools, process capability assessment, control charts for variables, control charts for attributes, and advanced control chart methods. Prerequisite(s): MSCI 5010 or consent of department.

3. Applied Gerontology

- a. Change: AGER 5400 – Health Delivery Systems (change credit hours from 1-3 hours to 3 hours; and add “same as” statement)

AGER 5400 – Health Delivery Systems. 3 hours. A cross-cultural overview of health delivery systems followed by an extensive consideration of all aspects of the health delivery

system in the United States; government and private sector involvement in delivery of health services to the aged is emphasized. (Same as SOCI 5400.)

4. Sociology

- a. Change: SOCI 5400 – Seminar on the Sociology of Health (change course title and description)

SOCI 5400 – Health Delivery Systems. 3 hours. A cross-cultural overview of health delivery systems followed by an extensive consideration of all aspects of the health delivery system in the United States; government and private sector involvement in delivery of health services to the aged is emphasized. (Same as AGER 5400.)

5. English

- a. Change: ENGL 5140 – Practicum: Poetry (change course title)

ENGL 5140 – Form and Theory: Poetry. 3 hours. Rhetorical criticism of poetry to show how poems achieve identification with the audience; emphasis on student mastery of critical analysis.

- b. Change: ENGL 5145 – Practicum: Prose (change course title)

ENGL 5145 – Form and Theory: Fiction. 3 hours. Rhetorical criticism of prose fiction to show how short stories and novels achieve effect.

- c. Change: LING 5590 – Linguistics and Literature (add “May be repeated for credit as topics vary.” Statement)

LING 5590 – Linguistics and Literature. 3 hours. A study of theories and methods of interpretation in terms of contemporary linguistics. The course provides practical training in the application of linguistic methods to literary analysis. May be repeated for credit as topics vary.

6. Merchandising and Hospitality Management

- a. Change: SMHM 5240 – Assessment of Retailing Practices in Merchandising (change course title and description)

SMHM 5240 – Merchandising Practices. 3 hours. Case analysis of merchandising principles practiced by representative consumer-driven international and domestic textile, apparel, and home furnishings companies. Interpret global trends and issues influencing the vertical and horizontal integration of merchandising practices in the distribution pipeline.

- b. Change: SMHM 5300 – Research Methods in Merchandising and Hospitality Management (change course description)

Critical evaluation of research methods in merchandising and hospitality management fields. Develop research framework and formulate research design questions. Enhance research skills through writing a thesis proposal or research proposal.

- c. Change: SMHM 5440 – Social Psychology of Dress (change course title and description)

SMHM 5440 – Consumer Theory for Merchandising. 3 hours. Classic and contemporary consumer theories analyzed in situation contexts. Emphasis on formulating integrated conceptual consumer behavior models for strategic merchandising practices in domestic and international consumer-driven textile, apparel, and home furnishing markets.

- d. Change: SMHM 5550 – Sales and Promotion in Merchandising and Hospitality Management (change course title and description)

SMHM 5550 – Promotional Strategies. 3 hours. Analyze internal, external, and situational factors that influence promotion strategies including advertising, public relations, promotions, and salesmanship. Formulate and judge promotion strategies that generate added economic value to textile, apparel, home furnishings or hospitality products or companies.

- e. Change: SMHM 5650 – Clothing and Textile Industries in a Global Market (change course title and description)

SMHM 5650 – Global Merchandising. 3 hours. Critical analysis of merchandising principles and practices in a global context with emphasis on economic, political, environmental, cultural, and social issues; geographic distribution; trade theory; trade data; and technological developments. Contrast the global dominance of textile, apparel and home furnishings industries on world trade and on consumer-driven markets by country and geo-political regions.

- f. Change: SMHM 5750 – Technological Advances in the Apparel Industry (change course title and description)

SMHM 5750 – Merchandising Technology. 3 hours. Analysis and application of technology and information systems related to textile, apparel, home furnishings and other fashion-oriented products. Emphasis on product development, manufacturing/production, distribution, merchandising, and sales.

B. Request for Course Deletion

None

VII. Old Business

- A.** Dr. Turner announced that the Coordinating Board has approved the deregulation of approval for courses and programs delivered electronically by the World Wide Web, two-way video or other electronic means. Such courses no longer have to be approved by the Coordinating Board before they can be offered electronically. However, the deregulation does not apply to doctoral programs. Electronic delivery of these programs must still be approved by the Board.
- B.** Dr. Tate stated that the Coordinating Board has also approved the delegation of the approval for requests for new bachelors and master's programs to the Board of Regents. The requests for new programs would have to meet certain criteria. Doctoral programs will still require Coordinating Board approval.

VIII. New Business

- A.** Recommendation from the Graduate Faculty Review Committee for Category III Graduate Faculty appointment for Arminta Jacobson and a Category II Graduate Faculty appointment for Douglas Norton was unanimously approved on a motion by Morrison and a second by Baird.

