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Faculty Senate Chronicle January 5, 1976

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the university of akron
Chronicle

a report to the faculty of
the university of akron



File

1975-76, No. 3-A (one-page special issue)

January 5, 1976

IN MEMORIAM

Nola M. Guzzetta

1919 - 1976

In loving memory, on behalf of the entire University Family—

W. Howard Fort

W. Howard Fort
Chairman
University Board of Trustees

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JAN 5 1976

**VICE PRESIDENT
AND PROVOST**



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AND PROVED
FOR PRESIDENT

the university of akron
Chronicle

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the university of akron



1975-76, No. 4 (14 pages)

January 5, 1976

GREETINGS FROM THE PRESIDENT

We greet the New Year and the new quarter with a sense of satisfaction in the achievements of the first third of the 1975-76 academic year, and optimism for the continuing progress toward the articulated goals of The University of Akron.

Increased enrollment, additional accreditations, dedication of Whitby Hall, and ground breaking for the Basic Medical Sciences Campus of the Northeastern Ohio Universities College of Medicine are some of the milestones reached in the fall 1975 quarter.

Paying tribute to the University's heritage will be the dedication of Olin Hall on January 14, 1976, honoring two men who contributed greatly to the institution's advancement, and providing modern facilities for intellectual preparation for today's and tomorrow's world. Also, this winter the Departments of Music and of Speech and Theatre Arts will move into their beautiful new building, completing the Performing Arts Complex, and exemplifying the growth of these disciplines in meeting the demand for superior teaching and public participation.

As the calendar New Year begins, we rededicate ourselves to our avowed goals and mission for 1975-76: Maintaining efforts to improve the teaching/learning process and in giving emphasis to the commitment to curricular review; to increased research activities; and to extended public service. I solicit your continuing support as we work together for the enhancement of our University in its widening sphere of influence. And, I trust that the balance of the 1975-76 academic year will prove to be as fruitful and satisfying as the first quarter has been.

Regards and best wishes.

A handwritten signature in dark ink, likely of the President, written over a horizontal line.

UNIVERSITY DATES

- January 14 Annual Founders Day and Dedication of Olin Hall. Classes will meet at 8, 9 and 10 a.m. and beginning again at 4 p.m. Ribbon-cutting at Olin Hall at 10 a.m.; Convocation at Edwin J. Thomas Performing Arts Hall at 11 a.m., with address by Dr. Charles Frankel, of Columbia University. Annual Educational Conference in John S. Knight Auditorium at 2 p.m., with faculty panel discussing "The Role of the Liberal Arts in Contemporary Society". Faculty and staff luncheon in Hilltop Room of Student Center, 11:30 a.m.- 1 p.m.
- January 15 Regular meeting of University Council, Leigh Hall 307, 3 p.m.
- January 22 Faculty Workshop, "Funding University and Faculty Projects through Private Resources", sponsored by E, R and D Center, 1-3 p.m. Details will be circulated to all faculty.
- January 28 President's Open Faculty Forum, Kolbe Theatre, 3:30 p.m.

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MINUTES OF MEETING OF UNIVERSITY COUNCIL, December 11, 1975

The regular meeting of the University Council was called to order by the Chairman, Vice President Noel Leathers, at 3 p.m. on Thursday, December 11, 1975, in Leigh Hall 307.

Forty-three of the 65 members of the Council were present. Those who were absent with notice were Mrs. P. Bomar, Mr. C. Rosso, Dr. M. d'Amico, Mr. Pat Dougherty, Dr. J. W. Dunlap, Mr. J. Edminister, Dr. C.E. Griffin, Dr. D.J. Guzzetta, Mr. K. Gwyn, Dr. W. Hendon, Dr. C. Poston and Dr. W. Rogers. Others absent were Mrs. V. Allanson, Dr. C. Barresi, Dr. J. Gwinn, Dr. J. Lenczyk, Dr. M. Moore, Mr. J. Nolte, Mr. M. Pernice, Mr. C. Salem, Dr. R. Scavuzzo, and Dr. J. Sullivan.

The Chairman asked for consideration of the minutes of the November 20, 1975 meeting of University Council as printed in The University of Akron Chronicle of December 3, 1975, noting that there had been one error reported: on page 13, the title of the 640:674 course should have been listed as Financial Management and Policy instead of Financial Management and Control. With this correction, the minutes were approved on motion as printed.

Dr. Leathers told the Council that the President had wished to be excused as Mrs. Guzzetta's condition had taken a turn for the worse and he had gone to the hospital. However, Dr. Guzzetta had wished to continue with the Holiday Open House, planned for tomorrow, December 12, from 3 to 5 in the Student Center. Dr. Leathers knew that the faculty and staff would understand if there had to be any change.

Dr. Bill Frye, chairman of the 1975 campus United Way-Red Cross campaign, reported that the University had exceeded its \$39,100 goal on time, with \$40,123, for a 10 percent increase over the preceding year. He expressed appreciation to his co-chairmen, Dr. Joseph Latona, Mr. Ralph Larson and Mrs. Lois Rakich and all participants. [The complete report is included in the Appendix to these minutes.] Dr. Leathers congratulated Dr. Frye and his associates and the campus on the successful results.

Proceeding to the reports of the Standing Committees, Dr. Leathers reported for the Procedural Committee on behalf of Dr. Schultz who arrived later. He said that two items had been received for consideration by the Committee. One concerned conduct of graduates at Commencements and had been referred to the Academic Policies Committee; the other was referred to the Student Affairs Committee. Following study by the respective committees, these items will be reported back to Council.

In the absence of Dr. Poston, Dr. Watt presented the report from the Academic Policies Committee, referring to the summary previously circulated to Council on December 3. Inasmuch as several items required specific action, Dr. Watt moved that Council approve AS-75-12 from Buchtel College concerning the addition of requirements for earning a second baccalaureate degree in that College. The motion was seconded and carried.

[All curricular changes are included in the Appendix to these minutes.]

Dr. Watt moved the approval of AS-76-3, the addition of a Geophysics Option for the B.S. degree in Buchtel College of Arts and Sciences. The motion was seconded and carried.

Dr. Watt moved that Council approve ED-76-1, pertaining to courses in the College of Education. The motion was seconded and carried.

Dr. Watt moved the approval of BA-75-4, a change in the M.S. in Accounting, noting that it had previously been approved by the Graduate Council. The motion was seconded and carried.

MINUTES OF MEETING OF UNIVERSITY COUNCIL, 12/11/75, continued

Dr. Watt moved the approval of FA-75-6 pertaining to degree options in Music. The motion was seconded and carried.

Dr. Watt moved the approval of CT-76-1 pertaining to course changes in the Division of Business and Office Technology. The motion was seconded and carried.

Dr. Watt moved that GS-76-1 pertaining to course changes be approved. The motion was seconded and carried. Mr. Pugliese observed that the additions had been approved by Associated Student Government.

Dr. Watt then moved that this recommendation of the Academic Policies Committee be approved: Effective for the 1975-76 academic year, April 1, 1976 will be the deadline for curricular changes to be reported out of the Colleges. The motion was seconded and carried.

Dr. Watt moved further that effective with the 1976-77 academic year and thereafter, February 1 will be the deadline date (for circulation, not for Council approval), for curricular changes to be reported out of the Colleges. The motion was seconded.

Dr. Sterling asked if this same deadline applied to those curricular changes which did not require Council action, and Dr. Watt said that it did.

The motion to approve the 1976-77 deadline of February 1 for course changes to be circulated was put to a vote and carried.

Dr. Gerlach inquired about the graduation item referred by the Procedural Committee to the Academic Policies Committee and when would it be reported back to Council, as it was too late now to apply to the December 1975 Commencement. Dr. Leathers expected that it would be considered when the Academic Policies Committee meets in January 1976.

Speaking for the Athletics Committee, Dr. Barker reported that the group had met and had considered team eligibility matters. Consideration of implications of Title IX would be on the agenda of a later meeting.

Mrs. Clinefelter, chairman of the Faculty Rights and Responsibilities Committee, informed Council that when the committee had met on November 21, it had accepted Grievance File No. 1-1975-76 for investigation. A matter involving joint appointment agreements had been dealt with by the committee. Mrs. Clinefelter continued that the committee had asked her to emphasize to Council, in order to avoid difficulties in the future, the importance of living up to the spirit and letter of such agreements. University policy requires written agreements between joint appointees and their respective department heads specifying the level and amount of participation by the faculty members involved in each of the departments in which the faculty member holds academic rank.

Mr. Jamison announced that the Library and Learning Resources Committee had received the referral from Dr. Gerlach and a new request from Dr. Corbett for another study and had referred both of these to the Policy Subcommittee for consideration.

On behalf of Dr. d'Arco, who was out of town, Dr. Leathers stated that the chairman of the Reference Committee would report at the next meeting of Council his completed findings on the study requested at the November meeting concerning Council's authority to approve pending graduations.

In Dr. Griffin's absence, Vice President Leathers reported that the Research Committee (Faculty Projects) had approved \$8,945 in nine grants as the first awards, given for December 1975, in the 1975-76 academic year. There will be two later distributions during the year. [This current report will be included in the Appendix to the minutes of this meeting.]

There were no other reports and the meeting was adjourned at 3:30 p.m.

APPENDIX TO MINUTES OF MEETING OF UNIVERSITY COUNCIL, 12/11/75

FINAL REPORT OF UNIVERSITY'S UNITED WAY-RED CROSS CAMPAIGN, 1975

The 1975 effort has been a complete success; we met our goal on time, and have since exceeded our original goal of \$39,100. Our total 1975 contributions reflect a 10 percent increase over 1974.

1975 Goal Establishment:

Total Contributions 1973	\$37,700.00
Total Contributions 1974	36,190.00
Total Contributions 1975	40,122.98 (103 percent of goal)

The total United Way Community goal was increased approximately 17 percent for 1975. As the University did not make its goal of \$42,500 for 1974, the 1975 University goal of \$39,100 represented an increase of approximately 8 percent of the \$36,190 raised during 1974.

Participation Summary (Full-time Faculty/Staff):

Based upon total University contribution of \$40,122.98.

	<u>Total Number</u>	<u>Participation</u>	<u>% Participation</u>
Faculty			
Collegiate	639	425	67
General	132	80	60
Staff	<u>783</u>	<u>241</u>	31
Total	1,554	746	48

Full-time Faculty/Staff per capita contribution	\$25.60
Average contribution of participants	\$53.71

College/Unit Participation:

	<u>% Participation</u>
Community and Technical	80
Education	78
Business Administration	72
Engineering	63
Arts and Sciences	56
Fine and Applied Arts	56
Nursing	56
Law	48

Kudos:

A particular note of thanks is due to the Cochairmen who worked to make the 1975 effort a success:

Dr. Joseph Latona, Business Administration
Mrs. Lois Rakich, Records
Mr. Ralph Larson, Purchasing

The greatest commendation must go to the University members who supported the United Way effort and helped to keep the University prominent in this vital area of community support.

Bill J. Frye, 1975 Chairman
Associate Professor of Education

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75

PROJECTS APPROVED BY THE FACULTY RESEARCH COMMITTEE 1975-76

(December 1975)

Dr. Harry T. Chu	\$1,185
"Extreme quantum effects on the electronic conduction in thin film semimetals"	
Dr. James Egan	600
"Pamphlet literature of the English renaissance: a rhetorical analysis"	
Dr. H. Roger Grant	500
"The standardized railroad station of the upper Great Plains, 1880-1925"	
Dr. Walter D. Lehrman	170
"Form against content: the conflict of motives in Jonson's masques"	
Drs. Richard Mostardi, Richard Nokes, and F. Scott Orcutt	1,500
"Suppression of atherosclerosis in white Carneau pigeons using drag reducing polymers"	
Dr. Malcolm Railey	1,250
"Graphics display project"	
Dr. Louis Roemer	1,875
"Cepstrum processing"	
Dr. Raymond Sanders	500
"Modification of intellectual performance in the elderly"	
Dr. Donald Thorn	1,365
"Color-texture display"	
<hr/>	
TOTAL	\$8,945

Any comments concerning the contents of The University of Akron Chronicle may be directed to the Office of the President or to the Executive Director of University Relations and Development.

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75

CURRICULUM CHANGES

SENIOR SEMINAR REQUIREMENT SUBSTITUTION

The University Council in May 1975 voted to cancel the requirement of Senior Seminar course 110:401 for students completing their baccalaureate degree after June 1975. The course was offered for the last time during Summer Session II, 1975. The two credit hours became free electives at the junior and senior level. The following interpretation of this policy will apply to students now in the degree-granting colleges:

"A student will have met this requirement when he has completed any course at the three or four hundred level which is not a specific part of his/her University, college or departmental degree requirements. This applies to courses which the student has already completed as well as courses in which he might enroll in subsequent quarters.

"For students who will transfer into degree-granting colleges from this point on, the requirement of an elective course at the three or four hundred level outside of his degree requirements should be made a part of the written agreement which is completed at the student's transfer."

CORRECTION OF COURSE NUMBER

On page 10 of The University of Akron Chronicle of October 8, 1975, in the Department of Geology, the correct number of the course, "Exploration Geophysics", should be 337:446/546.

NEW CURRICULUM CHANGES

The following curriculum changes, in accordance with the Curricula Change Process adopted by University Council on December 12, 1974, have had final approval by the Vice President and Provost, or through specific vote by University Council, all effective September 1976 (unless otherwise noted):

BUCHTEL COLLEGE OF ARTS AND SCIENCES

Add
[AS-75-12]

Requirements for earning a second Baccalaureate Degree in the Buchtel College

Any student, whether a graduate of the Buchtel College of Arts and Sciences, or a transfer student from another university, or a transfer student from another college of The University of Akron, may earn a second baccalaureate degree in one of the Arts and Sciences majors by satisfying the following requirements:

1. Meet departmental requirements for a major, with a minimum of 20 credits toward this second major earned at The University of Akron.
2. Complete a minimum of 48 credits of instruction at The University of Akron, beyond the requirements for the first degree. At least 24 of the additional credits must be earned at the 300/400 level (or equivalent). The combined requirement for the two degrees will include a minimum of 94 credits in junior and senior level courses in addition to the 300/400 level credits necessary to meet the general studies requirement. With special permission of the advisor and head of the department or division, a limited number of sophomore level credits in relevant fields may be used in lieu of that number of upper level credits needed to fulfill the 94 credit requirement.
3. Complete the second year of foreign language if this requirement exists for students majoring in this discipline.

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

BUCHTEL COLLEGE OF ARTS AND SCIENCES, continued

Department of Geology

Add Requirements for a B.S. degree with an option in Geophysics
[AS-76-3]

1. The General Studies and a second year of a foreign language.
2. At least 45 credits in Geology including:

		<u>Credits</u>
337:101	<u>Introductory Physical Geology</u>	5
337:102	<u>Introductory Historical Geology</u>	5
337:215	<u>Structural Geology</u>	5
337:441	<u>Fundamentals of Geophysics</u>	4
337:446	<u>Exploration Geophysics</u>	4
337:413	<u>Geology Field Camp</u>	9
	<u>Geology Electives</u>	<u>13</u>
		45

Recommended Geology Electives:

337:211, 216, 217, 404, 415, 434, 435, 470.

3. Non-Geology courses required (Physics credits to total a minimum of 25 including those available as science electives):

315:132, 133	<u>Principles of Chemistry</u>	8
345:321-235	<u>Analytic Geometry-Calculus I-V</u>	20
345:236	<u>Differential Equations</u>	4
365:291-293	<u>Elementary Classical Physics I-III</u>	12
365:431, 432	<u>Mechanics I, II</u>	6
365:441	<u>Electricity and Magnetism I</u>	3
	<u>Science Electives</u>	<u>7</u>

Recommended Science Electives:

365:301, 410, 411-413, 433, 442, 443, 491-493
445:206

COLLEGE OF EDUCATION

Change The following courses to be offered on a credit/noncredit basis:
[ED-76-1]

520:402	<u>Student Teaching.</u> 6-9-12 credits.
530:402	<u>Student Teaching.</u> 6-9-12 credits.
555:402	<u>Student Teaching.</u> 6-9-12 credits.
561:402	<u>Student Teaching.</u> 6-9-12 credits.

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

COLLEGE OF BUSINESS ADMINISTRATION

Change [BA-75-4] Requirements for the M. S. degree in Accounting to be revised as follows,
effective Summer 1976:

<u>Core Courses:</u>		<u>Credits</u>
325:600	<u>Foundation of Economic Analysis</u>	4
620:601	<u>Financial Accounting</u>	5
640:602	<u>Managerial Finance</u>	5
650:601	<u>Quantitative Decision Making</u>	5
650:600	<u>Management Concepts, Practice, & Theory</u>	4
660:600	<u>Managerial Marketing</u>	4
620:290	<u>Cost Accounting</u>	4
620:317	<u>Intermediate Accounting I</u>	5
620:318	<u>Intermediate Accounting II</u>	5
640:321	<u>Business Law I</u>	5
640:322	<u>Business Law II</u>	4
<u>All Required:</u>		
620:610	<u>Accounting Management & Control</u>	5
620:637	<u>Advanced Accounting Theory</u>	5
620:655	<u>Information Systems</u>	5
640:650	<u>Administering Costs & Prices</u>	5
640:674	<u>Financial Management & Policy</u>	5
		<u>25</u>

Select one of the following options:

a.	620:698	<u>Seminar in Accounting</u>	5
	Approved electives		<u>15</u>
			45
b.	Approved electives		<u>25</u>
	Minimum credits required		50

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

COLLEGE OF FINE AND APPLIED ARTS

Department of Music

Change The Master of Music degree to be earned through the following options:
[FA-75-6]

I. <u>Music Education Option—Course of Study</u>	18
A. Major Core Courses	
750:605 <u>Seminar: Music in the Middle Ages & Renaissance</u>	3
750:606 <u>Seminar: Music in the 17th and 18th Centuries</u>	3
750:607 <u>Seminar: Music in the 19th and 20th Centuries</u>	3
750:555 <u>Advanced Conducting</u>	3
752:5-- <u>Applied Music</u>	6
751:--- <u>Ensemble (three quarters)</u>	0
B. Major Required Courses	19
750:614 <u>Measurement and Evaluation in Music</u>	3
750:611 <u>Foundations and Principles of Music Education</u>	4
750:612 <u>Practices and Trends in Music Education</u>	4
590:603 <u>Techniques of Research</u>	5
750:648 <u>Master's Thesis</u>	3
C. Music Electives	6-7*
750:551 <u>Introduction to Musicology</u>	3
750:560/561/562/563/564 <u>Repertoire and Pedagogy</u>	4
750:601 <u>Choral Literature</u>	3
750:604 <u>Development of Opera</u>	3
750:608 <u>Seminar: Music of the Western Hemisphere</u>	3
750:609 <u>Techniques of 20th Century Composition</u>	3
750:613 <u>Music in the Urban Community</u>	4
750:640 <u>Advanced Problems in Music</u>	2-7
752:642 <u>Applied Composition</u>	6
D. Cognate Electives	6-7*
Note: Cognate electives should be satisfied generally with courses selected outside the field of music, and may be in Education (510-590), Sociology (385), or other areas for which the student has adequate prerequisite training or interest.	
Total:	49

*Elective hours are determined by the student and his advisors.

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

COLLEGE OF FINE AND APPLIED ARTS, continued

Department of Music, continued

II. Performance Option—Course of Study

A. Major Core Courses	24
750:605 <u>Seminar: Music in the Middle Ages & Renaissance</u>	3
750:606 <u>Seminar: Music in the 17th and 18th Centuries</u>	3
750:607 <u>Seminar: Music in the 19th and 20th Centuries</u>	3
750:555 <u>Advanced Conducting</u>	3
752:5-- <u>Applied Music</u>	12
751:--- <u>Ensemble (three quarters)</u>	0
B. Major Required Courses	11
750:560/561/562/563/564 <u>Repertoire and Pedagogy</u>	4
750:609 <u>Techniques of 20th Century Composition</u>	4
750:649 <u>Master's Recital</u>	3
C. Music Electives	6-7*
750:551 <u>Introduction to Musicology</u>	3
750:601 <u>Choral Literature</u>	3
750:604 <u>Development of Opera</u>	3
750:608 <u>Seminar in Music of the Western Hemisphere</u>	3
750:614 <u>Measurement and Evaluation in Music</u>	3
750:611 <u>Foundations and Principles of Music Education</u>	4
750:612 <u>Practices and Trends in Music Education</u>	4
590:603 <u>Techniques of Research</u>	5
750:640 <u>Advanced Problems in Music</u>	2-7
752:642 <u>Applied Composition</u>	2-7
D. Cognate Electives	6-7*
Cognate electives are selected by the student in consultation with his or her advisor. Students are encouraged to elect non-music graduate course offerings which have relevance or special interest to the candidate.	
Up to seven hours of applied music study may be applied to the elective requirement.	
Total	49

*Elective hours are determined by the student and his advisor.

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

COLLEGE OF FINE AND APPLIED ARTS, continued

Department of Music, continued

III. Composition Option—Course of Study

A. Major Core Courses	24
750:605 <u>Seminar: Music in the Middle Ages & Renaissance</u>	3
750:606 <u>Seminar: Music in the 17th and 18th Centuries</u>	3
750:607 <u>Seminar: Music in the 19th and 20th Centuries</u>	3
750:555 <u>Advanced Conducting</u>	3
752:642 <u>Applied Composition</u>	12
651:--- <u>Ensemble</u> (three quarters)	0
B. Major Required Courses	11
750:601 <u>Choral Literature</u>	3
750:609 <u>Techniques of 20th Century Composition</u>	4
750:648 <u>Master's Thesis</u>	3
750:647 <u>Master's Chamber Recital</u>	1
C. Music Electives	6-7*
750:551 <u>Introduction to Musicology</u>	3
750:604 <u>Development of Opera</u>	3
750:608 <u>Seminar: Music of the Western Hemisphere</u>	3
750:560/561/562/563/564 <u>Repertoire and Pedagogy</u>	4
750:613 <u>Music in the Urban Community</u>	4
750:614 <u>Measurement and Evaluation in Music</u>	3
750:611 <u>Foundations and Principles of Music Education</u>	4
750:612 <u>Practices and Trends in Music Education</u>	4
590:603 <u>Techniques of Research</u>	5
750:640 <u>Advanced Problems in Music</u>	2-7
752:5-- <u>Applied Music</u>	2-7
D. Cognate Electives	6-7*
Cognate electives are selected by the student in consultation with his or her advisor. Students are encouraged to elect non-music graduate course offerings which have relevance or special interest to the candidate.	
Up to seven hours of applied study may be applied to the elective requirements.	
Total	49

*Elective hours are determined by the student and his advisor.

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

COLLEGE OF FINE AND APPLIED ARTS, continued

Department of Music, continued

IV. Music History and Literature Option—Course of Study

A. Major Core Courses	24
750:605 <u>Seminar: Music in the Middle Ages & Renaissance</u>	3
750:606 <u>Seminar: Music in the 17th and 18th Centuries</u>	3
750:607 <u>Seminar: Music in the 19th and 20th Centuries</u>	3
750:555 <u>Advanced Conducting</u>	3
750:640 <u>Advanced Problems in Music</u>	12
751:--- <u>Ensemble (three quarters)</u>	0
B. Major Required Courses	13
750:551 <u>Introduction to Musicology</u>	3
750:553 <u>Bibliography and Research</u>	3
750:609 <u>Techniques of 20th Century Composition</u>	4
750:648 <u>Master's Thesis</u>	3
C. Music Electives	6-7*
750:601 <u>Choral Literature</u>	3
750:604 <u>Development of Opera</u>	3
750:608 <u>Seminar: Music of the Western Hemisphere</u>	3
750:614 <u>Measurement and Evaluation in Music</u>	3
750:611 <u>Foundations and Principles of Music Education</u>	4
750:612 <u>Practices and Trends in Music Education</u>	4
750:560/561/562/563/564 <u>Repertoire and Pedagogy</u>	4
752:642 <u>Applied Composition</u>	2-7
752:5-- <u>Applied Music</u>	
D. Cognate Electives	6-7*
Cognate electives are selected by the student in consultation with his or her advisor. Students are encouraged to elect non-music graduate course offerings which have relevance or special interest to the candidate.	
Up to seven hours of applied study may be applied to the elective requirements.	
Total	49

*Elective hours are determined by the professional needs of the individual student.

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

COMMUNITY AND TECHNICAL COLLEGE

Division of Business and Office Technology

Change [CT-76-1]	252:104	<u>Introduction to Visual Merchandising.</u> 3 credits. to <u>Visual Merchandising.</u> 3 credits.
	252:105	<u>Advanced Visual Merchandising.</u> 3 credits to <u>Sales Promotion.</u> 3 credits.
Add	252:201	<u>Principles of Wholesaling.</u> 3 credits. Introduction to types of wholesalers and general structure of wholesaling. Various marketing policies and practices available to wholesalers. Investigation into planning and coordination necessary for successful wholesale operations.
	252:213	<u>Sales Motivation.</u> 3 credits. Motivation of both buyer and seller in order to deliver a professional sales presentation and consequently make the sale. Major emphasis will be on a customer-oriented, problem-solving, need-satisfaction theory of selling.

Change Program Emphasis in Sales and Merchandising (252)

Core Program

		<u>Credits</u>
242:101	<u>Elements of Distribution</u>	4
242:102	<u>Personnel Practices</u>	4
242:104	<u>Introduction to Business</u>	4
242:111	<u>Public Relations</u>	3
242:170	<u>Business Math</u>	3
242:180	<u>Essentials of Law</u>	4
242:211	<u>Accounting I</u>	3
242:212	<u>Accounting II</u>	3
244:120	<u>Introduction to Information Processing</u>	4
252:103	<u>Advertising Principles</u>	3
252:104	<u>Visual Merchandising</u>	3
252:105	<u>Sales Promotion</u>	3
252:202	<u>Retailing and Franchising Fundamentals</u>	3
252:203	<u>Techniques of Retail Merchandising</u>	3
252:210	<u>Consumer Service Fundamentals</u>	3
252:211	<u>Mathematics of Retail Merchandising</u>	3
252:212	<u>Principles of Salesmanship</u>	3
252:290	<u>Field Study in Retailing</u>	1
110:	<u>Physical Education</u>	2

APPENDIX TO MINUTES OF UNIVERSITY COUNCIL, 12/11/75, continued

NEW CURRICULUM CHANGES, continued

COMMUNITY AND TECHNICAL COLLEGE, continued

Division of Business and Office Technology, continued

Core Program, continued

Credits, cont'd.

110:108	<u>Effective Speaking</u>	4
202:118	<u>Business English</u> or 254:119	3 or 4
202:120	<u>English</u>	3
202:240	<u>Human Relations</u>	4
202:247	<u>Survey of Basic Economics</u>	5
		<u>78 or 79</u>

Retailing Emphasis

242:243	<u>Survey of Finance</u>	4
252:213	<u>Sales Motivation</u>	3
	<u>Electives</u>	10-11
		<u>96</u>

Visual Merchandising Emphasis

242:243	<u>Survey of Finance</u>	4
252:206	<u>Advertising Media</u>	3
	<u>Electives</u>	10-11
		<u>96</u>

Industrial Emphasis

252:201	<u>Principles of Wholesaling</u>	3
252:213	<u>Sales Motivation</u>	3
242:243	<u>Survey of Finance</u>	4
	<u>Electives</u>	7-8
		<u>96</u>

Fashion Emphasis

740:121	<u>Textiles</u>	3
740:158	<u>Household Furnishing</u>	3
740:317	<u>History of Costumes</u>	3
740:419	<u>Clothing Communication</u>	3
740:439	<u>Fashion</u>	3
	<u>Electives</u>	2-3
		<u>96</u>

GENERAL COLLEGE

Drop	110:108	<u>Effective Speaking.</u> 4 credits.
[GS-76-1]		
Add	110:105	<u>Introduction to Public Speaking.</u> 4 credits. This course focuses on public speaking both as an activity and object of study. Students read actual speeches to learn methods of expressing thoughts and adapting messages to attain the speaker's ends. Students apply these principles in a variety of speaking assignments.
	110:106	<u>Effective Oral Communication.</u> 4 credits. This course is designed to give each student a combination of informal and semiformal communication experiences from the group discussion to individual speeches. Emphasis will be placed on audience psychology, analysis of audience behavior, audience dimensions, criteria and standards for evaluation.