

Agenda
Subcommittee on Curriculum
Thursday, December 3, 2015
3:30 PM Room 251 University Center

Members: Victor Bahhouth (S&BS to 2016), Chiuchu (Melody) Chuang (EDUC to 2016), Natricia Drake (Interim Registrar), Terry Johnson (SGA Secretary), Jaime Martinez, Chair (LETT to 2016), Emily Neff-Sharum (S&BS to 2017), Elizabeth Normandy (VC of AA Designee), José Rivera, Secretary (ARTS to 2016), Maria Santisteban (NS&M to 2016), Roland Stout (NS&M to 2017), Emily Tobey (LETT to 2017), Joseph Van Hassel (ARTS to 2017), Marian Wooten (EDUC to 2017), Andrew Yarborough (SGA Senator)

1. Call to Order

2. Adoption of Agenda

3. Approval of Minutes of November 5, 2015 (see [Appendix A](#), pp. 12-18)

4. Proposal from the Department of Psychology (see p. 2 for proposal detail)

4.1 Course Proposal: revise prerequisites for PSY 2160

5. Proposal from the Department of Sociology and Criminal Justice (see pp. 3-4 for proposal detail)

5.1 Program Proposal: clarify total number of SOC/CRJ electives required for students completing a Bachelor of Arts in Criminal Justice (to update DARS reports)

6. Proposals from the Department of Accounting and Finance (see pp. 5-7 and Appendix B for proposal detail)

6.1 Course Proposal: revise prerequisites and description for FIN 3040

6.2 Course Proposal: create ACC 5100 Accounting Fraud in STEM Business

6.3 Course Proposal: create FIN 5100 Ethical Issues in Finance

7. Proposals from the Department of Economics and Decision Sciences (see pp. 8-11 and Appendix C for proposal detail)

7.1 Course Proposal: revise prerequisites for DSC 2090

7.2 Course Proposal: revise title, description, and prerequisites for ECN 3040

7.3 Course Proposal: create ECN 5100 Economics of Information

7.4 Program Proposal: correct typo in list of required courses for B.S.B.A. with Economics Track

8. Unfinished Business

9. New Business

10. Announcements

11. Adjournment

41 **4. Proposal from the Department of Psychology**

42 **4.1 Course Proposal:** delete SOC 2010 from list of prerequisite options for PSY 2160 Social Psychology

43

44 **Rationale:** the course SOC 2010 no longer exists

45

46 Dept vote: 6 for; 0 against; 0 abstain

47 Affect others: No

48 Cross-Listing: No

49 Additional Resources: No

50 Affects Articulation Agreement: No

51 Affects Degree Pathway: No

52 Affects CAA Degree Plan: No

53

54 COURSE DESCRIPTIONS:

55 PSY 2160 Social Psychoogy

56 Hours: 3

57 Prerequisites: PSY 1010 ~~or SOC 2010~~

58 Required: no

59 Course description: PSY 2160. Social Psychology (3 credits) An introduction to the concepts, principles,
60 theories, and research of social psychology. Social psychology is the study of social influence processes.

61 Topics such as attitude change, perception of other people, interpersonal attraction, aggression,

62 altruism, prejudice, and group dynamics will be covered. PREREQ: PSY 1010 ~~or SOC 2010~~

63 Course title: Social Psychology

64 Code: LEC

65 **5. Proposal from the Department of Sociology and Criminal Justice**

66 **5.1 Program Proposal:** This is a proposal to correct an inconsistency in the DARs for criminal justice
 67 majors and the print/online UNCP catalog. This proposal is also being submitted because the registrar's
 68 office has informed us that the core requirements listed in the DARs for criminal justice majors, while
 69 correct, do not have supporting documentation on file in the registrar's office.

70
 71 **Rationale:** The criminal justice major required 36 hours of criminal justice courses. Of the 36, 21 hours
 72 are core courses, and 15 hours are elective courses. In fact the print/online UNCP course catalog states
 73 the aforementioned requirement for criminal justice majors correctly. The current DARs report for a
 74 criminal justice major indicates that 18 hours of criminal justice elective courses are required. In fact,
 75 only 15 hours of criminal justice electives are required as noted previously. We believe that the
 76 inconsistency between what is listed in DARs and what is listed in the print/online UNCP catalog,
 77 occurred either because our department did not submit the required paperwork, or because the
 78 previous registrar may have misplaced the paperwork. In any case, the reason is not important and we
 79 are seeking to align what is stated in the DARs report and what is stated in the print/online UNCP
 80 catalog. While cleaning up this error, it was discovered that CRJ 3010 is listed correctly in the DARs as a
 81 core requirement, but there is no official supporting paperwork for that listing. Therefore, this proposal
 82 is also being submitted so that the registrar has a complete file, which includes this supporting
 83 documentation.

84 To summarize, this proposal seeks to change the DARs report for criminal justice elective
 85 requirements from 18 to 15, which is consistent with the online/print UNCP official catalog, and also to
 86 provide the registrar's office with supporting documentation for CRJ 3010, which is already listed
 87 correctly both in DARs and the print/online UNCP official catalog.

88
 89 Dept vote: 17 for; 0 against; 0 abstain

90 Affect others: No

91 Cross-Listing: No

92 Additional Resources: No

93 Affects Articulation Agreement: No

94 Affects Degree Pathway: No

95 Affects CAA Degree Plan: No

96

97 Catalog Description of Program:

98 **BACHELOR OF ARTS IN CRIMINAL JUSTICE***

99 The purpose of the Criminal Justice Program is to provide students with a thorough
 100 understanding of the social organization and administration of the criminal justice system. Courses are
 101 offered in theories of crime and delinquency, law enforcement, the courts, corrections, and
 102 administration. A criminal justice agency internship is required for most students, but an additional
 103 criminal justice course may be substituted for students with extensive prior work experience related to
 104 criminal justice.

105 The Criminal Justice major is fully articulated with many North Carolina community college
 106 criminal justice associate's degree programs and accepts equivalent transfer credits under negotiated
 107 articulation agreements for transfer students entering UNCP within five years of earning an associate's
 108 degree. Transfer students must earn at least 19 hours in UNCP criminal justice courses to earn the
 109 Criminal Justice degree from UNCP.

110 *The Criminal Justice Program at UNC Pembroke is certified as meeting the educational and
 111 program requirements of the North Carolina Criminal Justice Education and Training Standards
 112 Commission.

113	Requirements for a Bachelor of Arts Degree in Criminal Justice	Sem. Hrs.
114	Freshman Seminar	1
115	General Education Requirements	44
116	Criminal Justice Core (required): CRJ 2000, 2400*, 3000, 3010, 3600*,	21
117	3610*, 4000	
118	Criminal Justice Electives: five additional courses with a CRJ prefix or	15
119	cross-listed with CRJ	
120	University-wide Electives	39
121		Total: 120
122	* Cross-listed equivalents of SOC 2400, SOC 3600, SWK 3600 and SOC 3610 may be substituted.	
123		
124	<i>A listing of the criminal justice courses offered at UNCP and their descriptions can be found in the</i>	
125	<i>university's academic course catalog at:</i>	
126	http://www.uncp.edu/sites/default/files/Images_Docs/Academics/catalog/pdf/soc_cj.pdf	
127		

128 **6. Proposals from the Department of Accounting and Finance**

129 **6.1 Course Proposal:** Change prerequisites for FIN 3040 “Money, Financial Markets and Institutions” to
 130 remove the prerequisite of “MAT 2150 or 2210” and replace with “MAT 1070 (or higher).” Change
 131 catalog course description to simplify and clarify the course.

132
 133 **Rationale:** Calculus is not necessary for the course, and is not used in the delivery of this course
 134 material. Removal of this unnecessary requirement will reduce enrollment backlog and bottlenecks
 135 caused by prerequisites. Simplification of the course description will clarify the content and make the
 136 description more consistent with the course material.

137
 138 Dept vote: 6 for; 0 against; 0 abstain
 139 Affect others: School of Business degree programs. It is part of the B.S.B.A. and B.S. Acc. “Common Body
 140 of Business Knowledge.”

141 Cross-Listing: Cross listed with ECN 3040 “Central Banks and the Economy” (name change *from* “Money
 142 Financial Markets and Institutions” pending).

143 Additional Resources: No

144 Affects Articulation Agreement: No

145 Affects Degree Pathway: Yes

146 Affects CAA Degree Plan: No

147
 148 COURSE DESCRIPTIONS:

149 FIN 3040 Money, Markets, and Financial Institutions

150 Hours: 3

151 Prerequisites: A “C” or better in MAT ~~2150 or 2210~~ 1070 (or higher) and in ECN 2030

152 Required: no

153 Equivalent to: ECN 3040

154 Course description: Study of money, financial institutions and markets and their roles in the economy.
 155 Coverage includes organization and functions of financial intermediaries, structure of financial markets
 156 and financial instruments. ~~, application of time value of money to bond pricing and yield calculations,
 157 algebraic approach to the supply and demand for money and interest rate determination, term and risk
 158 structures of interest rates, the Keynesian macroeconomic model, and the algebraic approach to
 159 analyzing the effects of money and credit on national income, prices, and interest rates. While this
 160 course is substantially the same as ECN 3040 and covers the same set of topics, it places more emphasis
 161 on the structure and functions of financial institutions and instruments and the role they play in guiding
 162 resources within the economy.~~—Credit, 3 semester hours.

163 Course title: Money, Markets, Fin Inst

164 Code: LEC

165
 166
 167 **6.2 Course Proposal:** Create ACC 5100 Accounting Fraud in the STEM Business. This new MBA-level
 168 course is designed to provide students with a better understanding of the role accounting plays in fraud
 169 prevention. The course will focus specifically on a short overview of financial accounting principles and
 170 then case analyses of significant frauds perpetrated at various science, technology, engineering, and
 171 math businesses. This course is being proposed as an elective in the MBA program, also available to UNC
 172 system Professional Science Master’s degree students. The course spans 5 weeks, provides 1 graduate
 173 credit hour, and there are no prerequisites. The course will be offered in conjunction with two other 1
 174 credit hour courses and students will have the option to take all three courses in sequence in the course

175 of a semester. The class will be conducted via IVF for transmission to other campuses, and it will also
 176 have an online component. See the attached syllabus for further details.

177
 178 **Rationale:** This course is designed to help students see beyond the perceived drudgery that typically
 179 accompanies principles- and foundational-level accounting courses. The intent is to conduct a very brief
 180 survey of accounting principles (focused almost exclusively on the 3 major financial statements) and
 181 then turn immediately to the high-interest topic of fraud. This is a case-based course that analyzes six
 182 major business frauds and specifically discusses the role that research personal should play in
 183 identifying, mitigating, and preventing fraud.

184 This course is intended primarily for students in PSM degrees on other UNC campuses; however,
 185 MBA students at UNCP will be allowed to take the course for elective credit. Students in PSM degrees
 186 are required to take 9-15 credits of professional skills electives (most of them in business) as part of
 187 their masters degrees. The UNC system presently faces a shortage of available seats in professional
 188 skills courses (particularly those in business) because recent years' budget cuts caused business schools
 189 on the three largest campuses (UNC-CH, UNCC, NCSU) to focus primarily on course offerings for their
 190 business majors and not support offerings for other campus programs. As a result, this is an excellent
 191 opportunity to our School of Business to expand its graduate enrollment significantly without additional
 192 marketing or degree development.

193
 194 Dept vote: 6 for; 0 against; 0 abstain

195 Affect others: No

196 Cross-Listing: No

197 Additional Resources: YES: We would need to have access to the School of Business IVF room or
 198 appropriate equipment to broadcast in Blackboard Collaborate from another location (document
 199 camera, web cam).

200 Affects Articulation Agreement: No

201 Affects Degree Pathway: No

202 Affects CAA Degree Plan: No

203
 204 COURSE DESCRIPTIONS:

205 ACC 5100 Accounting Fraud in STEM Business

206 Hours: 1

207 Prerequisites: none

208 Required: no

209 Course description: Accounting & Fraud in STEM Businesses addresses the role of research personnel
 210 and other clinicians in preventing financial (and other) fraud in scientific, technical, and engineering
 211 firms. The course includes an introduction to accounting principles, studies the role of internal control
 212 systems, and examines case studies of STEM firms facing significant internal control failures. There are
 213 no prerequisites for this course. Credit, 1 semester hour.

214 Course title: Accounting Fraud in STEM

215 Code: LEC

216
 217 Course Syllabus: See [Appendix B](#)

218
 219
 220 **6.3 Course Proposal:** Create FIN 5100 Ethical Issues in Finance. This new MBA-level course is designed to
 221 provide students with a deeper understanding of the different ethical dilemmas analysts, managers, and
 222 other finance professionals may encounter in the workplace. This course is being proposed as an

223 elective in the MBA program, also available to UNC system Professional Science Master's degree
224 students. The course spans 5 weeks, provides 1 graduate credit hour, and there are no prerequisites.
225 The class will be conducted via IVF for transmission to other campuses, and it will also have an online
226 component. See the attached syllabus for further details.

227
228 **Rationale:** This course is designed to help students understand the different ethical dilemmas often
229 present in the world of finance. Concepts include material insider information, agency problems, ethical
230 issues in international finance, and social responsibility. The course will utilize current events and case
231 studies that analyze ethical perspectives from all corporate finance stakeholder viewpoints
232 (shareholders, managers, employees, and consumers). Students will be required to address case studies
233 in groups, arriving at collaborative remedies for different ethical issues.

234
235 Dept vote: 6 for; 0 against; 0 abstain

236 Affect others: No

237 Cross-Listing: No

238 Additional Resources: YES: We would need to have access to the School of Business IVF room.

239 Affects Articulation Agreement: No

240 Affects Degree Pathway: No

241 Affects CAA Degree Plan: No

242

243 COURSE DESCRIPTIONS:

244 FIN 5100 Ethical Issues in Finance

245 Hours: 1

246 Prerequisites: none

247 Required: no

248 Course description: Ethical Issues in Finance focuses on the different ethical dilemmas analysts,
249 managers, and other finance professionals encounter in the workplace. Concepts include material
250 insider information, agency problems, ethical issues in international finance, and social responsibility.

251 The course will utilize current events and case studies that analyze ethical perspectives from
252 shareholder, manager, employee, and consumer viewpoints. Credit, 1 semester hour.

253 Course title: Ethical Issues in Finance

254 Code: LEC

255

256 Course Syllabus: [See Appendix B](#)

257

258 **7. Proposals from the Department of Economics and Decision Sciences**

259 **7.1 Course Proposal:** Remove DSC 1090 as the prerequisite for DSC 2090 Spreadsheet and Database
260 Management on page 289 of 2015-2016 catalog. Add and modify the catalog course description
261 accordingly.

262
263 **Rationale:** The course DSC 1090 has been erased from the catalog so it should not be listed as a pre-
264 requisite for DSC 2090. Appropriate modification is made in the catalog course description to reflect the
265 general prerequisite.

266
267 Dept vote: 5 for; 0 against; 0 abstain
268 Affect others: YES

- 269 • Department of Accounting and Finance -- Common Body of Knowledge course.
- 270 • Department of Management, Marketing, and International Business – Common Body of
271 Knowledge course.
- 272 • Entrepreneurship track in Entrepreneurship Program– Common Body of Knowledge course

273 Cross-Listing: No

274 Additional Resources: No

275 Affects Articulation Agreement: No

276 Affects Degree Pathway: No

277 Affects CAA Degree Plan: No

278

279 **COURSE DESCRIPTIONS:**

280 DSC 2090 Spreadsheet and Database Management

281 Hours: 3

282 Prerequisites: ~~DSC 1090~~ none

283 Required: no

284 Course description: A comprehensive advanced-level course in spreadsheet analysis and database
285 management. The focal point of this course will be on the use of spreadsheet analysis and database
286 management to address contemporary business problems. Students should have experience using
287 spreadsheets.

288 Course title: Spreadsheet Database Mgmt

289 Code: LEC

290

291

292 **7.2 Course Proposal:** Change the course title of ECN 3040 from “Money, Financial Markets, and
293 Institutions” to “Central Banks and the Economy,” Remove current prerequisites of MAT 2150 and MAT
294 2210, and Amend and simplify course description in the catalog.

295
296 **Rationale:** The new title better represents the course content and it differentiates it from FIN 3040,
297 which is also titled “Money, Financial Markets, and Institutions.” The content of the course does not
298 require the use of Calculus. Better reflection of the course content in the catalog.

299

300 Dept vote: 5 for; 0 against; 0 abstain

301 Affect others: YES

- 302 • Department of Accounting and Finance. The proposed change clarifies the differences between
303 ECN 3040 and FIN 3040. Common Body of Knowledge course.
- 304 • Department of Management, Marketing, and International Business – Common Body of
305 Knowledge course.

306 • Entrepreneurship track in Entrepreneurship Program– Common Body of Knowledge course
 307 Cross-Listing: FIN 3040. The proposed change clarifies the differences between ECN 3040 and FIN 3040.
 308 Additional Resources: No
 309 Affects Articulation Agreement: No
 310 Affects Degree Pathway: No
 311 Affects CAA Degree Plan: No

312

313 COURSE DESCRIPTIONS:

314 ECN 3040 ~~Money, Financial Markets, and Institutions~~ Central Banks and the Economy

315 Hours: 3

316 Prerequisites: A “C” or better ~~in MAT 2150 or 2210 and~~ in ECN 2030

317 Required: no

318 Course description: Study of money, financial institutions, and markets and their roles in the economy.
 319 Coverage includes ~~organization and~~ functions of financial intermediaries, structure of financial markets
 320 and financial instruments, application of time value of money to bond pricing and yield calculations,
 321 algebraic approach to the supply and demand for money and interest rate determination, term- and risk
 322 structures of interest rates, the Keynesian macroeconomic model, and the algebraic approach to
 323 analyzing the effects of money and credit on national incomes, prices, and interest rates. ~~While this~~
 324 ~~course is substantially the same as FIN 3040 and covers the same set of topics, it places more emphasis~~
 325 ~~on policy-oriented macroeconomic analysis.~~—Credit, 3 semester hours. PREREQ: A “C” or better ~~in MAT~~
 326 ~~2150 or 2210 and~~ in ECN 2030.

327 Course title: Central Banks and Economy

328 Code: LEC

329

330

331 **7.3 Course Proposal:** Create ECN 5100 Economics of Information. This course will be offered over a 5
 332 week period and will provide an introduction to informational problems in economic analysis. It
 333 develops basic economic models under asymmetric information and studies the effects of digitization
 334 and technology on industry, organizational structure, and business strategy. The course will cover topics
 335 including the pricing of information goods, open source and innovation, search and competition,
 336 targeted advertising, information analytics, social networks, and a variety of other topics. Economic
 337 principles will be illustrated using case studies and team projects. See the attached syllabus for further
 338 details.

339 This course is being proposed as an elective in the MBA program, also available to UNC system
 340 Professional Science Master’s degree students. The course spans 5 weeks, provides 1 graduate credit
 341 hour, and there are no prerequisites. The class will be conducted via Interactive Video Facility for
 342 transmission to other campuses, and it will also have an online component.

343

344 **Rationale:** The growth of the information technology sector has changed the nature of economics and
 345 business practices by impacting the collection and analysis of data. This course explores the role of
 346 information economics in business. It provides an excellent foundation for careers in business
 347 management, both within the firm and as a consultant. The “Economics of Information” course proposal
 348 would complement virtually every Professional Science Master’s program offered in the technology and
 349 business fields.

350

351 Dept vote: 5 for; 0 against; 0 abstain

352 Affect others: No

353 Cross-Listing: No
 354 Additional Resources: No
 355 Affects Articulation Agreement: No
 356 Affects Degree Pathway: No
 357 Affects CAA Degree Plan: No

358

359 COURSE DESCRIPTIONS:

360 ECN 5100 Economics of Information

361 Hours: 1

362 Prerequisites: none

363 Required: no

364 Course description: This course provides an introduction to informational problems in economic
 365 analysis. It introduces basic economic models under asymmetric information and studies the effects of
 366 digitization and technology on industry, organizational structure, and business strategy. The course
 367 covers topics including the pricing of information goods, open source and innovation, search and
 368 competition, targeted advertising, information analytics, social networks, and a variety of other topics.
 369 Economic principles are illustrated using case studies and team projects.

370 Course title: Economics of Information

371 Code: LEC

372

373 Course Syllabus: See [Appendix C](#)

374

375

376 **7.4 Program Proposal:** Correct an editorial error in the course number – from “3500” to “3050”. On
 377 page 288 of 2015-2016 catalog, at around the middle of the page, under the line “Track __Economics”,
 378 ECN 3010*, **3500**, and two additional..., “3500” should be replaced with “3050.”

379

380 **Rationale:** Correct an editorial error to preserve the accuracy of the degree program offered.

381

382 Dept vote: 5 for; 0 against; 0 abstain

383 Affect others: No

384 Cross-Listing: No

385 Additional Resources: No

386 Affects Articulation Agreement: No

387 Affects Degree Pathway: No

388 Affects CAA Degree Plan: No

389

390 Catalog Description of Program:

391 BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Requirements for a Bachelor of Science in Business Administration	Sem. Hrs.
Freshman Seminar	1
General Education, including: MAT 1070 and 2150 or 2210, ECN 2020, 2030	44
BSBA Common Body of Knowledge DSC 2090, BLAW 2150; ACC 2270, 2280; DSC 3130, 3140; MGT 3030, 3060; MKT 3120, FIN 3100; ECN 3010 or ECN/FIN 3040; ITM 3010; MGT 4410, 4660; and ONE of the following six courses to satisfy the School’s international course requirement: BLAW 3160, ECN 2410, ECN 4400, FIN 4210, MGT 3150, or MKT	45

3130*	
Track (see below): choose one Economics, Finance	12
Business Electives (3000 or 4000 level)	6
General Electives	12
	Total: 120

392 *A study-abroad program approved by the department chair and the dean/assistant dean may replace
393 this requirement.

394 *ECN track students may not use ECN 4400 to fulfill this requirement.

395 *FIN track students may not use FIN 4210 to fulfill this requirement.

396

397 **Tracks:** select one

398 **Economics Track*** (12 hours): ECN 3010**, ~~3500~~ 3050, and two additional 3000- or 4000-level
399 economics courses (ECN or ECNS)

400 *In addition to the University graduation requirements, all B.S. in Business Administration–
401 Economics Track majors must attain an overall 2.00 QPA in the 12 semester hours listed above to fulfill
402 the economics track.

403 **ECN 3010 cannot be taken as part of the BSBA Common Body of Knowledge

404

405 **Appendix A: Minutes of November 5, 2015**

406

407 **Minutes (pending approval)**408 **Subcommittee on Curriculum**409 **Thursday, November 5, 2015**410 **3:30 PM Room 251 University Center**

411

412 **Members Present:** Victor Bahhouth (S&BS to 2016), Chiuchu (Melody) Chuang (EDUC to 2016), Natricia
 413 Drake (Interim Registrar), Terry Johnson (SGA Secretary), Jaime Martinez, Chair (LETT to 2016), Elizabeth
 414 Normandy (VC of AA Designee), José Rivera, Secretary (ARTS to 2016), Maria Santisteban (NS&M to
 415 2016), Roland Stout (NS&M to 2017), Emily Tobey (LETT to 2017), Joseph Van Hassel (ARTS to 2017),
 416 Marian Wooten (EDUC to 2017),

417

418 **Members Absent:** Emily Neff-Sharum (S&BS to 2017), Andrew Yarborough (SGA Senator)

419

420 **Guest:** Sandy Jacobs, Director of Service Learning

421

422 **1. Call to Order 3:30 p.m.**

423 **2. Nomination and Election of Recording Secretary Unanimous vote: José Rivera, secretary**

424 **3. Adoption of Agenda** approved unanimously

425 **4. Approval of Minutes of October 1, 2015** approved unanimously

426

427

428 **5. Proposals from the Department of Music** (see pp. 3-5 for proposal detail)

429

430 **5.1 Course Proposal:** Delete MUS 2360, 2370, 4320, 4550, and 4900

431 **5.2 Program Proposal:** Revise improvisation requirements in Jazz Studies Minor

432 **5.3 Program Proposal:** Delete unnecessary note in program requirements for Music Minor

433

434 11-0-0 approved the proposed requests for Music 5.1-5.3

435 5.2 Proposal will go to Academic Affairs committee on Nov 18 and to Senate on Dec 2

436 Dr. Joseph Van Hassell represented the Music Department

437

438

439 **6. Proposals from the Department of Chemistry and Physics** (see pp. 6-7 for proposal detail)

440 **6.1 Course Proposal:** revise prerequisites for PHY 3560

441 **6.2 Program Proposal:** revise requirements for Environmental Chemistry track (CENV)

442 **6.3 Program Proposal:** delete PHY 4480 from Academic Concentration in Physics

443

444 11-0-0 approved the proposed requests for Chemistry 6.1-6.3

445 6.2-6.3 proposals will go to Academic Affairs (Nov 18) and Senate Dec 2

446 Dr. Roland Stout represented the Chemistry Department

447

448

449 **7. Proposal from the Department of History** (see p. 8 for proposal detail)

450 **7.1 Program Proposal:** delete two elective options from Minor in American Studies

451

452 11-0-0 approved the proposed request for History 7.1

453 These proposals will need to go to Academic Affairs (Nov 18) and Senate Dec 2
 454 Dr. Jaime Martinez represented the History Department

455
 456
 457

458 **8. Unfinished Business**

459 **9. New Business**

460 **No new Business**

461 **10. Announcements**

462 **The committee will meet on December 3rd but not in January**

463

464 **11. Adjournment at 3:45 pm**

465

466 **5. Proposals from the Department of Music**

467 **5.1 Course Proposal:** Delete MUS 2360 Improvisation I, MUS 2370 Improvisation II, MUS 4320
 468 Counterpoint, MUS 4550 Special Projects in Music Industry, MUS 4900 Service Playing

469

470 **Rationale:** These courses are not part of any music degree program and have not been taught in several
 471 years.

472

473 Dept vote: 12 for; 0 against; 0 abstain

474 Affect others: No

475 Cross-Listing: No

476 Additional Resources: No

477 Affects Articulation Agreement: No

478 Affects Degree Pathway: No

479 Affects CAA Degree Plan: No

480

481 **DELETE:**

482 ~~MUS 2360. Improvisation I~~

483 ~~A course in the development of improvisational skills through the study and application of theoretical~~
 484 ~~and stylistic principles common to the jazz idiom. Credit, 2 semester hours. PREREQ: MUS 1150 or~~
 485 ~~permission of instructor.~~

486

487 ~~MUS 2370. Improvisation II~~

488 ~~A continuation of MUS 2360. Credit, 2 semester hours. PREREQ: MUS 2360.~~

489

490 ~~MUS 4320. Counterpoint~~

491 ~~A study primarily of eighteenth-century contrapuntal techniques with a written work in two and three~~
 492 ~~part writing. Credit, 2 semester hours. PREREQ: MUS 2150.~~

493

494 ~~MUS 4550. Special Projects in Music Industry~~

495 ~~An independent study project culminating the student's sequence of studies with a substantive research~~
 496 ~~project resulting in a major paper or comparable original work. Credit, 3 semester hours.~~

497

498 ~~MUS 4900. Service Playing~~

499 ~~A study of the musical liturgy of the Catholic, Jewish, and Protestant services. Students should be free~~
 500 ~~for Sunday morning church visitations. Credit, 1 semester hour. PREREQ: 3 semesters of MUSP 1021 or~~
 501 ~~1521/MUSP 1041 or 1541 or the equivalent.~~

502
503
504

505 **5.2 Program Proposal:** The Department of Music proposes amending the Minors in Jazz Studies by
 506 deleting MUS 2360 and 2370 (Improvisation I & II) which have not been offered for several years. The
 507 number of required hours in improvisation will not change since students are still required to enroll in
 508 Private Improvisation (MUSP 1171).

509
510 **Rationale:** This proposed change aligns the jazz minor course listings in the catalog with the
 511 department's current course offerings. No substantive changes are being proposed.

512
513 Dept vote: 12 for; 0 against; 0 abstain
 514 Affect others: No
 515 Cross-Listing: No
 516 Additional Resources: No
 517 Affects Articulation Agreement: No
 518 Affects Degree Pathway: No
 519 Affects CAA Degree Plan: No

520
521 PROGRAM INFORMATION:

522 **MINOR IN JAZZ STUDIES for Non-Music Majors**

523 A program designed to equip students to perform and teach music in the jazz idiom.

524 Required Courses	Sem. Hrs.
525 MUS 1040, 4220, 4230, 4240	6
526 3 hours of from MUSP 1171, MUS 2360, 2370	3
527 3 hours of MUSP (other than 1171)	3
528 6 hours of MUS 1561, 1621, 1741	6
529 Total: 18	

530

531 **MINOR IN JAZZ STUDIES for Music Majors**

532 A program designed to equip music majors to perform and teach music in the jazz idiom.

533 Required Courses	Sem. Hrs.
534 MUS 1040, 3460, 4220, 4230, 4240	8
535 4 hours of from MUSP 1171, MUS 2360, 2370	4
536 6 hours of MUS 1561, 1621, 1741	6
537 Total: 18	

538

539

540 **5.3 Program Proposal:** The Music Department proposes that the asterisk following "Music Electives" in
 541 the Minor of Music catalog entry be deleted.

542

543 **Rationale:** The statement to which the asterisk refers has been missing from the catalog since the 2001-
 544 2002 edition. The statement should read: "A minimum of 4 hours to be chosen under the supervision of a
 545 Music Department advisor." This statement seems unnecessary.

546

547 Dept vote: 12 for; 0 against; 0 abstain
 548 Affect others: No
 549 Cross-Listing: No
 550 Additional Resources: No
 551 Affects Articulation Agreement: No
 552 Affects Degree Pathway: No
 553 Affects CAA Degree Plan: No

554
 555 PROGRAM INFORMATION:

556
 557 **MINOR IN MUSIC**

558 A program designed to provide opportunities for any student to develop an understanding and
 559 appreciation of music as part of a liberal arts education. Students who plan to minor in music should
 560 consult with the Department Chair to acquire a music advisor in addition to their major advisor.

561		
562	Required Courses	Sem. Hrs.
563	MUS 1140 and MUSL 1140	4
564	MUS 1330 or 1810 or MUSP 1021	1
565	MUS 1340 or 1820 or MUSP 1021	1
566	MUS 1020 (3 hrs); 3 hours of a Major Ensemble (at least 2 hours of MUS	6
567	1001 and up to 1 hour of MUS 1381 or 3 hours of MUS 1411)	
568	Applied Music (MUSP)	2 ¹
569	Music Electives*	4
570		Total: 18

571
 572 **6. Proposals from the Department of Chemistry and Physics**

573 **6.1 Course Proposal:** Fix incorrectly listed prerequisite for PHY 3560 Modern Electronics. The course
 574 description lists PHY 1150, but it should be PHY 1500.

575
 576 **Rationale:** typo that has gone uncorrected in catalog for years

577
 578 Dept vote: 14 for; 0 against; 0 abstain
 579 Affect others: No
 580 Cross-Listing: No
 581 Additional Resources: No
 582 Affects Articulation Agreement: No
 583 Affects Degree Pathway: No
 584 Affects CAA Degree Plan: No

585
 586 COURSE DESCRIPTIONS:
 587 PHY 3560 Modern Electronics
 588 Hours: 3
 589 Prerequisites: PHY ~~1150~~ 1500 or 1510 or 2010 or equivalent
 590 Required: no

¹ If MUSP 1021 is chosen as the keyboard option, two additional semesters of MUSP 1021 may be used to fulfill this requirement.

591 Course description: An introduction to Analog and Digital Electronics. Problems and techniques of
 592 interfacing with laboratory instruments and computers. Credit, 3 semester hours. PREREQ: PHY ~~1150~~
 593 1500 or 1510 or 2010 or equivalent.
 594 Course title: Modern Electronics
 595 Code: LEC

596
 597
 598 **6.2 Program Proposal:** Revise requirements for Environmental Chemistry track (CENV) in B.S. in
 599 Chemistry Program. ENV 2100 is listed, but it should be ENV 1100.

600
 601 **Rationale:** The Biology Department changed ENV 2100 to ENV 1100 during the 2010-2011 Academic
 602 Year, but the CENV track had not been updated accordingly. Because the courses are equivalent in
 603 Braveweb, it has not affected students' progress through the program and therefore went unnoticed.

604
 605 Dept vote: 14 for; 0 against; 0 abstain
 606 Affect others: No
 607 Cross-Listing: No
 608 Additional Resources: No
 609 Affects Articulation Agreement: No
 610 Affects Degree Pathway: No
 611 Affects CAA Degree Plan: No

612
 613 PROGRAM REQUIREMENTS:
 614 BACHELOR OF SCIENCE IN CHEMISTRY

Requirements for a Bachelor of Science Degree in Chemistry	Sem. Hrs.
Freshman Seminar	1
General Education Requirements*	44
Core Major Requirements	
BIO 1000	3
CHM 1100, 1110, 1300, 1310, 2260, 2270, 2500, 2510, 3980, 4100	30
PHY 1500, 1510, 1560, 1570 or PHY 2000, 2010, 2060, 2070	8
MAT 1070 and 1080 (or equivalent 1090), 2210, 2220	14(12)
**Track Option (see listings below)	34(36)
	Total: 122

615 ***Twelve hours of General Education courses are listed separately above as specific core requirements.**

616 ****B.S. in Chemistry Track Option Course Requirements**

Track (Major Code)	Sem. Hrs.
Environmental (CENV)	
CHM 2300, 3110, 3120, 4270	12
ENV 2100 1100	3
GLY 1150, 2620	6
GLYL 1150	1
Electives	12 (14)

617
 618
 619 **6.3 Program Proposal:** Delete PHY 4480 from requirements for an Academic Concentration in Physics.

620
621 **Rationale:** Course was deleted years ago.

622
623 Dept vote: 14 for; 0 against; 0 abstain
624 Affect others: No
625 Cross-Listing: No
626 Additional Resources: No
627 Affects Articulation Agreement: No
628 Affects Degree Pathway: No
629 Affects CAA Degree Plan: No

630
631 PROGRAM REQUIREMENTS:
632 ACADEMIC CONCENTRATION
633 For students seeking a baccalaureate degree in Elementary Education, Special Education, or Physical
634 Education, the Department offers an Academic Concentration of 24 hours in Physics. This Academic
635 Concentration is available to other students, regardless of major.

Required Courses for an Academic Concentration in Physics	Sem. Hrs.
PHY 1500, 1560, 1510, 1570, 2180, 2560, 3000, 3200, 3260, 4480	
	Total: 24

636
637 **7. Proposal from the Department of History**

638 **7.1 Program Proposal:** The Minor in American Studies lists HST 4100 and SOC 3820 as course options.
639 These courses have been deleted in the last few years and should be removed from the list of course
640 options in the catalog. In addition, department and course codes throughout the entire entry have been
641 edited for ease of understanding and consistency.

642
643 **Rationale:** Because the courses do not exist as options, the inclusion of them in the catalog is misleading
644 and by removing them, students will have a more accurate rendering of the path toward a Minor in
645 American Studies. By revising the Catalog to remove the two non-existent courses, students will more
646 fully understand the proper course offerings.

647
648 Dept vote: 11 for; 0 against; 0 abstain
649 Affect others: No
650 Cross-Listing: No
651 Additional Resources: No
652 Affects Articulation Agreement: No
653 Affects Degree Pathway: No
654 Affects CAA Degree Plan: No

655
656 PROGRAM REQUIREMENTS:

Requirements for a Minor in American Studies	Sem. Hrs.
Core Requirements* HST 1010, HST 1020, HST 2010	9
Cultural Studies Elective Courses** One course (3 hours) from History: AIS 3600; HST 3040, 3050, 3060, 3100, 3140, 3150, 3160, 3170, 3260, 3410, 3610, 3620, 3800, 3820, 4040, 4050, 4060, 4070, 4100 , 4130, 4360	9

<p>One course (3 hours) from Arts and Literature: AIS 3400; ART 3750; ENG 3100, 3130, 3140, 3440, 3470, 4230/4240; MUSS 3xxx; Music: Special Topics; PHIS 4xxx; Philosophy and Religion: PHI-Special Topics only; REL 4150; THES 3xxx; Theatre: Special Topics</p> <p>One course (3 hours) from Social Sciences***: AIS 4020, 4050, 4250, 4600; Geology/Geography GGY 3720, 3770; PLS 3010, 3020, 3040, 3050, 3060, 3100, 3110, 3120, 4020 (please see the current Academic Catalog for prerequisites); SOC 3820, 3870, 3880; Mass Communication: JRN 3170; MCMS 4xxx , Special Topics</p>	
	Total: 18

657 *It is strongly suggested that students complete HST 1010/1020 prior to enrolling in ~~AST~~ HST 2010.

658 **A student must draw on classes from at least two different departments to satisfy the Cultural Studies

659 Elective requirement. ~~Permission to include~~ ~~Permission of American Studies Coordinator is required to~~

660 ~~use Special Topics Courses to fulfill Cultural Studies Requirements. Please obtain permission prior to~~

661 ~~registration. special topics courses from any department requires permission of the American Studies~~

662 ~~Coordinator or Department of History Chair prior to registration.~~

663 ~~***Please see "Courses Accepted for Credit toward the Completion of the Minor in American Studies"~~

664 ~~on the Department of History webpage [http://uncp.edu/history/degrees/] for accepted courses and~~

665 ~~consult with the American Studies Coordinator.~~

666

667 **Appendix B: Syllabi from the Department of Accounting and Finance**

668

669 **ACCT 51XX – Accounting and Fraud in the STEM Business**

670

Richard S. Barnes, J.D., MACC, EA

671 **E-mail:** richard.barnes@uncp.edu

672 **Office:** BA 104 – I will not be on campus at any time during Maymester.

673 **Phone:** 910-521-6173

674 **Office Hours:** Wednesday 10:00am-Noon*

675 Tuesday & Thursday, 11:30am-12:30pm*

676 (Skype Id: “**RBarnes_UNCP**” without the quotes, but with the
677 underscore)

678 **Class Meetings:** This class will meet twice a week in a Blackboard Collaborate Session for
679 75 minutes for

680 class discussions.

681

682 Students with questions are encouraged to come to or Skype with me during office hours.

683

684 *I may adjust this time early in the semester and will post that announcement prominently in the
685 course and send a blast email.

686

687 **Course Description**

688

689 This course is intended to provide you with a basic understanding of accounting principles, help
690 you understand the role internal control systems play in organizations, and understand the role of
691 research and clinical personnel in preventing fraud.

692

693 This course is divided into five modules:

694

695 **Module 1** Orientation to Financial Statements

696 **Module 2** Components of Internal Control

697 **Module 3** Why Internal Control Matters

698 **Module 4** Financial Case Studies in Internal Control Failures

699 **Module 5** Research Case Studies in Internal Control Failures

700

701 **Required Texts:** Mott, G., *Accounting for Non-Accountants* 6th edition

702 Coenen, T., *Essentials of Corporate Fraud*

703 Supplemental Readings Posting on Blackboard

704

705 **Course Format:** The course will entail a combination of readings, online modules, message
706 board discussions, live discussions, and student reactions to materials related to business law. In
707 addition to the assigned readings I will regularly initiate message board discussions on topics
708 from the textbook and outside sources. Students are expected to participate in discussions and
709 are encouraged to themselves post articles related to course topics.

710

711 **Time Commitment:** This is a one credit course. **Please budget at least 2-3 hours each week**
712 **for this course.**

713
 714 **Reading Schedule:** The schedule provides an *estimate* of what subjects will be covered on what
 715 weeks and is subject to adjustment by the professor as the course progresses. Please complete
 716 the reading assignments early each week as proper discussion of the material is impossible
 717 without a basic understanding of the material.

718
 719 **Students with Disabilities:** Any student with a documented disability needing academic
 720 adjustments is requested to speak directly to Disability Support Services and the instructor, as
 721 early in the semester (preferably within the first week) as possible. All discussions will remain
 722 confidential. Please contact Professor Barnes at richard.barnes@uncp.edu and Disability
 723 Support Services (located at the DF Lowry Building, Room 107) at 910-521-6695 for an
 724 appointment or email dss@uncp.edu. The mission of Disability Support Services is to create an
 725 accepting, accessible community where people's abilities and disabilities are honored as parts of
 726 the human experience. Disability Support Services strives to provide individuals with the tools
 727 by which they can better accomplish their educational goals.

728 **Case Approach:** The textbook contains a plethora of court decisions. These decisions can be
 729 found in each chapter assigned for reading. The cases are often offset from the reading in boxes
 730 that in most textbooks indicate they are supplemental in nature or less important; however, in law
 731 the cases are critically important. Do not overlook them in your reading. *You will be held*
 732 *responsible for all cases in the assigned chapters as well as for any assigned questions and case*
 733 *problems at the end of each chapter.*

734
 735 **Student Support Services (tutoring, counseling, advising, career development and more!):**
 736 Student Support Services provides free tutoring for undergraduate students enrolled in general
 737 education courses and select upper level math and biology courses during the academic year.
 738 Other supportive services include counseling, academic advising, career development, study
 739 skills assistance, cultural enrichment activities, financial literacy, and assistance with completing
 740 financial aid paperwork.

741
 742 You can learn more about SSS by selecting TRIO Programs from the Quick Links Menu on
 743 the UNCP homepage. To become a participant, you must complete an application that will be
 744 reviewed to determine your eligibility to receive services according to federal guidelines. You
 745 can pick up applications between 8:00 a.m. and 5:00 p.m. in Jacobs Hall, Suite B (1st floor). For
 746 more information, call (910) 521-6276.

747 748 **Grading**

749
 750 The grading breakdown will be as follows:

751		
752	Class Discussions	30%
753	Team Case Presentation	20%
754	Team Case Paper	20%
755	Written Assignments	30%
756	TOTAL	100%

757
 758 **Class Participation: Evaluating class participation is a very difficult task in a traditional**
 759 **setting and is even more difficult online, but is based chiefly on student participation in**
 760 **classroom discussions and in an online setting message boards.**

761
 762 **Case Presentation & Paper: Students will divide into teams of 2-3 students in the first week.**
 763 **In the final two weeks of the course student teams will present and lead discussion on one**
 764 **of the course's principal cases. Your presentation will be evaluated by the instructor, your**
 765 **classmates, and your teammates. Your paper will be evaluated by the instructor alone and**
 766 **should be a detailed analysis of your assigned case and should be no more than ten pages in**
 767 **length.**

768
 769 **Written Assignments:** Students are responsible for a 1-2 page written assignment on each
 770 principal case discussed in class. You will prepare your assignment after we discuss the case in
 771 class in response to a provided writing prompt. Written assignments will be submitted using the
 772 Blackboard SafeAssign system. Your submission must be a well written, original submission.
 773 Assignments whose originality score in SafeAssign is above 30% will not be scored and the
 774 student will need to revise the assignment and resubmit. All written assignments should be
 775 prepared in 12-point Times New Roman font, with 1" margins on all sides, and double spaced.

776
 777

778
 779 Grading Conversion:

780
 781 Use the following to determine the approximate value of individual grades:

782			
783	A	93 - 100%	C 73-76%
784	A-	90 - 92%	C- 70-72%
785	B+	87 - 89%	D+ 67-69%
786	B	83 - 86%	D 60-66%
787	B-	80 - 82%	F 0-59%
788	C+	77 - 79%	

789
 790 *Note: A Grade of "F" will be awarded for failure to submit any of the exams, including the final*
 791 *exam. A midterm grade of "U" will be awarded for grades less than 70% of the total possible*
 792 *points awarded to that date. As noted above, more than 3 unexcused absences will result in a*
 793 *grade of 0% for Class Participation.*

794
 795 Grades are final and will normally not be adjusted by the instructor unless there are clerical
 796 errors in the transcription.

797
 798 **Code of Conduct:** You are expected to complete the reading assignments and course modules,
 799 ask questions, participate in message board discussions, and to give your attention to what is
 800 being presented in the class. Any continued/repetitive form of disruptive behavior will not be
 801 tolerated. You need to be respectful of the material presented and to your fellow students who
 802 have come to class to learn the material. As explained in the Student Handbook under Code of
 803 Conduct (items 15 & 17), disruptive behavior will not be tolerated. If disruptive behavior

804 becomes excessive, you will be asked to leave the classroom, and you must see my permission to
 805 reenter the class on the next class day and beyond. Continued problem behavior will be reported
 806 to the Vice Chancellor of Student Affairs, and you may be administratively withdrawn from the
 807 course.

808
 809

810 **Assignments:**

811

812 **Module 1** Orientation to Financial Statements

813

814 Class 1

815

816 Please read pages 1-40 in the textbook prior to class. Please also engage in the introductions
 817 forum on Blackboard before class.

818

819 After class please complete this class's discussion board on Blackboard.

820

821 Class 2

822

823 Please read pages 41-75 in the textbook prior to class.

824

825 After class please complete this class's discussion board on Blackboard.

826

827

828 **Module 2** Components of Internal Control

829

830 Class 3

831

832 Please read: *COSO Framework* article
 833 Chapters 6 & 7 – *Essentials of Corporate Fraud*

834

835 After class please complete this class's discussion board on Blackboard.

836

837 Class 4

838

839 Please read: Chapters 2 & 3 – *Essentials of Corporate Fraud*
 840 7 *Sneaky Ways Employees Steal* (article on Blackboard)

841

842 After class please complete this class's discussion board on Blackboard.

843

844 **Module 3** Why Internal Control Matters

845

846 Class 5

847

848 Please read: *Accounting Fraud at Worldcom*; Harvard Business Review

849

850 After class please complete this week's discussion board.

851

852

853

854 Class 6

855

856 Please read: *The Fall of Enron*; Harvard Business Review

857

858 In Class discussion:

859 • Presentation of Enron case by professor in manner to be emulated by students'
860 presentations the following week.

861 • Enron was the poster child for reform and modernization of internal control
862 standards. Could modern standards have prevented the Enron debacle?

863 • What stakeholders do modern control standards seek to protect? Who suffered in
864 the Enron collapse?

865 • Review case write-up structure for remaining two weeks.

866

867 After class please complete discussion board on Blackboard.

868

869

870 **Module 4** Financial Case Studies in Internal Control Failures

871

872 Class 7

873

874 Please read: *Siemens Case I & Siemens Case II*

875

876 After class please prepare case 1-2 page case write up on *Siemens*. If this is your presented case,
877 your paper should be a team effort and should be 7-10 pages.

878

879 Class 8

880

881 Please read: Columbia/HCA Case

882

883 After class please prepare case 1-2 page case write up on *HCA*. If this is your presented case,
884 your paper should be a team effort and should be 7-10 pages.

885

886 **Module 5** Research Case Studies in Internal Control Failures

887

888 Class 9

889

890 Please read: Gupta, A., *Fraud and Misconduct in Clinical Research*
891 MacDonald, J, *Research Fraud: When Science Goes Bad*
892 Andrew Wakefield: Autism Cause Fraud

893

894 After class please prepare case 1-2 page case write up on Andrew Wakefield. If this is your
895 presented case, your paper should be a team effort and should be 7-10 pages.

896
897
898
899
900
901
902
903
904

Class 10

Please read: *Cold Fusion: A Case Study for Scientific Behavior*

After class please prepare case 1-2 page case write up on *Cold Fusion*. If this is your presented case, your paper should be a team effort and should be 7-10 pages.

University of North Carolina at Pembroke
School of Business
Department of Accounting and Finance
FIN 5XXX – Ethical Issues in Finance
Spring 2016
5 Week Course – 1 Hour Credit

Professor: Dr. R. González-Ehnes **Office:** UNCP, Business Administration, Room 233

E-mail: rebecca.gonzalez@uncp.edu **Phone:** 910-521-6853

Office Hours: Tuesdays and Thursdays, 12 pm – 2 pm, other times by appointment

E-mail is the best way to get in touch with me. If you call and I am not in my office, your voicemail gets sent to me via outlook. If you do not provide me with an email address to reach you, I will not be able to call you until I am once again in the office (I do not call students from my personal phone number). I will usually reply to all emails within 48 hours.

Materials:

An Introduction to Business Ethics, 5th Edition, DesJardins, McGraw Hill

Philosophy and Goals:

This course addresses the types of ethical dilemmas analysts, managers, and other finance professionals may encounter in the workplace. Concepts include material insider information, agency problems, ethical issues in international finance, and social responsibility. The course will utilize current events and case studies that analyze ethical perspectives from all corporate finance stakeholder perspectives (shareholders, managers, employees, and consumers). Students will be required to address case studies in groups, arriving at collaborative remedies for different ethical issues. There are no prerequisites for this course.

I realize that many of you may be coming into this course with little background in finance and business disciplines. However, it is important to note that the study of finance is very important regardless of your background and fields of study. My brother is a chemical engineer by trade, but as he climbed up the corporate ladder, he realized he had to learn more about the “business” side of his career and how it complemented the “science” aspects of his profession. After many, many phone calls to discuss managerial and business ideas and questions, he finally decided to pursue his MBA. I hope you find this course a gratifying, helpful and functional complement to your STEM and/or business backgrounds.

Performance Measures and Rewards:

Course grades will be computed as follows:

Weekly online discussion contributions (5 total at 15 points each)	75
3 Homework assignments (25 points each)	75
5 Take home quizzes (10 points each)	50
Total Points Possible	200

Point breakdown:

180-200 (A) 160-179 (B) 140-159 (C) 120-139 (D) <120 (F)

You must adhere to all deadlines/dates for discussions, homework, and take home quizzes. I will not accept any late work.

DISCUSSIONS

I will post weekly discussion topics on the Blackboard discussion board throughout the course. The topics will reference supplemental article readings that will be provided to you online (via Blackboard). You will discuss these questions/topics amongst each other on the discussion board, and all discussions should

956 be done by the due date and time provided. If you miss the discussion deadline, you will not be granted
 957 any points if you post your discussion contributions past the cutoff period.

958
 959 **Please do not wait until the last minute to post your discussion. Doing so does not afford others the**
 960 **possibility to engage in a discussion regarding your comments. If I find that you continuously post**
 961 **your contributions a mere hours before they are due, your grade will reflect it.**

962
 963 Discussion contributions must be substantial (in content, not always necessarily in length). You should
 964 make a concerted effort to contribute your concise thoughts and opinions to the questions posed. I
 965 STRONGLY encourage students to think about what they post before they do. Lengthy, rambling
 966 discussions without much substance make discourse difficult. I have found that many times we can
 967 deliver the same message in two or three short paragraphs as opposed to two to three pages of content. By
 968 the same token, I want to see effort in your discussion contributions. One or two sentences rarely provide
 969 a good contribution, and your grade will reflect this. Opinions are allowed and may differ amongst
 970 students, and while I do encourage a healthy debate, disrespectful interactions amongst students will not
 971 be tolerated. Again, please keep in mind that discussions should be substantial and significant (simply
 972 agreeing with what others are saying or only posing questions for others to answer are not substantial and
 973 significant discussion contributions.

974
 975 Please post your discussions in the space provided – do not include them as document attachments. You
 976 are free to comment (respectfully) or add on to what others post as well.

977

978 **HOMEWORKS**

979 More specific instructions will be provided with each homework assignment, so please be sure to follow
 980 the assignment's instructions when homework is assigned.

981

982 **TAKE HOME QUIZZES**

983 Take home quizzes are intended to test your knowledge on the financial concepts discussed in class. It is
 984 understood that many students may come into the class with a limited knowledge of financial theory and
 985 concepts. I will spend some time each week discussing relevant financial topics and theory so that you
 986 can more clearly understand your readings, discussions, and homework assignments. You may work with
 987 your classmates on these take home quizzes, but everyone must cooperate and turn in their own individual
 988 work.

989

990 **Drop and Makeup Policy:**

991 Make-up assignments are not allowed. If you miss an assignment due to an extenuating circumstance (**I**
 992 **will need proper documentation**), we will weight your other assignments to make up for the missing
 993 assignment. For example, if you miss a take home quiz, **once I verify your excuse**, I will allow the other
 994 take home quizzes to account for 25% of your grade. Do not miss an assignment and **expect** that the
 995 other assignments will automatically be weighted to make up for your lost assignment. This policy is only
 996 for **extremely extenuating** circumstances (i.e. hospitalization or death in the immediate family – not due
 997 to leisurely travel or non-emergency doctor appointments, etc.).

998

999 If you are involved in official University activities or have work commitments and will be away/busy
 1000 when *assignments/discussions/quizzes* are due, you must complete them prior to your absence (not after).
 1001 See University guidelines for the last day to drop a course/withdraw. I will strictly adhere to University
 1002 guidelines - no exceptions.

1003

1004 **ANNOUNCEMENTS**

1005

1006 1. ADA44 Policy

1007 Federal laws require UNCP to accommodate students with documented learning, physical, chronic health,
1008 psychological, visual or hearing disabilities.

1009
1010 In post-secondary school settings, academic accommodations are not automatic; to receive
1011 accommodations, students must make a formal request and must supply documentation from a qualified
1012 professional to support that request. Students who believe they qualify must contact Disability Support
1013 Services (DSS) in DF Lowry Building, Room 107 or call 910-521-6695 to begin the accommodation
1014 process. All discussions remain confidential. Accommodations cannot be provided retroactively. More
1015 information for students about the services provided by DSS and the accommodation process may be
1016 found at the following links:

1017
1018 <http://www.uncp.edu/dss/students/currentstudentfaq.htm>

1019 <http://www.uncp.edu/dss/policies/html/faqfaculty.htm>

1020 <http://www.uncp.edu/dss/faculty/syllabistatement.htm>

1021
1022 2. The University of North Carolina at Pembroke has a legal and moral obligation to accommodate all
1023 students who must be absent from classes or miss scheduled exams in order to observe religious holidays;
1024 to accommodate students' religious holidays, each student will be allowed two excused absences each
1025 semester with the following conditions:

1026 a. Students, who submit written notification to their instructors **within two weeks of the beginning of the**
1027 **semester**, shall be excused from class or other scheduled academic activity to observe a religious holy
1028 day of their faith. Excused absences are limited to two class sessions (days) per semester.

1029 b. Students shall be permitted to use the missed exam policy to make up a missed exam due to an excused
1030 absence for a religious observance. Homework assignments should be turned in prior to the absence.

1031 c. Students will not be penalized due to absence from class or other scheduled academic activity because
1032 of religious observances.

1033 A student who is to be excused from class for a religious observance is not required to provide a second-
1034 party certification of the reason for the absence. Furthermore, a student who believes that he or she has
1035 been unreasonably denied an education benefit due to religious beliefs or practices may seek redress
1036 through the student grievance procedure.

1037
1038 **Academic Dishonesty:**

1039 All students are expected to follow the policies and procedures of the "Academic Honor Code."
1040 Any act of academic dishonesty on any assignment will result in a grade of "F" for that
1041 assignment, and you will be reported for disciplinary action.

1042
1043 **Notes:**

1044 1. Turn off all cell phones and other communication devices before entering class. You are not
1045 allowed to text during class.

1046 2. Do not be late to class or leave early. It is disruptive to the instructor and to your classmates.
1047 Excessive tardiness or early departure from class will be counted as absences.

1048 3. You are responsible for all the material covered in class. If you are absent, you should get the
1049 notes from one of your fellow classmates and to find out if any assignments, quizzes, or
1050 materials were handed out.

1051 4. You may not record me (audio/video) without my permission.

1052 5. You may be asked to drop the course for excessive absences (more than 3 unexcused) at the
1053 discretion of the instructor. This course only meets for 5 weeks. It is imperative that you
1054 attend each time our class meets.

1055 6. I am not overly concerned with the methods or approaches used by other professors in other
1056 courses. Each professor has their own way of teaching a subject.

- 1057 7. Be sure to check Blackboard frequently for assignments/announcements. I will inform the
 1058 class when they can expect to see an assignment or material on Blackboard, but it is always a
 1059 good idea to check frequently in case you miss my announcement in class or are absent.
 1060 8. For any further details, check the University's academic rules and regulations and catalogue.
 1061

1062 **Chapters Covered:**

- 1063 Chapter 1 – Why Study Ethics?
 1064 Chapter 2 – Ethical Theory and Business
 1065 Chapter 3 – Corporate Social Responsibility
 1066 Chapter 4 – Corporate Culture, Governance, and Ethical Leadership
 1067 Chapter 7 – Employee Responsibilities
 1068 Chapter 12 – International Business and Globalization
 1069

1070 **Tentative Course Schedule: All times denoted are in Eastern Standard Time**
 1071

1072 Week 1:

- 1073 1) Review Syllabus
 1074 2) Read Chapter 1 – Why Study Ethics?
 1075 3) Take notes during my lecture on the Federal Reserve System, the Federal Funds Rate and
 1076 LIBOR, and their roles in our financial markets, institutions, and instruments.
 1077 4) Complete take home quiz on my classroom lecture
 1078 5) Read the Chapter 1 Discussion Case: The LIBOR Scandal: Is it OK if Everyone Does It? Answer
 1079 the 5 discussion questions at end of case, and be prepared to discuss these in class.
 1080 6) Discussion board assignment on why it's important to study ethics
 1081 7) *Homework 1: Supplementary reading: NYT, Why Can't the Banking Industry Solve Its Ethics*
 1082 *Problems? Read the article and prepare a 2 page summary of your thoughts on the article.*
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1084 Week 2:

- 1085 1) Read Chapter 2 - Ethical Theory and Business
 1086 2) Take notes during my lecture on AIG and the subprime mortgage meltdown, bonds and bond
 1087 rating agencies, and the theory of agency problems.
 1088 3) Complete take home quiz on my classroom lecture
 1089 4) Read the Chapter 2 Discussion Case: AIG Bonuses and Executive Salary Caps. Answer the 5
 1090 discussion questions at end of case, and be prepared to discuss these in class.
 1091 5) Discussion board assignment on the following 2 readings: "SEC Hits Conflict of Interest at
 1092 Ratings Agencies" and "SEC Says Conflicts of Interest Persist at Ratings Agencies"
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1094 Week 3:

- 1095 1.) Read Chapter 3 – Corporate Social Responsibility and Chapter 4 - Corporate Culture,
 1096 Governance, and Ethical Leadership
 1097 2.) Take notes during my lecture on corporate social responsibility theory, the role of financial
 1098 managers, the stakeholder vs. stockholder decision process, and corporate governance and its role
 1099 in corporate culture
 1100 3.) Complete take home quiz on my classroom lecture
 1101 4.) Read the Chapter 3 Discussion Case: Walmart. Answer the 7 discussion questions at the end of
 1102 case, and be prepared to discuss these in class.
 1103 5.) Read the Chapter 4 Discussion Case: Goldman Sach's Toxic Culture. Answer the 4 discussion
 1104 questions at the end of the case, and be prepared to discuss these in class.
 1105 6.) 2 Discussion board assignments on the following 2 readings: "Corporate Social Responsibility:
 1106 Nice Guys Finish First" and "Toshiba Scandal Indicates Troubled Corporate Governance Across
 1107 Japan"

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Week 4:

- 1.) Read Chapter 7 – Employee Responsibilities
- 2.) Take notes during my lecture on the Enron/Arthur Andersen case and insider trading
- 3.) Complete the take home quiz on my classroom lecture
- 4.) Read the Chapter 7 Discussion Case: Conflicts of Interests in Subprime Mortgages and at Goldman Sachs and Enron. Answer the 6 discussion questions at the end of the case, and be prepared to discuss these in class.
- 5.) *Homework II: Find a recent article that discusses a current Insider Trading incident, and write a 2 page paper where you explain at least 2 ethical objections to that particular insider trading case.*

Week 5:

- 1.) Read Chapter 12 – International Business and Globalization
- 2.) Take notes during my lecture on the advantages and disadvantages of globalization
- 3.) Complete the take home quiz on my classroom lecture
- 4.) Read the Chapter 12 Discussion Case: Business in a Global Setting. Answer the 4 discussion questions at the end of the case, and be prepared to discuss these in class.
- 5.) Discussion board assignment on the following reading: “Ethics in the Era of Globalization”
- 6.) *Homework III: Find a recent article that discusses an ethical dilemma encountered by a multinational firm. Write a 2 page paper where you summarize the article and give your opinions on the ethical issue(s) at hand.*

This syllabus is tentative and subject to change at the discretion of the instructor.

1133 **Appendix C: Syllabus from Department of Economics and Decision Sciences**

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1135 **ECN5XXX (1 credits)**

1136 **Economics of Information**

1137 **Course Description**

1138 This course will be offered over a 5 week period and will provide an introduction to
 1139 informational problems in economic analysis. It develops basic models of trading under
 1140 asymmetric information and studies the effects of digitization and technology on industry,
 1141 organizational structure, and business strategy. The course will cover topics including the pricing
 1142 of information goods, open source and innovation, search and competition, targeted advertising,
 1143 information analytics, social networks, and a variety of other topics. Economic principles will be
 1144 illustrated through using case studies and team projects.

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1146 **Textbooks and Readings**

1147 **Required**

1148 [S&V]= Shapiro, Carl, and Hal Varian. *Information Rules: A Strategic to the Network Economy*.
 1149 Cambridge, MA: Harvard Business School Press, 1998. ISBN: 9780875848631.

1150 [B&S]= Brynjolfsson, Erik, and Adam Saunders. *Wired for Innovation: How Information
 1151 Technology is Reshaping the Economy*. Cambridge, MA: MIT Press, 2009. ISBN:
 1152 9780262013666.

1153 **Optional**

1154 Brynjolfsson, Erik, and Brian Kahin, eds. *Understanding the Digital Economy*. Cambridge, MA:
 1155 MIT Press, 2000. ISBN: 9780262024747.

1156 Liebowitz, Stan. *Re-Thinking the Network Economy: The True Forces that Drive the Digital
 1157 Marketplace*. New York, NY: American Management Association, 2002. ISBN:
 1158 9780814406496.

1159 **Class Participation**

1160 You are expected to participate in the discussion board. You are responsible to read others' post
 1161 and respond to them. Whenever necessary, I will step in to answer the questions which may
 1162 concern the whole class. Your participation and your contribution to the learning of the whole
 1163 class will affect your grade on the margin.

1164 Discussion board is the place to discuss concepts and exchange ideas on solving problems, not
 1165 the place to post personal comments and concerns. Please send me email if you want to discuss
 1166 anything else. Any disrespectful or irrelevant post will be removed immediately. Any disruptive
 1167 behavior is intolerable and a disruptive student may be asked to leave the class.

1168 *Discussion Assignments:* I will assign four discussion topics totally. You will find those topics in
 1169 discussion board under 'communication' tab. Everyone is expected to initiate a discussion by
 1170 stating the facts or figures. In all discussions you should make a minimum of 2 postings per
 1171 discussion: in addition to your own posting, you should respond to the postings of
 1172 another student. And you may of course make more than the minimum 2 postings per
 1173 discussion. You are reminded to observe common netiquette & use spell checker. The instructor
 1174 reserves the right to purge any derogatory or inappropriate remarks. The discussions are graded
 1175 based on the number of postings and the contents.

1176 Rule reminder: The posting originated by you (not responding to others) should be posted at
 1177 least 8 hours before closing time (or 3pm ET on the closing day) to give others a chance to
 1178 respond to you.

1179 *Policy:* The discussions posted after the closing time will not be counted under any
 1180 circumstances. Discussion board is used only to discuss the topics and concepts. If you have a
 1181 specific question, please email me.

1182 **Case studies**

1183 I will assign four case studies totally. You will find those topics under ‘case study’ tab. For each
 1184 case study, you are required to write a one page report addressing the questions asked. The
 1185 relevant readings, links and requirement are provided in ‘case study’ folder.

1186 **Class project**

1187 Each student is asked to undertake a Project on a business application initiative using some type
 1188 of digital technology throughout the course. The project is designed to enhance their
 1189 understanding of various issues learned in economics of information. It enables the students to
 1190 view problems through an economic lens and to think critically and independently. At the
 1191 beginning of the course, four to five students form a group and choose an organization to work
 1192 with. They eventually turn in a project dossier at the end of the course. The project requirements
 1193 and guideline are provided in ‘class project’ folder.

1194 **Grade:**

1195 Your course grade will be computed in the following ways.

1196 Discussions 35%

1197 Case studies 35%

1198 Class project 30%

1199 Letter grade will be assigned on the following scale:

Weighted final course grade	Letter grade
95% - 100%	A,
90% - 95%	A-
87% - 90%	B+
83% - 87%	B
80% - 83%	B -
77% - 80%	C+
73% - 77%	C
70% - 73%	C-
65% - 70%	D+
60% - 65%	D
50% - 60%	D-
Below 50%	F

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