

Undergraduate Academic Board Agenda

November 21, 2014

2:00-5:00

ADM 204

I. Roll

- | | | |
|--|---|---|
| <input type="checkbox"/> Alberta Harder (FS) | <input type="checkbox"/> Vacant (CBPP) | <input type="checkbox"/> Kevin Keating (LIB) |
| <input type="checkbox"/> Utpal Dutta (FS) | <input type="checkbox"/> Vacant (COH) | <input type="checkbox"/> Rick Adams (KPC) |
| <input type="checkbox"/> Francisco Miranda (Chair) | <input type="checkbox"/> Vacant (COH) | <input type="checkbox"/> Sheri Denison (Mat-su) |
| <input type="checkbox"/> Barbara Harville (CAS) | <input type="checkbox"/> Irasema Ortega (COE) | <input type="checkbox"/> Jared Griffin (Kod) |
| <input type="checkbox"/> Vacant (CAS) | <input type="checkbox"/> Carrie King (CTC) | <input type="checkbox"/> Christina Stuve (ADV) |
| <input type="checkbox"/> Vacant (CAS) | <input type="checkbox"/> Jeff Hoffman (SOE) | |

Ex-Officio Members

- Susan Kalina
- Lora Volden
- Scheduling and Publications

II. Approval of the Agenda (pg. 1)

III. Approval of Meeting Summary (pg. 2-3)

IV. Administrative Report

A. Vice Provost for Undergraduate Academic Affairs Susan Kalina

B. University Registrar Lora Volden

V. Chair's Report

A. UAB Chair- Francisco Miranda

B. GERC

VI. Program/Course Action Request- Second Readings

VII. Program/Course Action Request- First Readings

Chg BA A462 Strategic Management (3 cr)(3+0)(pg. 4-10)

VIII. Old Business

- A. Motion:** The UAB moves to support the GERC in adopting the GELO outcomes as overall general education values that are supported by UAA's General Education outcomes.
Incorporating this concept into the catalog, as well as other modifications to the general education catalog copy, will be worked on by Sandy and Susan Kalina in the coming months in an effort to make the information more user-friendly

IX. New Business

A. Registration Requirements for MATH A430 (pg. 11)

Please see the attached memo for approval signatures

Due to an error during the curriculum process, our MATH A430 course, Concepts of Topology, now requires a prerequisite course (MATH A324) with a co-requisite course (MATH A303). The intended preparation is:

- MATH A324 as prerequisite
- MATH A303 either as a prerequisite or as a co-requisite

We request this change be permitted to increase the number of students eligible to take the class before graduation. Our registrar requests your approval of this change to the catalog before any update is made.

X. Informational Items and Adjournment

Undergraduate Academic Board Summary

November 14, 2014

2:00-5:00

ADM 204

I. Roll

(x) Alberta Harder (FS)	() Vacant (CBPP)	(e) Kevin Keating (LIB)
(x) Utpal Dutta (FS)	() Vacant (COH)	() Rick Adams (KPC)
(x) Francisco Miranda (Chair)	() Vacant (COH)	(x) Sheri Denison (Mat-su)
(x) Barbara Harville (CAS)	(x) Irasema Ortega (COE)	() Jared Griffin (Kod)
() Vacant (CAS)	(x) Carrie King (CTC)	(x) Christina Stuve (ADV)
() Vacant (CAS)	(e) Jeff Hoffman (SOE)	

Ex-Officio Members

(x) Susan Kalina
(x) Lora Volden
(x) Scheduling and Publications

II. Approval of the Agenda (pg. 1)

Approved

III. Approval of Meeting Summary (pg. 2-3)

Approved

IV. Administrative Report

A. Vice Provost for Undergraduate Academic Affairs Susan Kalina

B. University Registrar Lora Volden

V. Chair's Report

A. UAB Chair- Francisco Miranda

B. GERC

Reviewed the GER portion of the electronic curriculum management software

Further discussed the duel category issue for GER courses

The GERC approved the adoption of the GELO outcomes as overall values; requests UAB approval on the following motion:

Motion: The GERC moves to adopt the GELO outcomes as overall general education values that are supported by UAA's General Education outcomes.

Incorporating this concept into the catalog, as well as other modifications to the general education catalog copy, will be worked on by Sandy and Susan Kalina in the coming months in an effort to make the information more user-friendly

Accepted for first reading

VI. Program/Course Action Request- Second Readings

VII. Program/Course Action Request- First Readings

VIII. Old Business

IX. New Business

A. Minor Course Change for BA A264 Personal Selling (pg. 4-9)

Motion to approve minor course change for BA A264

1st Alberta Harder

2nd Utpal Dutta

Unanimously Approved

B. Curriculum Management Software Demonstration

Lora Volden and Michael Smith presented the electronic curriculum software including the course and program forms and an agenda preview

C. Proposal for Designation Process for Community-Engaged Academic Courses (10-12)

1st Carrie King

2nd Utpal Dutta

Unanimously Approved

X. Informational Items and Adjournment



Course Action Request University of Alaska Anchorage Proposal to Initiate, Add, Change, or Delete a Course

1a. School or College CB CBPP		1b. Division ADBP Division of Business Programs			1c. Department BA													
2. Course Prefix BA	3. Course Number A462	4. Previous Course Prefix & Number N/A	5a. Credits/CEUs 3	5b. Contact Hours (Lecture + Lab) (3+0)														
6. Complete Course Title Strategic Management <small>Abbreviated Title for Transcript (30 character)</small>																		
7. Type of Course <input checked="" type="checkbox"/> Academic <input type="checkbox"/> Preparatory/Development <input type="checkbox"/> Non-credit <input type="checkbox"/> CEU <input type="checkbox"/> Professional Development																		
8. Type of Action: <input type="checkbox"/> Add or <input checked="" type="checkbox"/> Change or <input type="checkbox"/> Delete <i>If a change, mark appropriate boxes:</i> <input type="checkbox"/> Prefix <input type="checkbox"/> Course Number <input type="checkbox"/> Credits <input type="checkbox"/> Contact Hours <input type="checkbox"/> Title <input type="checkbox"/> Repeat Status <input type="checkbox"/> Grading Basis <input type="checkbox"/> Cross-Listed/Stacked <input checked="" type="checkbox"/> Course Description <input type="checkbox"/> Course Prerequisites <input type="checkbox"/> Test Score Prerequisites <input type="checkbox"/> Co-requisites <input type="checkbox"/> Automatic Restrictions <input type="checkbox"/> Registration Restrictions <input type="checkbox"/> Class <input type="checkbox"/> Level <input type="checkbox"/> General Education Requirement <input type="checkbox"/> College <input type="checkbox"/> Major <input checked="" type="checkbox"/> Other Update CCG (please specify)				9. Repeat Status No # of Repeats Max Credits														
				10. Grading Basis <input checked="" type="checkbox"/> A-F <input type="checkbox"/> P/NP <input type="checkbox"/> NG														
				11. Implementation Date semester/year From: Fall/2015 To: /9999														
				12. <input type="checkbox"/> Cross Listed with _____ <input type="checkbox"/> Stacked with _____ Cross-Listed Coordination Signature														
13a. Impacted Courses or Programs: List any programs or college requirements that require this course. Please type into fields provided in table. If more than three entries, submit a separate table. A template is available at www.uaa.alaska.edu/governance . <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 40%;">Impacted Program/Course</th> <th style="width: 20%;">Date of Coordination</th> <th style="width: 40%;">Chair/Coordinator Contacted</th> </tr> </thead> <tbody> <tr><td>1. See attached list</td><td></td><td></td></tr> <tr><td>2.</td><td></td><td></td></tr> <tr><td>3.</td><td></td><td></td></tr> </tbody> </table>							Impacted Program/Course	Date of Coordination	Chair/Coordinator Contacted	1. See attached list			2.			3.		
Impacted Program/Course	Date of Coordination	Chair/Coordinator Contacted																
1. See attached list																		
2.																		
3.																		
Initiator Name (typed): <u>Robert Poe</u> Initiator Signed Initials: _____ Date: _____																		
13b. Coordination Email Date: <u>10/04/2014</u> submitted to Faculty Listserv: (uaa-faculty@lists.uaa.alaska.edu)				13c. Coordination with Library Liaison Date: <u>10/04/2014</u>														
14. General Education Requirement <input type="checkbox"/> Oral Communication <input type="checkbox"/> Written Communication <input type="checkbox"/> Quantitative Skills <input type="checkbox"/> Humanities <i>Mark appropriate box:</i> <input type="checkbox"/> Fine Arts <input type="checkbox"/> Social Sciences <input type="checkbox"/> Natural Sciences <input type="checkbox"/> Integrative Capstone																		
15. Course Description (<i>suggested length 20 to 50 words</i>) Evaluation of the external and internal market environments to formulate a strategic plan that achieves above average returns. Analysis of theory, current events, company/industry analysis and case studies to prepare students to understand, evaluate and carry out strategic decisions in the global market place.																		
16a. Course Prerequisite(s) (<i>list prefix and number or test code and score</i>) (BA A273, BA A300, BA A325, and BA A343) with a minimum grade of C			16b. Co-requisite(s) (<i>concurrent enrollment required</i>) N/A															
16c. Automatic Restriction(s) <input type="checkbox"/> College <input type="checkbox"/> Major <input type="checkbox"/> Class <input type="checkbox"/> Level			16d. Registration Restriction(s) (<i>non-codable</i>) College of Business and Public Policy majors must be admitted to upper-division standing															
17. <input checked="" type="checkbox"/> Mark if course has fees Standard CBPP computer lab fee			18. <input type="checkbox"/> Mark if course is a selected topic course															
19. Justification for Action Update of outline, textbook, and bibliography.																		

Initiator (faculty only)		Date	<input type="checkbox"/> Approved		
Robert Poe			<input type="checkbox"/> Disapproved	Dean/Director of School/College	Date
Initiator (TYPE NAME)					
<input type="checkbox"/> Approved			<input type="checkbox"/> Approved		
<input type="checkbox"/> Disapproved	Department Chair	Date	<input type="checkbox"/> Disapproved	Undergraduate/Graduate Academic Board Chair	Date
<input type="checkbox"/> Approved			<input type="checkbox"/> Approved		
<input type="checkbox"/> Disapproved	College/School Curriculum Committee Chair	Date	<input type="checkbox"/> Disapproved	Provost or Designee	Date

13a. Impacted courses or programs BA A462

Impacted program/course	Date of coordination	Chair/ Coordinator contacted
Accounting, BBA	10/02/2014	C. Patrick Fort
Economics, BBA	10/02/2014	Paul Johnson
Finance, BBA	10/02/2014	C. Patrick Fort
Management, BBA	10/02/2014	Ed Forrest
Global Logistics and Supply Chain Management, BBA	10/02/2014	Darren Prokop
Marketing, BBA	10/02/2014	Ed Forrest
Management Information Systems, BBA	10/02/2014	Minnie Yen
BA A489	10/02/2014	Ed Forrest

**COURSE CONTENT GUIDE
UNIVERSITY OF ALASKA ANCHORAGE
COLLEGE OF BUSINESS AND PUBLIC POLICY**

I. Date Initiated November 17, 2014

II. Course Information

College/School: College of Business and Public Policy
Department: Management and Marketing
Program: Bachelor of Business Administration in Accounting, Economics, Finance, Management, Global Logistics and Supply Chain Management, Marketing, and Management Information Systems

Course Title: Strategic Management

Course Number: BA A462

Credits: 3

Contact Hours: 3 per week x 15 weeks = 45 hours

0 lab hours

6 hours outside of class per week x 15 weeks = 90 hours

Grading Basis: A-F

Course Description: Evaluation of the external and internal market environments to formulate a strategic plan that achieves above average returns. Analysis of theory, current events, company/industry analysis and case studies to prepare students to understand, evaluate and carry out strategic decisions in the global market place.

Course Prerequisites: (BA A273, BA A300, BA A325, and BA A343) with a minimum grade of C

Registration Restrictions: College of Business and Public Policy Majors must be admitted to upper-division standing.

Fees: Standard CBPP computer lab fee

III. Course Activities

- A. Lecture
- B. Video case studies
- C. Written case studies
- D. Audio news items discussions
- E. Current business and industry events discussions

IV. Course Level Justification

Students must have completed four prerequisites and be admitted to CBPP upper-division standing.

V. Outline

- A. Strategic Management and Strategic Competitiveness
- B. The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis
- C. The Internal Organization: Resources, Capabilities, Core Competencies, and Competitive Advantages
- D. Strategy Formulation
 - 1. Business level strategy
 - 2. Competitive rivalry and competitive dynamics
 - 3. Corporate level strategy
 - 4. Merger and acquisition strategies
 - 5. International strategy
 - 6. Cooperative strategy
- E. Strategy Implementation
 - 1. Corporate governance
 - 2. Organizational structure and controls
 - 3. Strategic leadership
 - 4. Strategic entrepreneurship

VI. Suggested Text

Hitt, M. Ireland, R.D. and Hoskisson, E. (2013) *Strategic Management Competitiveness and Globalization*, 11th Ed, Kentucky: Cengage.

VII. Bibliography

- Demirdjian, Z. S., (2008). Strategic Management Trends in Cyberge. *Journal of American Academy of Business*, 13(1), I, II, III.
- Gu, J. (2004) Links between resources, strategies, and performance in cross-border mergers and acquisitions. Ph.D. dissertation, Temple University, United States -- Pennsylvania.
- Kim, W. Chan and Mauborgne, Rene'e (2005). *Blue Ocean Strategy, How to Create Uncontested Market Space and Make the Competition Irrelevant*, Harvard Business Review Press, 1st Ed. Boston Massachusetts.
- Kiyak, T. (2004) A framework for global corporations: The role of strategy, structure, leadership, culture, and processes. Ph.D. dissertation, Michigan State University, United States -- Michigan.
- Magretta, Joan (2012). *Understanding Michael Porter, The Essential Guide to Competition and Strategy*. Harvard Business Review Press, 1st Ed. Boston, Massachusetts.

Comment [C1]: I used APA's cite download from ABI Informs

- Martin, J. A. (2002) Cross-business synergies: Recombination, modularity, and the multi-business team. Ph.D. dissertation, Stanford University, United States -- California.
- Moliterno, T. P. (2005) Behavioral antecedents of firm-level resource replacement and acquisition. Ph.D. dissertation, University of California, Irvine, United States -- California.
- Porter, Michael E. and Heppelmann, James E. (2014) How Smart, Connected Products Are Transforming Competition. *Harvard Business Review*, 92(11), 64.
- Syfert, T. J. (2005) Business strategy: Managing the fit between organizational expectations and employee internalization. A case study. Ph.D. dissertation, Capella University, United States -- Minnesota.
- Yu, T. (2003) Dynamics of multinational rivalry. Ph.D. dissertation, Texas A&M University, United States -- Texas.

VIII. Instructional Goals and Student Learning Outcomes

A. Instructional Goals. The instructor will:	
1.	Analyze the global external and internal environment of an organization
2.	Evaluate the capabilities and competencies of a firm and how they can be used to achieve above average returns
3.	Examine the competitive dynamics that organizations face
4.	Integrate the business and corporate level strategies of a firm in order to maximize the capacities of its value chain
5.	Analyze the challenges of an international strategy
6.	Formulate a strategic plan to direct the company towards its goals
7.	Evaluate the challenges of strategic implementation

B. Student Learning Outcomes. Students will be able to:	Assessment Method
1. Analyze the human, social and cultural aspects of organizations, and their influence on organizational strategy	Weekly assessments, book report, case studies, company analysis presentation
2. Apply key concepts in strategic management	Weekly assessments, book report, case studies, company analysis presentation

3. Determine the opportunities and threats of the global environment and its challenges for the firm	Weekly assessments, book report, case studies, company analysis presentation
4. Integrate the external and internal factors that affect a firm's strategy	Weekly assessments, book report, case studies, company analysis presentation
5. Evaluate the validity of a firm's current business and corporate level strategy	Weekly assessments, book report, case studies, company analysis presentation
6. Formulate a strategic plan and determine the viability of a firm's current strategy to achieve its goals	Weekly assessments, book report, case studies, company analysis presentation



To: Dr. Patricia Linton, Associate Dean

From: Debbie Narang, Chair of the Department of Mathematics and Statistics
D. Narang

Date: November 17, 2014

Re: Registration requirements for MATH A430

Due to an error during the curriculum process, our MATH A430 course, Concepts of Topology, now requires a prerequisite course (MATH A324) with a co-requisite course (MATH A303). The intended preparation is:

- MATH A324 as prerequisite
- MATH A303 either as a prerequisite or as a co-requisite

We request this change be permitted to increase the number of students eligible to take the class before graduation. Our registrar requests your approval of this change to the catalog before any update is made.

*Approved: Patricia Linton
Associate Dean*