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

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

<table>
<thead>
<tr>
<th>1a. School or College</th>
<th>1b. Division</th>
<th>1c. Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB CBPP</td>
<td>ADBP Division of Business Programs</td>
<td>BA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Course Prefix</th>
<th>3. Course Number</th>
<th>4. Previous Course Prefix &amp; Number</th>
<th>5a. Credits/CEUs</th>
<th>5b. Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA</td>
<td>A462</td>
<td>N/A</td>
<td>3</td>
<td>(Lecture + Lab)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Complete Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7. Type of Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
</tr>
<tr>
<td>Preparatory/Development</td>
</tr>
<tr>
<td>Non-credit</td>
</tr>
<tr>
<td>CEU</td>
</tr>
<tr>
<td>Professional Development</td>
</tr>
</tbody>
</table>

8. Type of Action: [ ] Add or [x] Change or [ ] Delete

If a change, mark appropriate boxes:
- [ ] Prefix
- [ ] Credits
- [x] Title
- [ ] Grading Basis
- [x] Course Description
- [ ] Test Score Prerequisites
- [ ] Co-requisites
- [ ] Automatic Restrictions
- [ ] Class
- [ ] Level
- [ ] College
- [x] Major
- [x] Other Update CCG (please specify)

<table>
<thead>
<tr>
<th>9. Repeat Status No</th>
<th># of Repeats</th>
<th>Max Credits</th>
</tr>
</thead>
</table>

10. Grading Basis: [x] A-F

11. Implementation Date: From: Fall/2015 To: 9999

12. [ ] Cross Listed with

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](http://www.uaa.alaska.edu/governance).

<table>
<thead>
<tr>
<th>Impacted Program/Course</th>
<th>Date of Coordination</th>
<th>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>
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<tr>
<td>3.</td>
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<td></td>
</tr>
</tbody>
</table>

Initiator Name (typed): Robert Poe
Initiator Signed Initials: _________

13b. Coordination Email: (uae-faculty@lists.uaa.alaska.edu)

13c. Coordination with Library Liaison: Date: 10/04/2014

14. General Education Requirement

Mark appropriate box:
- [ ] Oral Communication
- [ ] Written Communication
- [ ] Quantitative Skills
- [ ] Humanities
- [ ] Fine Arts
- [ ] Social Sciences
- [ ] Natural Sciences
- [ ] Integrative Capstone

15. Course Description (suggested length 20 to 50 words)

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) (list prefix and number or test code and score)

(Bar A273, BA A300, BA A325, and BA A343) with a minimum grade of C

16b. Co-requisite(s) (concurrent enrollment required)

N/A

16c. Automatic Restriction(s)

[ ] College
[ ] Major
[ ] Class
[ ] Level

16d. Registration Restriction(s) (non-codable)

College of Business and Public Policy majors must be admitted to upper-division standing

17. [x] Mark if course has fees Standard CBPP computer lab fee

18. [ ] Mark if course is a selected topic course

19. Justification for Action

Update of outline, textbook, and bibliography.

---

4
<table>
<thead>
<tr>
<th>Role</th>
<th>Approval Status</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initiator (faculty only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robert Poe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dean/Director of School/College</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Chair</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undergraduate/Graduate Academic Board Chair</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College/School Curriculum Committee Chair</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provost or Designee</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
13a. Impacted courses or programs BA A462

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


VII. Bibliography


B. Student Learning Outcomes.  

<table>
<thead>
<tr>
<th>Students will be able to:</th>
<th>Assessment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Analyze the human, social and cultural aspects of organizations, and their influence on organizational strategy</td>
<td>Weekly assessments, book report, case studies, company analysis presentation</td>
</tr>
<tr>
<td>2. Apply key concepts in strategic management</td>
<td>Weekly assessments, book report, case studies, company analysis presentation</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>3.</td>
<td><strong>Determine the opportunities and threats of the global environment and its challenges for the firm</strong></td>
</tr>
<tr>
<td>4.</td>
<td><strong>Integrate the external and internal factors that affect a firm’s strategy</strong></td>
</tr>
<tr>
<td>5.</td>
<td><strong>Evaluate the validity of a firm’s current business and corporate level strategy</strong></td>
</tr>
<tr>
<td>6.</td>
<td><strong>Formulate a strategic plan and determine the viability of a firm’s current strategy to achieve its goals</strong></td>
</tr>
</tbody>
</table>
To: Dr. Patricia Linton, Associate Dean

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

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
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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