

## PRESIDENT'S REPORT ON ACTIONS OF THE SENATES

### Establish a Post-Master's Certificate of Advanced Study (CAS) in Urban Education Leadership, College of Education and Graduate College, Chicago

The Chicago Senate with the recommendation of the College of Education and the Graduate College has approved the establishment of a Post-Master's Certificate of Advanced Study (CAS) in Urban Education Leadership.

The establishment of the Certificate is part of a larger revision being made to the existing Doctor of Education in Urban Education Leadership program, which has won State and national recognition in school leadership preparation since its establishment in 2003. The program is being revised to improve program completion rates, create a stronger vertical alignment of course content throughout the program, and create stronger integration of courses with required, hands-on leadership experiences in schools.

Specifically, students are admitted to the Ed.D. program in Urban Education Leadership. All students complete the same course sequence for at least 64 hours, which will earn them the new Illinois Principal Endorsement after 44 hours. For students who decide not to pursue the Ed.D., the Post-Master's Certificate of Advanced Study will be awarded after 64 hours and successful completion of a comprehensive

written examination. For those students seeking to continue to the Ed.D., an additional 4 hours of coursework and 12 hours of doctoral research project focusing on a data-based analysis of school improvement will be completed.

Establish the Undergraduate Spanish Minor in the Modern Language Program,  
College of Liberal Arts and Sciences, Springfield

The Springfield Senate has approved a proposal from the Modern Language Program within the College of Liberal Arts and Sciences to establish a 17 credit hour on-campus Spanish undergraduate minor.

The learning objectives of the Spanish minor are divided into three broad categories of language, culture, and multimedia to allow students to get a broad understanding of the language and improve their abilities to compete in the twenty-first century global economy with marketable language skills. All courses required in the minor will be conducted in Spanish. The curriculum follows national standards and meets the UIS strategic plans for language offerings at the university. The Spanish minor, which will be the first foreign language minor offered at UIS, is expected to be a significant recruitment tool and benefit current international and study abroad programs. It will also support the Global Studies major which has a language requirement.

Establish the Management Concentration and Marketing Concentration in the Bachelor of Business Administration, College of Business and Management, Springfield

The Springfield Senate with the recommendation of the College of Business and Management has approved the establishment of the Management concentration and Marketing concentration in the Bachelor of Business Administration.

The Management degree began as distinct program of study in the College of Business and Management, but core curriculum changes in order to comply with Association to Advance Collegiate Schools of Business (AACSB) accreditation requirements and the addition of foundation courses changed the degree requirements in such a way that students in Business and Management are required to take 14 of the same courses (42 credit hours) as part of their degree programs. The overlap of coursework led to significant overlap and blurring between Business and Management majors.

A popular approach among AACSB business colleges is to have a business administration degree with concentrations in Management, Marketing, and other topical business areas. UIS seeks to use this model by continuing the existing Bachelor in Business Administration (BBA) and adding a Management concentration and Marketing concentration within the BBA. This restructuring will eliminate the curricular overlap of the current structure and allow students to focus their degrees on specific curricular aspects of business.

The 15 hour Management concentration will focus on behavioral or strategic aspects of business. The Management concentration will replace the existing Bachelor of Arts in Management and will utilize the same curriculum that is offered in the current Management degree. Fall 2013 admissions to the current Management program will be suspended.

The 15 hour Marketing concentration is designed for students who wish to focus on consumer behavior, research and analysis, and other topics related to marketing a product or service. The Marketing concentration will meet student demand for more intense study related to Marketing, as data gathered by the UIS Office of Admissions indicates Marketing is one of the top three programs requested by students.

Establish the Undergraduate Marketing Minor in the Department of Business Administration, College of Business and Management, Springfield

The Springfield Senate has approved a proposal from the College of Business and Management to establish a 15 credit hour undergraduate minor in Marketing in the Department of Business Administration.

UIS currently offers minors in Business and Management, but does not offer a minor in Marketing. The Marketing minor is designed for students outside the business college who want to study marketing, marketing research principles, and consumer behavior. The minor will allow UIS students to supplement their major coursework and enhance employment qualifications with Marketing courses. Existing

UIS majors whose students might be interested in earning the Marketing minor include Communications, Liberal Studies, Global Studies, Political Science, and Visual Arts.

The Marketing minor will be offered both on campus and online and the majority of coursework needed for the minor is already offered by the college.