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Academic Policies Committee Minutes of the Academic Senate 2017-03-31

University of Dayton. Academic Policies Committee

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APC Meeting minutes

March 31, 2017

respectfully submitted by Markus Rumpfkeil, chair APC

Present: Dixon, Rumpfkeil, Analogue, Trollinger, Pierce, Wells, Bickford

Agenda Items:

1. Minutes from March 24th approved
2. Undergraduate Certificate in Sales Leadership

We had a discussion about minor vs certificate vs concentration vs emphasis. APC will propose to ECAS that the distinctions especially between minor and certificate should be better defined. Subsequently, the proposed certificate was discussed. It was decided to pose questions and make suggestions to the proposers and request a second draft. Questions/suggestions that members voiced were:

1. The title “Sales Leadership” implies that leadership skills will be developed. It is currently not apparent from the courses comprising the certificate that this will be the case. Either describe how leadership skills are part of the learning outcomes of this certificate program or change the title to something that more accurately reflects the content of the proposed certificate.
2. Why is this not proposed as a minor? What is the rationale behind establishing this as an undergraduate certificate?
3. It seems there is a large overlap between the existing sales management emphasis for marketing majors and the proposed certificate. Is the intention that marketing majors can double count and obtain both? If not, marketing major students should be explicitly excluded from being eligible to pursue the proposed certificate.
4. Where are the numbers for the prospective enrollment coming from (citing from the proposal “... we believe we should see 35-40 students completing the certificate annually”)?