

REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue - why the issue is being considered:

The College of Business is requesting a change to the name of the program from the “Department Management and Marketing” to “Department of Management and Leadership Programs” for the next possible catalog. The College of Business is undergoing a departmental restructuring. As part of this restructuring, marketing will no longer be in the management department. Changing the department name reflects an attempt to capture the multiple programs and covers more of what the programs are doing in the renamed department.

Points Discussed by Committee:

1. The impact on the allocation of workload for faculty and availability of courses for students.
2. What major discovery efforts will be provided for students in the renamed department because all majors are not accounted for in the renaming effort?
3. The department’s utilization of “Leadership” in rename. Want to insure it doesn’t preclude other programs on campus from using it in certificate titles, course names.

Pros of Recommendation:

1. Program name change reflects an agreed upon solution after several discussions on the rename.

Cons of Recommendation:

1. Program name change does not include the exhaustive list of majors offered in the department.

Technology/Human Resource Impact:

None

Committee Recommendation:

The committee approved the name change of the department from the “Department Management and Marketing” to “Department of Management and Leadership Programs” for the next possible catalog.

MOTION FOR THE UNIVERSITY SENATE

The University Senate Committee: Academic Policies Committee

by a vote of 9 for to 0 against on September 27th, 2022 (Date)

Recommends that:

The rename of the department from the “Department Management and Marketing” to “Department of Management and Leadership Programs” for the next possible catalog, starting 2023-2024 AY.

Implementation Date: 23/24 catalog

Signed:

Chair of the Committee

Send to: University Senate Office