

Criterion 6.2 - Deployment

Criterion 6.2.a. Provide evidence how the business unit ensures that courses taught by both full-time and part-time faculty are of comparable quality and consistency.

Criterion 6.2.b. The unit must complete Table 6.4.b. template for Abbreviated Course Syllabus in the evidence file with information for each accredited program.

Criterion 6.2.c. Provide evidence of how business-related programs include sufficient coverage of business topics to meet the long-term needs of students and other stakeholders. Business-related programs that lead to associate or bachelors must have a minimum of 25 percent of the total curriculum devoted to business. Master's degree programs must have a minimum of 50% of the total curriculum devoted to business. Doctoral level programs must have a minimum of 25% of the total curriculum devoted to business.

Students transferring from an associate institution into a bachelor's level business-related program must meet the 25% bachelor's degree business requirement with a combination of business courses from the associate institution and the bachelor's institution as specified by the bachelor's degree granting institution.

Figure 6.4

Example of Completed Abbreviated Course Syllabus

Course Number: Marketing 3723

Course Name: Principles of Marketing

Instructors: Brown, Smith and True

Required Text: McCarthy, Perreault: BASIC MARKETING, Irwin

Course Description: A description and analysis of business activities designed to plan, price, promote, and distribute products and services to customers. Topics studied include the marketing environment, consumer buying habits and motives, types of middlemen, marketing institutions and changes, government regulations, advertising and current marketing practices.

Topic Outline: Hours/Minutes
(or % of a 3-hour Course)

I. Introduction to Principles	9
A. Environmental Factors	
B. Market Segmentation, Sales Forecasting	
C. Buyer Behavior	
D. Market Research and Marketing Information Systems	
II. Product Variable	3
A. Classification, Branding, Packaging, and Labeling	
B. Product Mix, Product Assortments, Product Positioning	
III. Place/Distribution Decisions	9
A. Channels of Distribution	
B. Wholesaling	
C. Retailing	
D. Physical Distribution/Logistics	
IV. Promotion Decisions	7 1/2
A. Advertising and Publicity	
B. Personal Selling	
V. Pricing Decisions	6
A. Pricing Concepts	
B. Setting Prices	
VI. Uncontrollable Variables	3

Table 6.4.b Template

Course Number:

Abbreviated Course Syllabus Course Title:

List all faculty who taught this course during the self-study year:

- 1.
- 2.
- 4.
- 5.

List all textbooks and required supplementary readings used:

(Author) (Title)_____

_____(Publisher)

Provide a brief course description (Relate course description to UG CPC topics where appropriate):

List the course outline (topics/chapters) and class sessions

Summarize the UG CPC Coverage in terms of hours
