

**Western Oregon University  
Program Log Form**

Degree Program and/or Course Title: \_\_\_\_\_ Master of Science \_\_\_\_\_

Academic Major: \_\_\_\_\_ Management and Information Systems \_\_\_\_\_

A) Describe the proposed degree program change(s) in terms of how the changes differ from the program as currently approved and published in the latest University catalog (specify the latest catalog date).

All Business courses in the Master of Science in Management and Information Systems program will be offered for 4 credits, rather than 3 credits as originally proposed. These courses do not appear in the current catalog because the formal course approval process was not officially completed. They have been offered with temporary approval for either 3 credits (Fall 2008) or 4 credits (Winter, Spring, Summer 2009).

B) Describe the reasons for making this change.

Based on faculty experiences teaching during Fall 2008 and creating syllabi for courses offered in the Winter 2009 and Spring 2009 terms, it was agreed that an additional credit hour was needed to cover topics in greater depth appropriate for graduate studies. Faculty in the Division of Computer Science reached the same conclusion and cancelled their plan to convert their courses from 4 credits to 3 credits.

For Dean Review only:

C) How and when will the effectiveness of these changes be determined?

Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 601 Title of Course Organizational Leadership

Abbreviation for Class Schedule: 20 spaces \_\_\_\_\_

Nature of course request (Mark all that apply)

- New course
- Delete a course
- Title change
- Writing Intensive
- Other credit change
- LACC course
- Number/Prefix change
- Description
- Multicultural Diversity
- Change in course prerequisite
- Undergraduate course
- Graduate course (500M)
- 400/500 course

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1) Sponsor: Faculty sponsor signature John Jendley Date 1-13-09  
Faculty sponsor extension number 88719

2) Department/Program: Coordinator signature Balan - Kash Date Jan 20, 09

3) Division: Division Chair signature Balan - Kash Date Jan 20, 09  
Curriculum Chair signature Justine D. Frutkin Date 1-16-09  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature Mary CM Bucy Date 5-19-09  
\_\_\_ N/A  Approved \_\_\_ NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ N/A \_\_\_ Approved \_\_\_ NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved by the Senate Executive Committee  
\_\_\_ Approved by the Faculty Senate \_\_\_ NOT Approved *Return to sponsor*

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President and Faculty Sponsor*

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President & Faculty Sponsor*

(This form to be used with individual courses.)

**REQUEST FOR PERMANENT COURSE CHANGE**

Initiated by: Dr. John Leadley

Date: 1/13/09

**CHANGING A COURSE**

FROM:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 601	Organizational Leadership	3
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TO:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 601	Organizational Leadership	4
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New Description (if applicable):

This course examines leadership in theory and practice. Topics include motivation, leadership style, individual and group decision-making, business ethics, and strategic management

Justification for changing the course (e.g., alignment with other institutions, program revision, etc.):

Three credit hours does not provide enough time to cover the material in depth. The course will also include some material previously covered in BA 604.  
Students/Programs affected:

Graduate Students/Master of Science in Management and Information Systems

**DROPPING A COURSE**

Course Prefix  
and Number

Descriptive Title

Cr. Hours

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Justification for dropping the course:

Students/Programs affected:



# ORGANIZATIONAL LEADERSHIP

BA 601 (30???) Spring 2009  
T & TH, 2:00-3:50, OMA 103

Instructor: Mark Seabright  
Office: West House, Room 111  
Office Hours: T & TH 8:30-9:15 & 11:00-12:00

Phone: 503-838-8359  
Email: [seabrim@wou.edu](mailto:seabrim@wou.edu)  
Web: <http://online.wou.edu/>

## Course Overview

The objective of this course is to develop your understanding of leadership within business organizations. This task requires an understanding of the organizational context, including job performance, motivation, teamwork, and organizational culture, as well as leadership processes, including leader behavior, ethics, and strategic management. The orientation will be both conceptual and applied. The text and supplemental readings will provide an overview of core concepts; lectures and class discussion will highlight particular aspects; and cases and individual projects will allow detailed applications of the material.

## Course Materials

*Leadership*. New York: McGraw-Hill Primis, 2009.

Additional required readings and Powerpoints are available at WOU online (Moodle) at <http://online.wou.edu/>. Use your WOU network username and password to login to WOU online (Moodle) and then enter the enrollment key to access materials for this course. (See <http://www.wou.edu/provost/online/index.php> for more information about accessing Moodle).

## Class Accommodations

Any student who feels that she or he may need an accommodation for any type of disability should make an appointment to see me during office hours the first week of the course and should contact the Office of Disability Services (838-8250v/tty) in the APSC 405.

## Course Work and Evaluation

The course is designed to provide you with opportunities to perform in several different areas: class discussion, reading summaries, an individual paper and presentation, and exams. Topical discussions and cases are the primary means of instruction for this course. For this reason, you are expected to attend class regularly and to actively participate in discussions. Class participation is worth 10% of your final grade.

The readings are essential for contributing to and learning from class discussions. In order to be prepared for these discussions, I would like you to write a 2 page summary and critique of each of the supplemental readings (noted with \*s in the outline). Each write-up should devote at least one page to summarizing the main points in the reading and should use the remainder to critique the article's applicability or relevance to a work context, conceptual development or contribution to the literature, and/or managerial implications. Please email each write-up to me at [seabrim@wou.edu](mailto:seabrim@wou.edu) before the beginning of the class period in which the reading is discussed. Please paste your write-up into the body of the email, rather than attaching a file from a word



processing program. I will assess them by determining the number of write-ups that have been emailed to me on time and whether the quality of the work is acceptable. If all of the summaries/critiques have been satisfactorily fulfilled, you will receive an "A" for this component of your grade. Write-ups submitted after the scheduled class period when they are due are eligible for no more than half credit (and that only if the paper is otherwise acceptable). Reading summaries/critiques are worth 15% of your grade.

There will be a midterm and a final exam during the quarter. The format of the exams will be short answer and essay questions. The exams will be based on material from the text and readings, course lectures, and class discussions. Please note that you are responsible for all assigned materials whether or not they have been addressed during class sessions. Each exam is worth 25% of your final grade.

The individual project involves selecting a topic of interest, conducting research to broaden your understanding of the topic, writing a 10-15 page paper reporting your analysis and conclusions, and presenting a summary of the project to the class. There are two possible types of topics. One is a business case, based either on a real-life work incident that you experienced or witnessed or on a news account from the popular business press. If your project focuses on a business case, your research should examine managerial theories and concepts that help you to understand the issues in the case and that inform your recommendations. Another possibility is to explore an academic topic in more depth. If your project focuses on an academic topic, your research should review of the relevant literature and offer either a synthesis with managerial implications and/or a conceptual critique. For the paper and presentation, please be sure to include proper citations for all sources, including text and Internet references. Grades for the projects will be based on thoroughness in analyzing the topic, appropriate use of conceptual material, insight or novelty in the analysis, and clarity of exposition. The individual project (paper and presentation) is worth 25% of your final grade.

I expect all work to be original. An assignment that includes plagiarized material will receive a failing grade. Final grades will be determined as follows:

Class participation	10%
Reading summaries	15%
Midterm exam	25%
Final exam	25%
Paper/presentation	25%

## Course Outline

<u>Class and Date</u>	<u>Topic</u>	<u>Assignment Due</u>
1. 3/31 Tuesday	Introduction	
2. 4/2 Thursday	Job Performance	Ch. 1
3. 4/7 Tuesday	Job Attitudes: Satisfaction	Ch. 2; Harrison et al. (2006)*
4. 4/9 Thursday	Job Attitudes: Commitment	Ch. 3; Withey & Cooper (1989)*
5. 4/14 Tuesday	Motivation	Ch. 4
6. 4/16 Thursday	Trust & Justice	Ch. 5; Kim & Leung (2007)*
7. 4/21 Tuesday	Group Processes and Teamwork	Ch. 6
8. 4/23 Thursday	Group Processes and Teamwork	Ch. 7
9. 4/28 Tuesday	<i>Midterm</i>	
10. 4/30 Thursday	Leadership: Intro	Ch. 8; Zaleznik (2004)*
11. 5/5 Tuesday	Leadership: Situational	Ch. 9
12. 5/7 Thursday	Leadership: Transformational	Ch. 10
13. 5/12 Tuesday	Women & Leadership	Eagly & Carli (2007)*
14. 5/14 Thursday	Culture	Ch. 11; Chatman & Cha (2003)*
15. 5/19 Tuesday	Ethics	Ch. 12
16. 5/21 Thursday	Ethics	Brown (2007)*; Schminke et al. (2007)*
17. 5/26 Tuesday	Strategic Management	Ch. 13 & 14; Porter (1996)*
18. 5/28 Thursday	Corporate Social Responsibility	Ch. 15; Porter & Kramer (2006)*
19. 6/2 Tuesday	<i>Presentations</i>	<i>Paper</i>
20. 6/4 Thursday	Summary and Discussion	

### Final Exam Schedule

6/9, Tuesday, 12:00-1:50

## Readings

1. Harrison, D. A., Newman, D. A., & Roth, P. L. (2006). How important are job attitudes? Meta-analytic comparisons of integrative behavioral outcomes and time sequences. *Academy of Management Journal*, 49 (2), 305-325.
2. Withey, M. J., & Cooper, W. H. (1989). Predicting exit, voice, loyalty, and neglect. *Administrative Science Quarterly*, 34, 521-539.
3. Kim, T., & Leung, K. (2007). Forming and reacting to overall fairness: A cross-cultural comparison. *Organizational Behavior and Human Decision Processes*, 104, 83-95.
4. Zaleznik, A. (January 2004). Managers and leaders: Are they different? *Harvard Business Review*, 82 (1), 74-81.
5. Eagly, A. H., & Carli, L. L. (September 2007). Women and the labyrinth of leadership. *Harvard Business Review*, 62-71.
6. Chatman, J. A., & Cha, S. E. (Summer 2003). Leading by leveraging culture. *California Management Review*, 45 (4), 20-34.
7. Brown, M. E. (2007). Misconceptions of ethical leadership: How to avoid potential pitfalls. *Organizational Dynamics*, 36 (2), 140-155.
8. Schminke, M., Arnaud, A., & Keunzi, M. (2007). The power of ethical work climates. *Organizational Dynamics*, 36 (2), 171-186.
9. Porter, M. E. (November-December 1996). What is strategy? *Harvard Business Review*, 61-78.
10. Porter, M. E., & Kramer, M. R. (December 2006). Strategy & society: The link between competitive advantage and corporate social responsibility. *Harvard Business Review*, 78-92.



Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 604 Title of Course Business, Government, and Society

Abbreviation for Class Schedule: 20 spaces

Nature of course request (Mark all that apply)

- New course
- Delete a course
- Title change
- Writing Intensive
- Other
- LACC course
- Number/Prefix change
- Description
- Multicultural Diversity
- Change in course prerequisite
- Undergraduate course
- Graduate course (500M)
- 400/500 course

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1) Sponsor: Faculty sponsor signature John Feadley Date 4-13-09  
Faculty sponsor extension number 88719

2) Department/Program: Coordinator signature John Feadley Date 4-13-09

3) Division: Division Chair signature Bahn - Kub. Date April 13, 09  
Curriculum Chair signature Heidi D. Fuchsberger Date April 13, 09  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature Mary Cms Buey Date 5-19-09  
\_\_\_ N/A  Approved \_\_\_ NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ N/A \_\_\_ Approved \_\_\_ NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved by the Senate Executive Committee  
\_\_\_ Approved by the Faculty Senate \_\_\_ NOT Approved *Return to sponsor*

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President and Faculty Sponsor*

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President & Faculty Sponsor*

(This form to be used with individual courses.)

REQUEST FORM  
PERMANENT COURSE CHANGE

Initiated by: Dr John Leadley Date: April 13, 2009

**CHANGING A COURSE**

FROM:

Course Prefix  
& Number

Descriptive Title

Cr. Hours

Course Prefix & Number	Descriptive Title	Cr. Hours

TO:

Course Prefix  
& Number

Descriptive Title

Cr. Hours

Course Prefix & Number	Descriptive Title	Cr. Hours

New Description (if applicable):

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Justification for changing the course (e.g. alignment with other institutions, program revisions, etc.):

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Student/Programs affected: \_\_\_\_\_

**DROPPING A COURSE**Course Prefix  
& Number

Descriptive Title

Cr. Hours

BA 604	Business, Government, and Society	3
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Justification for dropping the course:

Part of the content of this course has been moved to BA 601, Organizational Leadership, which has been expanded from 3 to 4 credit hours. With that modification and the elimination of BA 604, the program now consists of one class in each of the core areas in business, which is the balance that the faculty believe is most appropriate.

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Students/Program affected: Master of Science in Management and Information Systems



Appendix E

Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 610 Title of Course Marketing Analysis and Strategy

Abbreviation for Class Schedule: 20 spaces \_\_\_\_\_

Nature of course request (Mark all that apply)

- New course
- Delete a course
- Title change
- Writing Intensive
- Other credit change
- LACC course
- Number/Prefix change
- Description
- Multicultural Diversity
- Change in course prerequisite
- Undergraduate course
- Graduate course (500M)
- 400/500 course

\*\*\*\*\*

1) Sponsor: Faculty sponsor signature [Signature] Date 1-13-09  
Faculty sponsor extension number 88719

2) Department/Program: Coordinator signature [Signature] Date Jan 20, 09

3) Division: Division Chair signature [Signature] Date Jan 20, 09  
Curriculum Chair signature [Signature] Date 1-16-09  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature [Signature] Date 5-19-09  
\_\_\_ N/A  Approved \_\_\_ NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ N/A \_\_\_ Approved \_\_\_ NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved by the Senate Executive Committee  
\_\_\_ Approved by the Faculty Senate \_\_\_ NOT Approved Return to sponsor

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved Notify Faculty Senate President and Faculty Sponsor

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved Notify Faculty Senate President & Faculty Sponsor

(This form to be used with individual courses.)



**REQUEST FOR PERMANENT COURSE CHANGE**

Initiated by: Dr. John Leadley

Date: 1/13/09

**CHANGING A COURSE**

FROM:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 610	Marketing Analysis and Strategy	3
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TO:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 610	Marketing Analysis and Strategy	4
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New Description (if applicable):

Justification for changing the course (e.g., alignment with other institutions, program revision, etc.):

Three credit hours does not provide enough time to cover the material in depth.

Students/Programs affected:

Graduate Students/Master of Science in Management and Information Systems

**DROPPING A COURSE**

Course Prefix  
and Number

Descriptive Title

Cr. Hours

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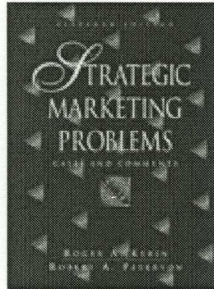
Justification for dropping the course:

Students/Programs affected:

# BA 610 Marketing Analysis & Strategy

Winter 2009      CRN 21385  
MW 3:00 - 4:20 (tentative)      HSS 331

**Text  
(required):**



Roger Kerin  
Robert A. Peterson  
*Strategic Marketing  
Problems*, 11 ed.  
ISBN 0-13-187152-8  
Publisher: Prentice Hall  
Copyright: 2007

## Course Description

The course offers instruction on making strategic marketing recommendations for a company or organization based on a thorough analysis of the company's controllable and uncontrollable environments. Business case studies are used to provide relevant material for decision making.

## Goals

The course has three broad goals: (1) to introduce students to the complexities of business analysis and decision making, (2) to encourage students to use the knowledge and tools available to them to overcome those complexities, and (3) to allow students the opportunity to make logical conclusions (i.e., recommendations) based on a thorough analysis of company and market information.

## Objectives

On completion of the course, students should be able to:

1. Outline the tools and procedures required to develop a marketing strategy.
2. Synthesize large amounts of information into manageable portions. This includes the ability to distinguish between relevant and irrelevant information.
3. Analyze and critically evaluate a company's marketing program given its current market position and its internal strengths and weaknesses.
4. Make tenable strategic recommendations which are logically derived from an analysis.
5. Demonstrate basic competency in the strategic areas of product, price, distribution and promotion management.

Resulting skills development includes communicating effectively, developing problem solving strategies, synthesizing information, and applying academic knowledge to real situations.

## Assessment

End of Chapter Questions      10%



Test 1	20
Test 2	20
Case Summaries (3 at 10% each)	30
Final Case Write-up	<u>20</u>
	100%

## End of Chapter Questions

Due: January

Complete questions 1, 2, 5, 6, 7 & 9, pp. 48-50.

DO NOT WORK WITH OTHERS ON THIS ASSIGNMENT. If two papers are identical or nearly identical, both will receive an F. Why? Because turning in identical work constitutes cheating by both parties and is a punishable offense (refer to the WOU Code of Student Responsibility, [http://www.wou.edu/student/residences/pdfs/the\\_code\\_of\\_student\\_responsibility.pdf](http://www.wou.edu/student/residences/pdfs/the_code_of_student_responsibility.pdf)). More practically, there is no way for me to know who did what work when assignments are identical. My experience is that when students work together on problems, one student does the work and the others copy it. Those students who copy are at a disadvantage on quizzes and in case write-ups because they have not learned how to perform certain numerical analyses.

## Tests

These are short tests of textbook and lecture material. Expect to provide written answers with a smattering of multiple choice responses.

## Cases

There are 5 cases covered in the course. Except for the final case, students must prepare for class discussion of the cases. The summaries you turn in on the day of the case discussion will help you prepare.

*Practice Case.* The first case assignment is for practice only. You are expected to prepare the case, but you will not turn in a case summary.

*Case Summaries.* Three of the cases require formal, typed, 2-3 page written summaries. Discussion questions prepared by the instructor will point students toward relevant information; answers to the questions comprise the summary writeup. Students turn in their typed summaries at the end of each case session.

*Final Case Write-up.* The course concludes with a comprehensive case analysis. This is a 6-10 page marketing plan addressing the questions in Exhibit 3.4, p. 60, and following the format illustrated in the Student Analysis example for Republic National Bank of Dallas, provided in the Appendix, p. 697 - 702.

## Course Schedule

The schedule below is representative of the sequence of topics and assignments, but the actual dates may change depending on how much time we spend on a particular topic.

<u>Week</u>	<u>Date</u>	<u>Topics, Cases, Assignments, Tests</u>	<u>Chapter</u>
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1	Jan 5 Jan 7	Lecture: Marketing planning overview Lecture: Searching for opportunities: the situation analysis & market segmentation	1 4
2	Jan 12 Jan 14	Case discussion: Toucon Lecture: Market segmentation & analysis (con't) Lecture: Using financial information to make marketing decisions	4, Toucon Collections 2
3	Jan 19 Jan 21	<i>No class: Martin Luther King holiday</i> Lecture: How to prepare a case Lecture: Product strategy <b>End of Chapter Questions due (Jan 21)</b>	 3 5
4	Jan 26 Jan 28	Case discussion: Jones-Blair Company Lecture: Product strategy (con't) Lecture: Distribution strategy	5, Jones-Blair Company 7
5	Feb 2 Feb 4	Lecture: Distribution strategy (con't) <b>Test 1: Chapters 1,2,4,5 (Feb 2, 1st hour of class)</b> Lecture: Promotion strategy	7 6
6	Feb 9 Feb 11	Case discussion: Goodyear Tire & Rubber <b>Case Summary due (Feb 09): Goodyear Tire &amp; Rubber</b> Lecture: Promotion strategy (con't) Lecture: Price strategy	6, Goodyear Tire & Rubber 8
7	Feb 16 Feb 18	Lecture: Price strategy (con't) <b>Test 2: Chapters 6,7,8 (Feb 18, 1st hour of class)</b> Lecture/Workshop: TBA	Additional cases and/or readings may be assigned for weeks 7 - 10...
8	Feb 23 Feb 25	Lecture/Workshop: TBA Case discussion: Zenith Pet Foods <b>Case Summary due (Feb 25): Zenith Pet Foods</b>	Zenith Pet Foods
9	Mar 2 Mar 4	Lecture/Workshop: TBA Case discussion: Zoecon Corporation <b>Case Summary due (Mar 4): Zoecon</b>	Zoecon Corporation
10	Mar 9 Mar 11	Lecture/Workshop: TBA Case discussion: Procter & Gamble Scope <b>Final Case Write-up (due Mar 11): Procter &amp; Gamble Scope</b>	Procter & Gamble Scope
11		No final	

Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 615 Title of Course General Linear Models

Abbreviation for Class Schedule: 20 spaces \_\_\_\_\_

Nature of course request (Mark all that apply)

- New course
- Delete a course
- Title change
- Writing Intensive
- Other credit change
- LACC course
- Number/Prefix change
- Description
- Multicultural Diversity
- Change in course prerequisite
- Undergraduate course
- Graduate course (500M)
- 400/500 course

\*\*\*\*\*

1) Sponsor: Faculty sponsor signature [Signature] Date 1-13-09  
Faculty sponsor extension number \_\_\_\_\_

2) Department/Program: Coordinator signature [Signature] Date Jan 20, 09

3) Division: Division Chair signature [Signature] Date Jan 20, 09  
Curriculum Chair signature [Signature] Date 1-16-09  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature [Signature] Date 5-19-09  
\_\_\_ N/A  Approved \_\_\_ NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ N/A \_\_\_ Approved \_\_\_ NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved by the Senate Executive Committee  
\_\_\_ Approved by the Faculty Senate \_\_\_ NOT Approved *Return to sponsor*

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President and Faculty Sponsor*

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President & Faculty Sponsor*

(This form to be used with individual courses.)



**REQUEST FOR PERMANENT COURSE CHANGE**

Initiated by: Dr. John Leadley

Date: 1/13/09

**CHANGING A COURSE**

FROM:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 615	General Linear Models	3
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TO:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 615	General Linear Models	4
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New Description (if applicable):

Justification for changing the course (e.g., alignment with other institutions, program revision, etc.):

Three credit hours does not provide enough time to cover the material in depth.

Students/Programs affected:

Graduate Students/Master of Science in Management and Information Systems

**DROPPING A COURSE**

Course Prefix  
and Number

Descriptive Title

Cr. Hours

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Justification for dropping the course:

Students/Programs affected:



BA 615  
Fall 2009

Office Hours: Tuesdays ?  
                  Thursdays ?  
                  and by appointment

Hamid Bahari-Kashani  
Office: WH 113  
Tel: 838-8354

Textbook: Applied Linear Regression Models. Michael H. Kutner, Christopher J. Nachtsheim, and John Neter. 4<sup>th</sup> edition, McGraw-Hill

Computer: Extensive use of SAS.

Grading:

Homework/assignments	30 points
Mid-term Exam	35
Final	35
Total	100 points

- A. Mid term on  
Final exam on
- B. Final Exam is comprehensive.

Course Objective:

The objective is to develop and enhance analytical skills and critical thinking for better decision making by learning and applying statistics. We use regression analysis for estimation, and forecasting the variables of our interest and answering social and business questions.

Chapters:

- 1 Linear Regression with One Predictor Variable
- 2 Inferences in Regression and Correlation Analysis
- 3 Diagnostics and Remedial Measures
- 5 Matrix Approach to Simple Linear Regression Analysis
- 6 Multiple Regression I
- 7 Multiple Regression II
- 8 Building the Regression Model I: Models for Quantitative and Qualitative Predictors
- 9 Building the Regression Model II: Model Selection and Validation
- 10 Building the Regression Model III: Diagnostics
- 11 Remedial Measures and Alternative Regression Techniques
- 12 Autocorrelation in Time Series Data

Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 620 Title of Course Budgetary Process

Abbreviation for Class Schedule: 20 spaces \_\_\_\_\_

Nature of course request (Mark all that apply)

- New course
- Delete a course
- Title change
- Writing Intensive
- Other credit change
- LACC course
- Number/Prefix change
- Description
- Multicultural Diversity
- Change in course prerequisite
- Undergraduate course
- Graduate course (500M)
- 400/500 course

\*\*\*\*\*

1) Sponsor: Faculty sponsor signature [Signature] Date 1-13-09  
Faculty sponsor extension number 88719

2) Department/Program: Coordinator signature [Signature] Date Jan 20, 09

3) Division: Division Chair signature [Signature] Date Jan 20, 09  
Curriculum Chair signature [Signature] Date 1-16-09  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature [Signature] Date 5-19-09  
\_\_\_ N/A  Approved \_\_\_ NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ N/A \_\_\_ Approved \_\_\_ NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved by the Senate Executive Committee  
\_\_\_ Approved by the Faculty Senate \_\_\_ NOT Approved *Return to sponsor*

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President and Faculty Sponsor*

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President & Faculty Sponsor*

(This form to be used with individual courses.)

**REQUEST FOR PERMANENT COURSE CHANGE**

Initiated by: Dr. John Leadley

Date: 1/13/09

**CHANGING A COURSE**

FROM:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 620	Budgetary Process	3
--------	-------------------	---

TO:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 620	Budgetary Process	4
--------	-------------------	---

New Description (if applicable):

Justification for changing the course (e.g., alignment with other institutions, program revision, etc.):

Three credit hours does not provide enough time to cover the material in depth.

Students/Programs affected:

Graduate Students/Master of Science in Management and Information Systems

**DROPPING A COURSE**

Course Prefix  
and Number

Descriptive Title

Cr. Hours

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Justification for dropping the course:

Students/Programs affected:



**Western Oregon University**  
**Division of Business and Economics**  
**BA 620 (CRN: 21436)**  
**Budgetary Process**  
**Winter 2009**

<b>Instructor:</b> Zhuoming “Joe” Peng, Ph.D.	<b>Office:</b> Room 210 West House
<b>Phone:</b> 838-8472	<b>Office Hours:</b> Tues. 1:20 p.m. – 3:20 p.m.
<b>E-mail:</b> pengj@wou.edu	Wed. 12:20 p.m. – 12:50 p.m.
<b>Class WebPage:</b>	Fri. 12:20 p.m. – 12:50 p.m.
<a href="http://www.wou.edu/~pengj/">http://www.wou.edu/~pengj/</a>	And by appointment

**Prerequisites:**

The Use of spreadsheet (Excel) and word-processing packages is required.

**Required Text:**

*Intermediate Financial Management*, 9<sup>th</sup> edition, by Brigham, E. F. & Daves, P. R.

**Course Objectives:**

1. To reinforce and extend your knowledge of capital budgeting.
2. To provide an opportunity to apply financial management principles and concepts in a case setting.
3. To provide an opportunity to practice effective communication techniques, both written and oral.

**Attendance:**

**You are responsible to each announcement made in class.**

A seating chart is maintained and absences are recorded periodically. More than **six** absences during the course of the quarter is considered to be excessive. Each absence over the sixth absence results in a reduction of 2.50 grade points until all the attendance points have been taken off.

During the course of the quarter, only absences that are excused by the University will be excluded from consideration in determining a student's attendance record. A student shall present a written request of an excused absence to the instructor **prior to** the intended absence. The student **must** also provide the instructor within the same calendar week the appropriate **written** documentation(s) in justification for the absence after class is dismissed on the date when the student has missed the class **if** the student fails to provide such documentation(s) in advance.

**Homework and Quizzes:**

Approximately, three **announced** quizzes and three homework can be expected during the course of the quarter. These quizzes and homework will be **online and “take-home”** in

format, and they may entail written answers and/or problem solving. The instructor may change the format of any quiz at his discretion during the course of the quarter. There will be **no make-up homework or quizzes**. However, students will be allowed to drop their lowest quiz score and the lowest homework score in determining the final course average.

#### **Team Case Report and the Presentation:**

The class will be divided into teams of about 4 students each. You may select your own teams or else I will assign you to a team. Each self-selected team must be formed and submitted to me in writing by **Friday, January 16<sup>th</sup>, in class**. Each team will be responsible for presenting the assigned case to the class. Each team-case written report is due on **Wednesday, March 11<sup>th</sup>**. A hardcopy of the report and a CD containing all the pertinent files must be turned in **in-class** on the **due date** to receive full credit. Any report submitted after class on the due date is dismissed will lose **half** of the report's assigned credit. The written report will include, in sequence, (a) review of textual material pertinent to the case, (b) general description of the case, and (c) thorough answers to each question listed at the end of the case. Each team must make an oral presentation, with slides. A PowerPoint presentation file of each team should be emailed to the instructor by 6:00 a.m. Friday, March 20<sup>th</sup>. Every team member must present the answers to at least one end-of-case question. Any team member failing to prepare, attend and present material will forfeit his or her full presentation grade.

The point of the presentations is (1) to give the presenters experience in working as a team to analyze an issue and then make a polished presentation to corporate decision-makers, and (2) to teach the non-presenters how the issue should be analyzed. You should think of your case as a term project, and you should start working on it immediately once it is assigned. Each team is responsible for planning its own meeting times and dividing the project work. All cases require the use of a spreadsheet model, and each team will be given a partially completed model. Generally, one to two people will be relatively proficient with Excel, and they will do most of the actual modeling, with others handling other aspects of the case. That is fine. However, I will expect everyone on the team to understand the model, including such technical points as how to use functions, data tables, graphs, and the like. I will ask everyone on the team technical questions about the models, and I will expect everyone to understand them. The "computer gurus" should explain things to the "technologically challenged," and team grades will be based, in part, on everyone's familiarity with all aspects of the case, including the model.

Each team receives a grade on its written report and a grade on its oral presentation, and everyone on the team will evaluate the relative contributions of the **other** members. The corresponding individual grade is the product of the group grade and the relative contribution of the individual. Each peer evaluation needs to be completed online. A demonstration of how to properly submit a peer evaluation will be given in class.

**Each peer evaluation is due 1:00 p.m., Friday, March 20<sup>th</sup>, 2009.**

A **valid** peer evaluation must meet the following criteria:

- (a) A member does not evaluate himself or herself.
- (b) The sum of a member's evaluations of the other members must be equal to 100%.



As an example of a team's evaluation regarding the written report, the matrix below gives the relative contribution of each member as viewed from other team members.

Member	H	I	J	K
H		45%	30%	25%
I	25%		35%	40%
J	25%	40%		35%
K	33%	34%	33%	
Total	83%	119%	98%	100%

In the example above, assume that the written report grade of the team was 90, individual H would get  $90 \times 83\% = 74.70$ . Individual I would get  $90 \times 119\% = 107.10$ . Thus, it is possible to get an individual grade higher than 100%.

A timesheet is provided separately. Each member needs to turn in his/her completed timesheet individually. Each completed timesheet is due **Friday, March 20<sup>th</sup>, in class**. It must contain the following information:

- (1) Each member must provide an estimate of the time spent on the project and the dates the time was spent. If applicable, include time spent individually, and time spent together as a team.
- (2) Each member must record his or her attendance of each group meeting attended and what the team was able to accomplish during the meeting. This record needs to include the time, the date, and the place of the meeting.

**No late timesheet will be accepted.**

An alternative grading policy of the individual grade on the assignment will be used if any of the following occurs:

- (a) The individual does not turn in the timesheet.
- (b) The individual has failed to report the information required.
- (c) The pertinent information reported by the individual cannot be remotely corroborated by the information reported by the other team members.

#### **Guide for Writing Team Case Report:**

In preparing the team case report,

- Use correct grammar, spelling, and punctuation;
- Use word-processing packages when appropriate;
- Write to demonstrate your proficiency in using the applicable professional vocabulary and terminology;
- Document appropriately citations and information sources;
- Organize and present your work in a logical manner that helps your audience read and understand your work easily;
- Write precisely and concisely.

#### **Exams:**



There will be three exams during the course of the quarter. Each exam will be multiple-choice (and true/false) in format. The first exam will include all material covered up to that point in the quarter. The second exam will include material covered from the day following the first exam up through the day prior to the second exam. The third exam will include material covered from the day following the second exam up through the day prior to the third exam.

There will be **no make-up exams**. If a student has to miss an exam with a valid excuse, the average of the student's scores of the other two exams will be substituted as the score of the exam that he/she has missed. A valid excuse shall be approved by the instructor prior to the exam missed. Acceptability of an excuse is solely at the discretion of the instructor and assumes that the student has notified the instructor in a timely manner regarding the absence. Any student missing an exam without a valid excuse will receive a score of zero on that exam.

Although an exam may be online, it **must** be taken in the classroom. The penalty for a student's exam score expressed as a percentage if he/she failed **either** to take the entire exam in the classroom **or** to take it at a location arranged by the Office of Disability Services with my consent is a deduction of 20 percentage points from the exam score, **and** the student will not be eligible for grade adjustments, if there is any, made by the instructor to the exam scores of the students who have taken the entire exam in class.

**1<sup>st</sup> Exam: Monday, January 26<sup>th</sup>**

**2<sup>nd</sup> Exam: Wednesday, February 18<sup>th</sup>**

**3<sup>rd</sup> Exam: Friday, March 13<sup>th</sup>**

**Grading:**

Your final course grade will be determined in the following manner.

Components of your course grade	Proportion of each component to your final grade
Attendance	5%
Quizzes	10%
Homework	11%
Team Case Written Report	11%
Oral Presentation	9%
1 <sup>st</sup> Exam	18%
2 <sup>nd</sup> Exam	18%
3 <sup>rd</sup> Exam	18%

A student will at least get an "A-", if his/her final course average is 90.00% or above. A student will at least get a "B-", if his/her final course average is between 80.00% and 89.99%. A student will at least get a "C-", if his/her final course average is between 70.00% and 79.99%. A student will at least get a "D-", if his/her final course average is between 60.00% and 69.99%. A student will at least get an "F", if his/her final course average is 59.99% or below. However, the instructor may or may not award plus or minus letter grades depending upon the class' grade distribution at the end of the quarter.

**Academic Honesty:**

Intellectual integrity on the part of all students is basic to individual growth and development through college course work. When academic dishonesty occurs, the teaching and learning climate is seriously undermined and student growth and development are impeded. For these reasons, cheating, plagiarism and any other forms of academic dishonesty are expressly prohibited. Academic dishonesty will result in a grade of "F" for the course as well as appropriate disciplinary action.

**Civility in the Classroom:**

Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using cellular phones or beepers, eating or drinking in class, making offensive remarks, reading newspapers, sleeping or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class.

**Incomplete:**

A grade of Incomplete, "I", is not given in lieu of an "F", and it will be granted **only** as a result of circumstances **beyond the student's control**.

**Policies regarding Voluntary Withdrawals:**

University policies for a drop and/or a withdrawal are presented in several publications available to students. Any student wishing to drop the course or voluntarily withdraw from the course is fully responsible to follow the pertinent University policies and complete the process of the drop and/or the withdrawal.

**Student Disabilities:**

If you have a documented disability that may require assistance, you will need to contact the Office of Disability Services (ODS) for coordination in your academic accommodations. The ODS is located in the Academic Programs and Support Center (APSC) Suite 405. The phone/TTY is (503)838-8250, and the email address is [ods@wou.edu](mailto:ods@wou.edu). In addition, you should see the instructor during his office hours in the first week of the course or as soon as possible. The student should present appropriate verification from the Office of Disability Services. No requirement exists that accommodations be made prior to completion of this approved University process.



## Winter 2009

<b>Classes begin</b>	Mon, Jan 5
<b>Class add/drop process begins</b>	Mon, Jan 5
<b>Last day to pay fees (late fees are in effect), add courses, elect grade options (p/nc etc.), credit level (graduate or undergraduate)</b>	Fri, Jan 16
<b>Registration ends for all students</b>	Fri, Jan 16
<b>Last day for dropping a course(s) or withdraw from school without being responsible for a grade(s)</b>	Fri, Feb 13
<b>Registration for the next term</b>	Mon, Feb 23 - Fri, Feb 27
<b>Final examination week (mon-fri)</b>	Mar 16-20



**Course Schedule for BA 620 (CRN: 21436)\***

<b>Month</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
January	5	Introduction/Chapter 1	Q: 1, 3
	7	Chapter 2	Q: 1, 3; P: 1, 4, 5
	9 <sup>+</sup>	Chapter 28	Web Chapter 28. P: 1, 2, 21
	12	Chapter 28 continued	Web Chapter 28. P: 6, 8, 11, 13, 18, 22
	14	Chapter 28 continued	
	16 <sup>+</sup>	Chapter 28 continued, <b>Presentation Teams Formed</b>	
	19	Chapter 28 continued, Chapter 7	Chapter 7. Q: 3, 4, 5; P: 1, 2, 4, 6, 8. Mini-case
	21	Chapter 7 continued	
	23 <sup>+</sup>	Chapter 7 continued, Review of Exam 1	
	26	<b>Exam 1</b>	
	28	Go over Exam 1, Chapter 8	Chapter 8. Q: 1, 2, 3; P: 1, 2, 3, 5, 8, 9, 10. Mini-case
30 <sup>+</sup>	Chapter 8 continued		
February	2	Chapter 8 continued	
	4	Chapter 8 continued	
	6 <sup>+</sup>	Chapter 10	Chapter 10. Q: 1, 2, 3; P: 1, 2, 3, 4, 10, 11.
	9	Chapter 10 continued	
	11	Chapter 10 continued	
	13 <sup>+</sup>	Chapter 10 continued	
	16	Chapter 10 continued, Review of Exam 2	
	18	<b>Exam 2</b>	
	20 <sup>+</sup>	Go over Exam 2, Chapter 12	Chapter 12. Q: 1, 2, 3; P: 1, 2, 3, 4, 9, 10. Mini-case
	23	Chapter 12 continued	
25	Chapter 12 continued		
27 <sup>+</sup>	Chapter 12 continued		
March	2	Chapter 13	Chapter 13. Q: 1, 2, 3; P: 1, 2, 3, 4, 7. Mini-case
	4	Chapter 13 continued	
	6 <sup>+</sup>	Chapter 13 continued	
	9	Chapter 13 continued	
	11	Chapter 13 continued, <b>Case Written Report Due</b> , Review of Exam 3	
	13 <sup>+</sup>	<b>Exam 3</b>	
<b>Oral Presentations, Friday, March 20<sup>th</sup>, 8:00 a.m. – 9:50 a.m., Individual Timesheet Due</b>			

\* This schedule is tentative and may change due to the pace of the class.

<sup>+</sup> The class meets from 2:00 p.m. to 3:50 p.m. on these dates.

Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 630 Title of Course Report Writing and Economic Analysis

Abbreviation for Class Schedule: 20 spaces \_\_\_\_\_

Nature of course request (Mark all that apply)

- New course
- Delete a course
- Title change
- Writing Intensive
- Other credit change
- LACC course
- Number/Prefix change
- Description
- Multicultural Diversity
- Change in course prerequisite
- Undergraduate course
- Graduate course (500M)
- 400/500 course

\*\*\*\*\*

1) Sponsor: Faculty sponsor signature [Signature] Date 1-13-09  
Faculty sponsor extension number 88719

2) Department/Program: Coordinator signature [Signature] Date Jan 20, 09

3) Division: Division Chair signature [Signature] Date Jan 20, 09  
Curriculum Chair signature [Signature] Date 1-16-09  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature [Signature] Date 5-19-09  
\_\_\_ N/A  Approved \_\_\_ NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ N/A \_\_\_ Approved \_\_\_ NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved by the Senate Executive Committee  
\_\_\_ Approved by the Faculty Senate \_\_\_ NOT Approved *Return to sponsor*

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President and Faculty Sponsor*

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President & Faculty Sponsor*

(This form to be used with individual courses.)



**REQUEST FOR PERMANENT COURSE CHANGE**

Initiated by: Dr. John Leadley

Date: 1/13/09

**CHANGING A COURSE**

FROM:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 630	Report Writing and Economics Analysis	3
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TO:

Course Prefix  
and Number

Descriptive Title

Cr. Hours

BA 630	Report Writing and Economics Analysis	4
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New Description (if applicable):

Justification for changing the course (e.g., alignment with other institutions, program revision, etc.):

Three credit hours does not provide enough time to cover the material in depth.

Students/Programs affected:

Graduate Students/Master of Science in Management and Information Systems

**DROPPING A COURSE**

Course Prefix  
and Number

Descriptive Title

Cr. Hours

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Justification for dropping the course:

Students/Programs affected:

**Dr. John Leadley**

Division of Business & Economics  
105 West House  
503-838-8719  
leadlej@wou.edu  
www.wou.edu/~leadlej

**Office Hours**

9:00-9:50 MTWF  
1:00-1:50 MTWR  
and by appointment

***Course Description***

The fields of strategic management in business and industrial organization in economics have a common approach to analyzing individual markets for goods and services. Industry studies can be found in business publications such as *Standard & Poor's Industry Surveys* and in economics textbooks and journal articles. We will examine this connection and recent developments in the related business and economics literature. After this foundation is established, students will research an industry of their choice and write a comprehensive analysis paper.

Economists conduct empirical research to verify or reject theories about the behavior of consumers, businesses, markets and economies. This course will examine the foundations and limitations of ordinary least squares regression, one of the most common methods used by economic statisticians (econometricians). We will examine the theory behind regression analysis, with a focus on identifying sources of bias, including specification errors, multicollinearity, autocorrelation, heteroskedasticity, and simultaneous equations. Students will apply this methodology by forming a hypothesis, reviewing the literature, collecting data, performing a statistical analysis, and reporting the results in a research paper.

***Course Grades***

Grades will be based on an exam and two projects, with 40% of the course grade from each project and 20% from the final exam.

***Important Notices***

A makeup exam will be provided in case of illness or other emergency. Except in extreme circumstances, you **MUST** contact me before the scheduled exam time, either by phone or email. Students who fail to notify me in a timely fashion will not be given a makeup.

Any student who feels that she or he may need an accommodation for any type of disability should make an appointment to see me during office hours the first week of the course and contact the Office of Disability Services (838-8250v/tty) in APS 405.

If you use another person's words, data, or ideas without giving them due credit you are guilty of plagiarism. Plagiarism is not merely copying words; it includes paraphrasing without giving credit. Plagiarism is subject to a variety of disciplinary actions, from receiving an "F" on the assignment to expulsion from the University.



Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 635 Title of Course Professional Project

Abbreviation for Class Schedule: 20 spaces Professional Project

Nature of course request (Mark all that apply)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> New course                                     | <input type="checkbox"/> LACC course             | <input type="checkbox"/> Change in course prerequisite |
| <input type="checkbox"/> Delete a course                                | <input type="checkbox"/> Number/Prefix change    | <input type="checkbox"/> Undergraduate course          |
| <input type="checkbox"/> Title change                                   | <input type="checkbox"/> Description             | <input type="checkbox"/> Graduate course (500M)        |
| <input type="checkbox"/> Writing Intensive                              | <input type="checkbox"/> Multicultural Diversity | <input type="checkbox"/> 400/500 course                |
| <input checked="" type="checkbox"/> Other <u>change in credit hours</u> |  |  |

\*\*\*\*\*

1) Sponsor: Faculty sponsor signature [Signature] Date 4-13-09  
Faculty sponsor extension number 88,719

2) Department/Program: Coordinator signature [Signature] Date 4-13-09

3) Division: Division Chair signature [Signature] Date April 13, 09  
Curriculum Chair signature [Signature] Date April 13, 2009  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature [Signature] Date 5-19-09  
\_\_\_ N/A  Approved \_\_\_ NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ N/A \_\_\_ Approved \_\_\_ NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved by the Senate Executive Committee  
\_\_\_ Approved by the Faculty Senate \_\_\_ NOT Approved *Return to sponsor*

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President and Faculty Sponsor*

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_ Approved \_\_\_ NOT Approved *Notify Faculty Senate President & Faculty Sponsor*

(This form to be used with individual courses.)

REQUEST FORM  
PERMANENT COURSE CHANGE

Initiated by: Dr John Leadley Date: April 13, 2009

**CHANGING A COURSE**

FROM:

Course Prefix  
& Number

Descriptive Title

Cr. Hours

BA 635	Professional Project	6
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TO:

Course Prefix  
& Number

Descriptive Title

Cr. Hours

BA 635	Professional Project	1-8
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New Description (if applicable):

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Justification for changing the course (e.g. alignment with other institutions, program revisions, etc.):  
This change is necessary in because of the change in other courses in the master of science in management and information systems from 3 credits to 4 credits. The range of credit hours will also give faculty the flexibility to spread the project over more than one term. In addition, students can choose to complete projects in both Business and Computer Science for four credit hours each or one expanded project in Business or Computer Science for eight credit hours.

Student/Programs affected: Master of Science in Management and Information Systems

**DROPPING A COURSE**Course Prefix  
& Number

Descriptive Title

Cr. Hours

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Justification for dropping the course:

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Students/Program affected: \_\_\_\_\_



**Western Oregon University  
Program Log Form**

Degree Program and/or Course Title: BA 676/Topics in Management and Information Systems

Academic Major: MS in Management and Information Systems

A) Describe the proposed degree program change(s) in terms of how the changes differ from the program as currently approved and published in the latest University catalog (specify the latest catalog date).

An elective graduate course for the Masters program. The degree program does not appear in the current catalog.

B) Describe the reasons for making this change.

To expose students to special topics in Management and Information Systems.

For Dean Review only:

C) How and when will the effectiveness of these changes be determined?

Route Sheet for Permanent Course Change or Approval  
(Attach Request Form)

Prefix BA Number 676 Title of Course Topics in Management and Information Systems

Abbreviation for Class Schedule: 20 spaces Topics in MIS

Nature of course request (Mark all that apply)

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> New course | <input type="checkbox"/> LACC course             | <input type="checkbox"/> Change in course prerequisite |
| <input type="checkbox"/> Delete a course       | <input type="checkbox"/> Number/Prefix change    | <input type="checkbox"/> Undergraduate course          |
| <input type="checkbox"/> Title change          | <input type="checkbox"/> Description             | <input type="checkbox"/> Graduate course (500M)        |
| <input type="checkbox"/> Writing Intensive     | <input type="checkbox"/> Multicultural Diversity | <input type="checkbox"/> 400/500 course                |
| <input type="checkbox"/> Other _____           |  |  |

\*\*\*\*\*

1) Sponsor: Faculty sponsor signature John Leadley Date 4-13-2009  
Faculty sponsor extension number 88719

2) Department/Program: Coordinator signature John Leadley Date 4-13-2009

3) Division: Division Chair signature B. Abi-Khalil Date April 13, 09  
Curriculum Chair signature Justin D. Frank Buyen Date April 13, 2009  
Copy sent to Dean for review

4) Faculty Senate Committees: All 100 - 400 level courses are approved by the Curriculum Committee only. All 500M courses are approved by the Graduate Committee only. All 400/500 courses must be approved by BOTH the Curriculum and Graduate Committees. In the case of 400/500 courses, indicate graduate credit criterion. All committee decisions are forwarded to the Faculty Senate.

a) Graduate Committee: Chair signature Margem Buey Date 5-19-09  
 N/A  Approved  NOT Approved

b) Curriculum Committee: Chair signature \_\_\_\_\_ Date \_\_\_\_\_  
 N/A  Approved  NOT Approved

5) Faculty Senate: Senate President signature \_\_\_\_\_ Date \_\_\_\_\_  
 Approved by the Senate Executive Committee  
 Approved by the Faculty Senate  NOT Approved *Return to sponsor*

6) Dean: Appropriate Dean's signature \_\_\_\_\_ Date \_\_\_\_\_  
 Approved  NOT Approved *Notify Faculty Senate President and Faculty Sponsor*

7) Provost: Provost's signature \_\_\_\_\_ Date \_\_\_\_\_  
 Approved  NOT Approved *Notify Faculty Senate President & Faculty Sponsor*

(This form to be used with individual courses.)



REQUEST FORM  
PERMANENT COURSE APPROVAL

Initiated by: Dr. John Leadley Date: April 13, 2009

**ADDING A COURSE**

Course Prefix & Number	Descriptive Title	Cr. Hours
BA 676	Topics in Management and Information Systems	4

Catalog Description:

Focus on topics related to management and information systems, including financial, operations, project, and strategic management. May be repeated under different subtitles.

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Course Goals and Objectives:

To expose students to special topics in Management and Information Systems.

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Justification for adding the course (e.g. alignment with other institutions, program revision, etc.):

The current management component of the Master of Science in Management and Information Systems consists of one course in each of the core areas. This course will allow faculty to give students additional exposure on topics of special interest. This will also give students that elect a professional project in Computer Science the option to complete the 24 credits in Business without an additional professional project.

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Faculty and facilities needed: None

Brief Course Outline:

## SYLLABUS

### BA676: MARKETING AND THE INTERNET, SUMMER 2009

Mr. David Shaw (shawd@wou.edu)

Office: WH206

Office Hours: TBD, or by appointment

**Introductory Comment** In the summer of 2009, BA676 will be taught using both “face to face” and online approaches. The course will meet “in person” or “face to face” in a physical classroom for the first 4 days of the summer session, namely Monday through Thursday, June 22 through June 26. After that, online instruction will be utilized. This means that after June 26, students can be physically located anywhere an Internet and e-mail connection are available; after that date it will not be necessary for students to be on the WOU campus. The exams will be “take home” exams, so students will not need to be on campus to take these exams.

Students who will be leaving the Monmouth area should make sure to order their course Reader, and provide a shipping address, in a fashion that ensures they receive the Reader in a timely manner.

“Face to face” class meetings will take place on Monday through Thursday, June 22 to June 26, from 3pm to 4:30p, in OMA 101.

(Note: Students who have questions about this can contact me at shawd@wou.edu. E-mail works much better than phone, because I share a voice mail extension with another faculty member.)

#### **Course Overview**

The fundamental objective of this course is to help students understand how the Internet can be utilized to assist marketers in strengthening their strategies and achieving their objectives. To achieve this goal, we will explore how the Internet impacts each of the “4Ps” of marketing: product, promotion, price, and place.

Within the framework of our overall objective, there are a number of expected learning outcomes. Those include, but are not limited to, the following

1. Students will gain an appreciation for the role the Web can play in the development of new products and services, including products/services that are not 100% web-based. (Examples of the latter include Amazon’s Kindle eBook Reader, Apple’s iTunes/iPod, the “Nike + iPod” Kit, and new innovations in the construction and automotive industries.)
2. Students will be able to articulate the advantages and disadvantages of using direct, web-based sales as a distribution channel. In addition, students will gain insight into the benefits of mixed distribution models which combine the web and physical stores.
3. Students will increase their understanding of the role of the search function in online marketing. (Note that the reading of John Battelle’s The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture will play a central role in helping students achieve this learning outcome.)
4. Students will be able to describe both the extraordinary potential and the significant challenges associated with web-based advertising, including search engine advertising.
5. Students will be able to articulate the potential consumer business impact of the convergence of Internet, television, and telephone technologies.
6. Since the utilization of web-centric business strategies is closely link to broader issue of innovation, students will be able to identify several general strategies that managers can utilize to increase their chances of effectively managing innovation.



7. Students will become familiar with several leading theorists in the domain of Internet-based marketing, and the closely-related domain of technology innovation. These theorists include Clayton Christensen (The Innovator's Dilemma) and Chris Anderson (The Long Tail).

8. A final expected learning outcome is that each student will strengthen his/her analytical skills through the exploration of two case studies.

### **Readings**

Required: **1)** We will rely heavily on a "Reader" that contains recent articles from periodicals regarding Internet-based marketing and also contains two important case studies. This Reader is available through University Readers; details on ordering the Reader will be e-mailed to each student and will also be available in a separate hardcopy document. Students are very strongly encouraged to purchase this Reader; significant parts of the exams will come from material in the reader, and the two case studies will count, cumulatively, for 40% of the grade. **2)** The Search, by John Battelle. The preferred edition is the paperback edition (ISBN-10 = 1591841410), but the hardback edition (ISBN-10 = 1591840880) will also work fine. This book is available used at the WOU bookstore, and it is also typically available used online for under \$7. At least one copy will also be available on Reserve at the Hamersly library. **3)** The Long Tail by Chris Anderson, Hyperion 2006, ISBN-10 = 1401302378; ISBN-13 = 978-1401302375. This book can typically be purchased used online for about \$7.

Recommended: **3)** E-Commerce, by Kenneth C. Laudon and Carol Guercio Traver, 3rd edition, ISBN: 0131735160. This book is used primarily as a "supplement" to the other course material, and students can purchase a used edition of this book online very inexpensively; usually the cost of purchase and shipping is under \$10. The third edition, while a bit dated, is used because it keeps students' costs low. In addition, several copies will be available on Reserve at the Hamersly library.

### **Evaluation**

Course grades will be based on a midterm exam (25%), a final exam (35%), and two case studies (20% each, for a total of 40%). All assignments and exams must be completed for course credit. Students must complete all assignments and pass all exams to receive course credit; students should not, for example, assume that they can skip assignments because they have done well on exams – or visa-versa.

There will also be an opportunity to earn "extra credit" by watching an assigned video and submitting a paper in which you answer a set of questions about the video. It will be possible to view an extra credit video online, so students who are not physically located in Monmouth will be able to complete the extra credit option. Students can complete the extra credit assignment at any point during the quarter, up until the final due date of July 26. (Additional details will be provided on the 1<sup>st</sup> day of class.) Students who complete this assignment in a satisfactory manner will increase their final course grade by one "increment." To illustrate what is meant by one increment: a student who would have received a B- without the extra credit would receive a B with it; a student who would have received a B without the extra credit would receive a B+ with it, a student who would have received a B+ without the extra credit would receive an A- with it, etc. (Note that WOU does not have "A+" grades.)

Students who are not physically in the Monmouth area should be able to access the one of the videos, the Jeff Bezos interview with Charlie Rose, online at <http://www.charlierose.com/view/interview/8784>. (You will have to register to view the video, but registration is free.) Additional information about the extra credit option is provided in a separate document. (Note that extra credit *cannot replace* completing any of the course requirements.)

### **Case Studies**

Case Studies: Students will analyze two case studies in this course, Canadian Tire Multiple Channel Retailing, #902A14, and Internet Customer Acquisition Strategy at Bankinter, #9-103-021. For each case study, students will submit a written analysis ("writeup") of the case, which can be found in the Course Reader. Case studies present a "real world" business problem, and require the student to analyze the problem and recommend a course of action. Students will be provided with a case assignment document, which includes a list of questions, to guide each writeup. *The exams will also include questions from the case studies.*



### ***Case Study and Take-Home Exam Due Dates***

- \* Case #1, Canadian Tire: Due Thursday, July 2 at 5pm.
- \* Take-home Midterm: Due Monday, July 13 at 5pm
- \* Case #2, Bankinter: Due Wednesday, July 22 at 5pm.
- \* Optional Extra Credit Assignment: Due Sunday, July 26, at 5pm. (can be completed earlier in the quarter)
- \* Take Home Final: Due Friday, July 31 at 5pm.

### ***Expectations regarding academic honesty and integrity***

Students are expected to be familiar with WOU's Code of Student Responsibility. This information is available from the Vice President for Student Affairs' office, or online at [www.wou.edu/student](http://www.wou.edu/student). (See "Policies and Documents," under "Division Links") Any occurrence of deliberate academic dishonesty will be treated very seriously. The sanction in this course for deliberate academic dishonesty is either referral to the Vice President for Student Affairs or a grade of "F" for the course. (The term "deliberate academic dishonesty is used to differentiate a practice such as submitting another's work as one's own, which is obviously deliberate, from a minor, inadvertent error, such as failing to provide a proper citation for a short quotation of a sentence or two. In the latter case, the paper will be returned to the student for revision.)

### ***Extraordinary Circumstances***

Special accommodations will be made for students who are unable to complete assignments, take exams, etc., because of medical emergencies or other extraordinary circumstances. (Such circumstances could include a death in the family, a family member suffering an unexpected serious illness, or something of this nature.) WOU has a process in place to allow students who face such circumstances to describe and document them to one staff member, who will in turn notify all of the student's professors of the special circumstance. (It remains the responsibility of each instructor to decide what type of accommodation to provide for the student.) This individual is Deborah Diehm, the Assistant to the Vice President for Student Affairs (phone 503.838.8423; e-mail [diehmd@wou.edu](mailto:diehmd@wou.edu)). Students facing extraordinary circumstances should contact Deborah; it is also the student's responsibility to keep the instructor informed.

### ***E-mail notifications***

I will use e-mail to provide course-related information, updates, and notifications. To do this, I will create an e-mail distribution list including each student's WOU e-mail address, as obtained from the Registrar. It is recommended that students rely on their WOU e-mail and check it frequently for class announcements. However, if students would like to have *another* e-mail address (e.g. a Yahoo, Hotmail, Gmail, or AOL address) added to the distribution list, they should send me an e-mail from that e-mail address, with a request that it be added to the class distribution list. *It is the responsibility of the student to make sure that he/she has read and reviewed all e-mail sent by the instructor, so it is recommended that students regularly check their e-mail, including their WOU e-mail, for course-related announcements.*

### ***eReserve/Reserve***

The instructor will use the Library's eReserve system to post announcements, assignments, and electronic copies of PowerPoint presentations. Additional details will be forthcoming shortly. Also, the "regular" reserve desk at the library will be used to make some additional course-related items available to students, such as the Laudon text, DVD for extra credit, etc. There will also be one or two copies of Battelle's The Search on reserve.

### ***Moodle***

The Moodle online classroom software will be utilized as a "backup" method of providing information to students. In addition, if students wish to post questions or comments on Moodle, the instructor will respond to these. Additional details will be provided on the first day of class.

### ***Instructor's background***

Dave Shaw worked at Hewlett-Packard for almost 19 years in a variety of information technology, marketing research, and marketing positions. He graduated from UC Berkeley with an MBA and from Northwestern University with a BA (Phi Beta Kappa).