

University of Wisconsin – Eau Claire  
**University Senate Academic Policies Committee**  
**Vol. 57, Meeting No. 11**  
Tuesday, February 23, 2021  
via Microsoft Teams

- Present:** *Members:* Scott Clark, Rahul Gomes, Abby Hemmerich, Marquell Johnson, Carol Koroghlanian, Bill Miller, Jamie Tester Morfoot, Dalete Mota, Kati Schaller, Evan Weiher  
*Guests:* Margaret Cassidy, Kristy Lauver, Jean Pratt, Jill Prushiek
- Presiding:** Chair Marquell Johnson called the meeting to order at 2:00 p.m.

## Meeting Minutes

### 1. Approval of minutes from February 16, 2021

- Motion to approve the minutes of February 16, 2021, as distributed. Motion was seconded and approved (10-0-0).

### 2. Proposal to establish a new major in Entrepreneurship.

- Kristy Lauver was in attendance to provide information and answer questions. Had Entrepreneurship emphasis for a while, Entrepreneurs need to do all aspects of business/holistic, curriculum-wise needs to be a separate major, typically separate at other universities.
- Any impact on budget, existing resources or reallocation of resources within College?
  - None now. Believe the number of students will remain the same for the first year, but will increase long-term. Haven't been advertising emphasis because of lack of resources. Enough seats for one cohort per year. Does have a semi-endowed Foundation account; two classes are offered through this account which is how the current emphasis was able to be improved – increased the two specific courses to four. The major draws from other areas within COB, no additional classes or positions needed at this point.
- Also offer a Management major and minor with emphasis. Does the College expect students will have a double major or will students focus on one of the three discussed today?
  - No double major, too much overlap. Management is not as specific, Entrepreneurship includes Marketing and Management electives. Students “find” these emphases once they are here; this major will bring students to campus. Emphases have been treated like majors and it makes it hard for recruiting.
- Still easy for students to change majors because of overlap?
  - COB's majors are required to take BUSCORE which allows students until their junior year to finalize a major.
- Motion to approve the proposal to establish a new major in Entrepreneurship. Motion was seconded and approved (10-0-0).

### 3. Proposal to eliminate the Management, Entrepreneur Program emphasis

- Motion to approve the proposal to eliminate the Management, Entrepreneur Program emphasis. Motion was seconded and approved (10-0-0).

### 4. Proposal to establish a new major in Human Resource Management

- Not as much Marketing overlap; some topics may overlap with general management, but HR is a major at most universities and not an emphasis; recruiting issues; employers want to see it as a separate major; several courses only offered to HR majors, don't have the capacity to offer them

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to others; specialized area; already established, no additional resources or budget needed; students required to take certification exam and UWEC is well-known for what we currently offer.

- A lot of repetitiveness across System for these majors, what steps will UWEC maintain to set us apart and are there mechanisms in place to offset the cost of SHRM certification?
  - Most business programs have an HR major, to not have one is a deficiency, and part of the reason repetitiveness is allowed. Requiring the certification exam, strong students, a lot of connections with local alumni are things that set UWEC apart. 88-89% pass rate on certification exam which is higher than national average. Began working on creating a scholarship last year when the exam cost increased so students could get at least 50% of the back, fund is established but not fully in place yet. UWEC also requires 500 hours of experience. Needs based should be priority for scholarship. Do have scholarships for two recipients which includes exam reimbursement.
- How many students?
  - 100, graduate 50-60 per year
- Motion to approve the proposal to establish a new major in Human Resource Management. Motion was seconded and approved (10-0-0).

### 5. Proposal to eliminate the Management, Human Resource Management emphasis

- Motion to approve the proposal to eliminate the Management, Human Resource Management emphasis. Motion was seconded and approved (10-0-0).

### 6. Proposal to establish a new major in Operations and Supply Chain Management

- Typically a major, students ask why it's not, will help with recruiting. A scholarship is in place for this certification exam so students can apply to get partially refunded. Very strong, supportive alumni. Numbers have been increasing. More distinctive from HR area, Operations isn't always placed with Management.
  - Department was asked to continue to look for ways to offset the remaining cost of the exam.
- Motion to approve the proposal to establish a new major in Operations and Supply Chain Management. Motion was seconded and approved (10-0-0).

### 7. Proposal to eliminate the Management, Operations and Supply Chain Management emphasis

- Motion to approve the proposal to eliminate the Management, Operations and Supply Chain Management emphasis. Motion was seconded and approved (10-0-0).

### 8. Proposal to establish Pre-Business Pre-professional program/area of study

- UW System's new eApp for prospective students removed Undecided. Typically 200 Business Undecided students would be placed in general Undecided, but advising is with ARCC and through COB for Bus Undecided, so the students who really did want to major in Business wouldn't have any support. Admissions recommend establishing this. No graduate degree or certificate is earned so will be careful with marketing. This is the option for prospective students who know they want business but don't know which major. Will appear on the eApp form this summer.
- Have an Intro to KINS course, will there be something similar for this?
  - BSAD 180 was taught for three semesters before the budget lapse. Would love to integrate the course again. These students will take BUSCORE plus proficiency requirements of ECON 103/104 and MATH 109/246 competency.

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- How do you plan to clearly communicate this is what students should sign up for if they are Business Undecided?
  - Will be clearly stated by ARCC, Admissions, and COB marketing materials. Hope to have a line on the eApp stating that if a student knows they want to be in Business, but don't know the major, this is what should be taken. Hope ARCC can ask students if they have an idea of what they're interested in so they're placed into the appropriate cluster.
- Advantage of choosing this vs. Business Administration minor?
  - Most Business Undecided don't know what they want. In the past Business Administration was sometimes used as Business Undecided, students will probably continue to do so, but this is another way to help the Business Undecided not slip through the cracks.
  - Majors that typically pair with a Business Administration major or minor?
    - × Want them in pre-business as they typically need additional advising and they can be targeted to make a decision on their major. KINS, PSYC, some Arts, a wide variety of majors, students who want to run their own business with their specialty area. Set up to be paired with majors outside of COB.
- Cannot choose Undecided as an option next year? Across System?
  - Three different application systems – UWEC (will still include Undecided), UW System (will not include Undecided), and a national app
- Motion to approve the proposal to establish Pre-business Pre-professional program/area of study. Motion was seconded and approved (10-0-0).

### 9. Proposal to establish a Professional Sales Certificate

- Decided to establish it so it could be offered both outside and within COB for students who don't want to take an entire course load or don't have time for a second major but would like to add Sales. Academic piece includes four basic classes with an additional professional piece – competition participation. Top 30%? A lot of competitions offered and want students to do more than go through the motions, want them to do well. Grade requirement is a little higher for certificate than major. Sales majors can also obtain the certificate. Good for recruiting. Anticipate 80 students will pursue the certification within first 4-5 years.
- No additional costs for exam. Competitions have Foundation funds so students don't pay.
- Motion to approve the proposal to establish a Professional Sales Certificate. Motion was seconded and approved (10-0-0).

Chair Marquell Johnson adjourned the meeting at 2:49 p.m.

Respectfully submitted,

Sarah Forcier  
Secretary for the Meeting