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U N I V E R S I T Y of H O U S T O N

C. T. Bauer College of Business
Office of the Dean

334 Melcher Hall
Houston, TX 77204-6021
www.bauer.uh.edu

APPROVED NOV 16 2005



TO: Agnes De Franco, Interim Assistant Vice President
for Undergraduate Studies

[Handwritten initials]

CC: Marsha Daly, Program Manager, Provost's Office

FROM: Elizabeth Anderson Fletcher, Associate Dean, *EAF*
Bauer College of Business

SUBJECT: Add GENB 2301 as a new BBA requirement; delete GENB 1001

DATE: September 29, 2005

The Bauer College of Business recommends that the Undergraduate Council approve a new course, GENB 2301, to replace GENB 1001. A CBM003 form is being submitted in addition to this memo for GENB 2301. GENB 1001 should be removed as a course listing.

Current Course and Catalog Wording: GENB 1001 Bauer Experience Cr. 0. (0). Prerequisites: pre-business major. Introduction to business program, majors and career opportunities.

The Bauer Experience. The Bauer Experience is an orientation, evaluation, retention, and assessment program for all degree-seeking pre-business majors. This college program is mandatory, and has a required fee assessed of all newly admitted business students their first semester as a pre-business major. The Bauer Experience program is administered by the Office of Undergraduate Business Programs in partnership with the Elizabeth D. Rockwell Career Services Center, the UH Writing Center, and other campus student service centers such as the Learning Support Services Center. Oversight of the program is provided by the Bauer Experience Advisory Board. The Advisory Board is composed of one business faculty representative from each department in the Bauer College, the director of Undergraduate Business Programs, the director of the Career Services Center, and a student representative and an alumni representative, both selected annually by the Advisory Board. Minimum requirements of the Bauer Experience include the following: Completion of a three-part course offered on a noncredit basis: (1) an introduction to Bauer College, (2) an introduction to the business process and functional areas, and (3) an introduction to business careers. This course is offered primarily online, developed in partnership with the Bauer Experience Advisory Board. Online material is supplemented by required academic advising and career counseling workshops. Optional activities include a new student reception, corporate site visits, supplemental workshops, and special speakers. Faculty on the Advisory Board have final determination of the

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minimum requirements of the course and criteria for satisfactory completion of the course. Part I, an introduction to Bauer College, is designed to acquaint students with academic policies, degree programs and requirements, and to assist in major and career selection, and career preparation. Part II, an introduction to the business process and functional areas, gives students a broad understanding of the business disciplines. Part III, professional development and an introduction to business careers, acquaints students with professional practices and the various business careers within the disciplines, thereby helping students to select appropriate majors early on in their academic programs and be better prepared for their careers. An understanding of what B.B.A. graduates in a particular discipline can expect in certain types of companies is important to shape expectations, and to help students package their portfolio of courses and skill sets accordingly. Students are required to successfully complete Part I prior to registration for their second semester as a pre-business major so that it can serve as an effective introduction to the business program early in their career, and Parts II and III prior to filing a degree plan during the junior year. A passing score on a business writing proficiency exam prior to filing a degree plan. The prerequisite to take the exam is successful completion of ENGL 1303 and 1304 or equivalent. Students who do not pass the essay may retake it once per semester, for a limit of three attempts, and only after completion of designated writing tutorials through the UH Writing Center or other appropriate preparation. Criteria for a passing score on the exam or alternative assessment scores are determined by the faculty on the Bauer Experience Advisory Board. Evaluation of the exam is done by the UH Writing Center. A minimum of 2.5 cumulative GPA at UH each semester as a pre-business major. Pre-business majors with a cumulative GPA at UH below a 2.5 GPA are placed on College Academic Notice. College Academic Notice is a warning that a student does not meet the minimum GPA required to file a degree plan, and a recommendation to participate in academic learning support programs.

Proposed Course and Catalog Wording to replace GENB 1001: GENB 2301 Business Process, Careers, and Protocol. Cr. 3. (3-0). Prerequisite: ENGL 1304 or equivalent. Overview of the business process, career paths for business majors, business protocol, and communication skills.

The Bauer Experience. The Bauer Experience is an orientation, evaluation, and retention program for all degree-seeking pre-business majors. Its goal is twofold: (1) to provide opportunities for students to develop a sense of community through special events and through online activities, and (2) to help students accomplish their academic and career goals more quickly and successfully through support services. This college program is mandatory, with a required fee assessed of all newly admitted business students their first semester as a pre-business major. The Bauer Experience program is administered by the Office of Undergraduate Business Programs in partnership with the Elizabeth D. Rockwell Career Services Center, the Bauer Tutoring Services, the UH Writing Center, and other campus student service centers such as the Learning Support Services Center. The Bauer Experience is complemented by a required course, GENB 2301, on the business

process, careers, protocol, and communication skills. Content for the Bauer Experience is delivered primarily online, providing a navigational tool to introduce the Bauer College. It covers Bauer College policies and programs, and provides academic advising information and vocational evaluation, as a supplement to in-person academic advising and career counseling. Activities include a new student reception, corporate site visits, retention workshops, and special speakers. The Bauer Experience also includes preparation for and administration of a mandatory business writing evaluation (BWE). Students must clear the BWE or an alternative portfolio to file a degree plan their junior year and to take more than five 3000-level and any 4000-level business courses. The prerequisite to take the BWE is successful completion of ENGL 1304 or equivalent. Students who do not clear the BWE may retake it once, or complete a writing portfolio as an alternative, in conjunction with writing tutorials administered through the UH Writing Center. Criteria for clearing the BWE or alternative portfolio is determined by the Bauer College faculty through a representative faculty committee. Assistance in the evaluation of the BWE is provided by the UH Writing Center. A minimum of 2.5 cumulative GPA at UH is required each semester while a student is a pre-business major. Pre-business majors with a cumulative GPA at UH below a 2.5 GPA are placed on College Academic Notice. College Academic Notice is a warning that a student does not meet the minimum GPA required to file a degree plan, and a recommendation to participate in academic learning support programs administered through the Bauer Experience and through partnering support programs.

Rationale and Course Description: To improve graduation rates through earlier, more appropriate selection of a major and career path and to develop critical skills identified by recruiters, it is proposed that all business majors be required to complete GENB 2301, a course focusing on the business process, careers, protocol, and communication skills. Due to recent changes to the UH Core Curriculum, this course would not add hours to the degree but would replace a general elective.

GENB 1001 is currently delivered as a non-credit course required for all degree-seeking pre-business majors. This proposal increases the scope and content, and makes it a three semester credit hour course (with a regular grading format of A-F) to encourage students to take the material seriously and justify the time they will spend. The course will have a minimum of 45 contact hours of material, distributed in the following three modules, approximately 33 % of the course devoted to each module, with options for online or a hybrid model delivery system. It would be taught by a clinical faculty member.

Module I: An introduction to the business process. This module is designed to provide students with a broad understanding of the business disciplines from an integrated, cross-functional perspective.

Module II: An introduction to career paths in business. Students will be instructed on the various business careers within the disciplines, thereby helping students to select appropriate majors early on in their academic programs and be better prepared for their careers. An understanding of what BBA graduates in a particular discipline can expect in certain types of companies is important to shape expectations, and to help students package their portfolio of courses and skill sets accordingly.

Module III An introduction to business protocol and effective communication skills. Students would also be instructed on ethics and professional practices.

The business writing evaluation (BWE) would not be part of GENB 2301. Instead, the BWE, along with orientation advising and other advising materials in GENB 1001, would be administered separately through "The Bauer Experience," a program required of all pre-business majors. Students who do not clear the BWE would be allowed to re-take it once upon completion of tutorials. Student who do not clear the BWE the second time would have supplementary assistance from the UH Writing Center in developing a writing portfolio as an alternative means of meeting the BWE requirement. The BWE or the writing portfolio must meet minimum standards as determined by the Bauer College faculty through a representative faculty committee with evaluation assistance from the UH Writing Center to file a degree plan and take more than five 3000-level business courses and any 4000-level business courses.