

**Supplemental Information  
Course and Curriculum items  
FS Academic Affairs Committee Review  
November 1, 2016 Meeting**

**College of Arts and Sciences (9-28-16) ITEMS TABLED FROM 10-18 AAC MEETING**

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**College of Business Administration (10-19-16)**

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## College of Arts and Sciences (9-28-16)

### NON-EXPEDITED COURSE PROPOSALS

Courses Numbered 000-599

#### **Dean of Arts and Sciences**

**ADD:** DAS 475 – Nonviolence Studies: Women and Peace Movements. (3) I, II, S. Analyzes women and girls as leaders of diverse peace movements in the present and recent past. Pr.: DAS 355. K-State 8: Human Diversity within the US; Historical Perspectives.

**K-STATE 8 RATIONALE:** This course explores the diversity related to the role of women in peace movements and provides an important historic formation by examination of the historical context and biographies women in nonviolent movements.

**RATIONALE:** DAS 475 would allow students in the Nonviolence Studies Certificate Program (NVS) to have an additional core course that would apply toward the nine required credit hours of electives for the NVS certificate. The specific topic would also explore the important role women have played in the realm of Nonviolent activism.

**IMPACT:** None

**EFFECTIVE DATE:** Fall 2017

**ADD:** DAS 555 – Themes in Nonviolence Studies. (3) I, II, S. Explores nonviolence from a national and global perspective, with particular emphasis on emergent techniques and themes in nonviolence studies with particular emphasis on conflict resolution, peacekeeping and peacebuilding, and intersections of gender, race, class, ethnicity, and religion. Pr.: DAS 355 is recommended. K-State 8: Human Diversity within the US; Global Issues and Perspectives.

**K-STATE 8 RATIONALE:** The course topics are taught from global viewpoint and explore a range of international aspects of nonviolent perspectives and techniques and the “Global Issues and Perspectives” tag is appropriate. The “Human Diversity within the US” is appropriate as the course will also explore intersections of difference in relationship to nonviolence studies.

**RATIONALE:** DAS 555 would allow students in the Nonviolence Studies Certificate Program (NVS) to take additional course content that would apply toward the nine required credit hours of electives for the NVS certificate. This would also allow the NVS program to develop a new range of themes and course content that can vary with available faculty and capability. Currently most of the electives are cross-listed classes and the program does not have a stand-alone course of this nature.

**IMPACT:** None

**EFFECTIVE DATE:** Spring 2017

**ADD:** DAS 575 – Peacebuilding. (3) I, II, S. Explores how social problems, violence and war are generated and how people are working to build conditions that produce peace. Students will analyze

peacebuilding efforts at home, in communities, in countries, in regions, and in the global social system. Pr.: None. K-State 8: Global Issues and Perspectives; Ethical Reasoning and Responsibility.

**K-STATE 8 RATIONALE:** This course utilizes a Global Perspective to explore peacebuilding programs and also explores ethics responsibility related to globalization, resource management and attempts to create a sustainable world.

**RATIONALE:** DAS 575 would allow students in the Nonviolence Studies Certificate Program (NVS) to have an additional course that would apply toward the nine required credit hours of electives for the NVS certificate. Peacebuilding at Home and in the World would also expose students to NVS content from a global social system perspective.

**IMPACT:** None

**EFFECTIVE DATE:** Fall 2017

### **Nonviolence Studies Certificate**

**FROM:**

**TO:**

To earn the Certificate in Nonviolence Studies (NVS), students will examine violence and nonviolence within a holistic context. Students will look at social justice issues as they relate to individuals, the community, and the world. Students will take a comprehensive and far-reaching view of issues as they exist within the context of the culture and the world that surrounds them—as they exist through time and within a continuum that includes the precursors that lead to actual physical violence. They will imagine ways to apply nonviolence methodology to achieve better “cultural and social health” similarly to the way “public health” officials apply a preventative, contextual model.

Upon completion of an undergraduate certificate in nonviolence studies, student will be able to demonstrate their understanding of:

- systems theory

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Upon completion of an undergraduate certificate in nonviolence studies, student will be able to demonstrate their understanding of:

- systems theory

- the differences between a mechanistic and organic worldview
- basic anthropological perspectives and concepts of holism
- history and theories of past and current nonviolence movements, including major writers
- their positionality in the social order and in what ways their life choices make a difference

their ability to apply:

- the concepts and methodologies of nonviolent resistance and direct action
- holistic thinking to human issues ranging from local to global
- the basic skills of conflict resolution, mediation, and arbitration
- critical thinking to real-world issues

## General requirements

### Course requirements (6 credit hours)

- DAS 355 – Introduction to Nonviolence Studies **Credits: 3**
- **And One Capstone class:**
- DAS 455 – Violence, Nonviolence and Social Change **Credits: 3**
- or
- DAS 590 – Applied Nonviolence **Credits: 3**

### Electives (9 credit hours)

Selected from a list of courses that have been approved by Arts and Sciences Dean in past:

- ANTH 200 – Introduction to Cultural Anthropology **Credits: 3**

- the differences between a mechanistic and organic worldview
- basic anthropological perspectives and concepts of holism
- history and theories of past and current nonviolence movements, including major writers
- their positionality in the social order and in what ways their life choices make a difference

their ability to apply:

- the concepts and methodologies of nonviolent resistance and direct action
- holistic thinking to human issues ranging from local to global
- the basic skills of conflict resolution, mediation, and arbitration
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## General requirements

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- DAS 355 – Introduction to Nonviolence Studies **Credits: 3**
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- DAS 455 – Violence, Nonviolence and Social Change **Credits: 3**
- or
- DAS 590 – Applied Nonviolence **Credits: 3**

### Electives (9 credit hours)

Selected from a list of courses that have been approved by Arts and Sciences Dean in past:

- ANTH 200 – Introduction to Cultural Anthropology **Credits: 3**

- CNRES 531 – Core Conflict Resolution **Credits: 3**
- CNRES 532 – Conflict Resolution across Cultures & Contexts **Credits: 3**
- CNRES 533 – Prevention & Intervention of Violence **Credits: 3**
- COMM 322 – Interpersonal Communication **Credits: 3**
- COMM 480 – Intercultural Communication **Credits: 3**
- DANCE 325 – Ballet II **Credits: 2** (Anatomy for Dancers)
- EDCEP 311 – Interaction and Guidance for the Paraprofessional **Credits: 3** (Proactive Educators for the Elimination of Rape and Sexual Violence)
- FSHS 700 – Problems in Family Studies and Human Services **Credits: 1–18** (Peace and Conflict)
- GWSS 105 – Introduction to Gender, Women, and Sexuality Studies **Credits: 3**
- GWSS 380 – Women and Global Social Change **Credits: 3**
- GWSS 480 – Seminar in Gender, Environment & Justice **Credits: 3** (Women and Environmentalism)
- GWSS 700 – Advanced Topics in Gender, Women, and Sexuality Studies **Credits: 1–3** (Independent Study in Nonviolence Studies)
- IAPD 391 – Topics in Contemporary Design Seminar **Credits: 3**
- LEAD 502 – Independent Study in Leadership Studies **Credits: 0–3** (International Community Service Seminar)
- SOCIO 363 – Global Problems **Credits: 3**

- CNRES 531 – Core Conflict Resolution **Credits: 3**
- CNRES 532 – Conflict Resolution across Cultures & Contexts **Credits: 3**
- CNRES 533 – Prevention & Intervention of Violence **Credits: 3**
- COMM 322 – Interpersonal Communication **Credits: 3**
- COMM 480 – Intercultural Communication **Credits: 3**
- DANCE 325 – Ballet II **Credits: 2** (Anatomy for Dancers)
- DAS 475 – Nonviolence Studies: Women and Peace Movements **Credits: (3)**
- DAS 555 – Themes in Nonviolence Studies **Credits: (3)**
- DAS 575 – Peacebuilding at Home and in the World **Credits: (3)**
- EDCEP 311 – Interaction and Guidance for the Paraprofessional **Credits: 3** (Proactive Educators for the Elimination of Rape and Sexual Violence)
- FSHS 700 – Problems in Family Studies and Human Services **Credits: 1–18** (Peace and Conflict)
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- IAPD 391 – Topics in Contemporary Design Seminar **Credits: 3**

<ul style="list-style-type: none"> <li>• SOCIO 500 – Sociological Perspectives on Contemporary Issues <b>Credits:</b> 1–18 (Human Trafficking)</li> <li>• SOCIO 507 – International Development and Social Change <b>Credits:</b> 3</li> <li>• SOCIO 423 – Methods of Social Research I <b>Credits:</b> 4</li> <li>• SOCIO 545 – The Sociology of Women <b>Credits:</b> 3</li> <li>• SOCIO 633 – Gender, Power, and International Development <b>Credits:</b> 3</li> <li>• SOCIO 635 – Sociology of Human Trafficking <b>Credits:</b> 3</li> <li>• SOCWK 100 – Social Work: The Helping Profession <b>Credits:</b> 3</li> <li>• SOCWK 568 – Social Work Practice III <b>Credits:</b> 3</li> <li>• THTRE 664 – Creative Drama <b>Credits:</b> 3</li> <li>• THTRE 665 – Drama Therapy with Special Populations <b>Credits:</b> 3</li> </ul> <p><b>Total credit hours: (15)</b></p>	<ul style="list-style-type: none"> <li>• LEAD 502 – Independent Study in Leadership Studies <b>Credits:</b> 0–3 (International Community Service Seminar)</li> <li>• SOCIO 363 – Global Problems <b>Credits:</b> 3</li> <li>• SOCIO 500 – Sociological Perspectives on Contemporary Issues <b>Credits:</b> 1–18 (Human Trafficking)</li> <li>• SOCIO 507 – International Development and Social Change <b>Credits:</b> 3</li> <li>• SOCIO 423 – Methods of Social Research I <b>Credits:</b> 4</li> <li>• SOCIO 545 – The Sociology of Women <b>Credits:</b> 3</li> <li>• SOCIO 633 – Gender, Power, and International Development <b>Credits:</b> 3</li> <li>• SOCIO 635 – Sociology of Human Trafficking <b>Credits:</b> 3</li> <li>• SOCWK 100 – Social Work: The Helping Profession <b>Credits:</b> 3</li> <li>• SOCWK 568 – Social Work Practice III <b>Credits:</b> 3</li> <li>• THTRE 664 – Creative Drama <b>Credits:</b> 3</li> <li>• THTRE 665 – Drama Therapy with Special Populations <b>Credits:</b> 3</li> </ul> <p><b>Total credit hours: (15)</b></p>
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**RATIONALE:** The course additions are offered as additional courses to the nine hours of elective content students may apply toward a Certificate in Nonviolence Studies.

**IMPACT:** None

**EFFECTIVE DATE:** Fall 2017

## College of Business Administration (10-19-16)

### NON-EXPEDITED COURSE CHANGES – COURSES NUMBERED 000-599

#### Department of Management

##### NEW COURSE:

##### **ENTRP 497 Topics in Entrepreneurship**

**Credits:** Variable 1 to 3

Discussion and analysis of current issues in entrepreneurship, including topics related to new theory and the practice of entrepreneurship.

##### **Requisites**

None

##### **Note**

Repeatable

##### **Typically Offered**

On sufficient demand

##### **K-State 8**

None

##### **Rationale**

The Topics in Entrepreneurship course will be used to offer experimental courses in entrepreneurship.

##### **Impact On Other Units**

None

##### **Effective Date**

Spring 2017

#### Department of Marketing

##### NEW COURSE:

##### **MKTG 581 Marketing Analytics**

**Credits:** 3

Marketing analytics focuses on applications of quantitative analysis to understand dynamic marketing phenomena. This course is a mixture of lectures on essential marketing concepts/econometrics/text mining, instructions on software programs (Stata and R), and discussions of marketing cases to facilitate students' critical thinking and decision making leveraged by analytical ability. To facilitate learning statistical software programs, students will practice hands-on projects in the computer lab. Learning outcomes are that students will be able to do the following:

- Identify business issues and obtain relevant secondary data to address those business issues.
- Choose correct

quantitative analysis methodologies. • Learn data analysis software programs (Stata and R). • Make strategic decisions based on data analysis and communicate marketing strategies.

**Requisites**

Prerequisite: STAT 350 or equivalent

**Typically Offered**

Fall or Spring

**K-State 8**

Empirical and Quantitative Reasoning  
Social Sciences

**Social Sciences:** This course deals with business issues related to marketing in various industry contexts, an area of Social Sciences.

**Empirical and Quantitative Reasoning:** For analysis skills, data mining techniques such as decision tree, text mining, and social network analysis as well as traditional statistics such as *t*-test, regression, and logistic regression will be covered. These topics are closely related to Empirical and Quantitative Reasoning

**Rationale**

The demand for marketing analysts who can understand a dynamic business environment, analyze data in various formats (e.g., numeric and text) with solid analytical skills, and make strategic business decisions has rapidly increased. As a new course on the marketing analytics track, this course will provide students with learning opportunities of analyzing real marketing data with advanced quantitative approaches that are not covered in current marketing courses. In addition, this course places emphasis on business case studies so that students learn how to communicate, in the format of verbal and written presentations, the value of findings from analysis. Along with the two existing courses in the marketing analytics track (MKTG 580 and 642), this course will assist students in developing their career opportunities in multiple companies in the fields of marketing research and consulting.

**Impact on Other Units**

None

**Effective Date**

Fall 2017



## NON-EXPEDITED UNDERGRADUATE CURRICULUM CHANGES

### Curriculum Change

#### Integrated Investment Management Certificate

[http://catalog.k-state.edu/preview\\_program.php?catoid=13&poid=3381](http://catalog.k-state.edu/preview_program.php?catoid=13&poid=3381)

### Change From:

### Change To:

#### Integrated Investment Management Certificate

All students enrolled in the Certificate will take 9 credit hours of the core, and choose six credit hours from eligible electives.

#### Core Courses (9 credit hours)

- FINAN 450 - Principles of Finance **Credits: 3**
- FINAN 451 - Introduction to Integrated Investment Management **Credits: 3**
- FINAN 500 - Investment Management Concepts **Credits: 3**

#### Elective Courses (6 credit hours)

Select 2 of the following four courses

- ACCTG 445 - Financial Statement Analysis **Credits: 3**
- FINAN 653 - Security and Portfolio Analysis **Credits: 3**
- MANGT 566 - Computer Systems for Finance and Investment Management **Credits: 3**
- MKTG 497 - Topics in Financial Services Marketing **Credits: 3**

#### Course and Certificate Completion Notes

- Students must earn a minimum of 2.5 GPA on courses taken to fulfill the requirements of the Certificate in Integrated Investment Management.
- No more than 25% of total credit hours required for the certificate may be transfer credits. Students must earn at least 75% of credits that apply to the certificate from Kansas State University or an approved university

#### Integrated Investment Management Certificate

All students enrolled in the Certificate will take 9 credit hours of the core, and choose six credit hours from eligible electives.

#### Core Courses (9 credit hours)

- FINAN 450 - Principles of Finance **Credits: 3**
- FINAN 451 - Introduction to Integrated Investment Management **Credits: 3**
- FINAN 500 - Investment Management Concepts **Credits: 3**

#### Elective Courses (6 credit hours)

Select 2 of the following four courses

- ACCTG 445 - Financial Statement Analysis **Credits: 3**
- FINAN 653 - Security and Portfolio Analysis **Credits: 3**
- MANGT 566 - Computer Systems for Finance and Investment Management **Credits: 3**
- MKTG 497 - Topics in Financial Services Marketing **Credits: 3**

#### Course and Certificate Completion Notes

- Students must earn a minimum of 2.5 GPA on courses taken to fulfill the requirements of the Certificate in Integrated Investment Management.
- No more than 25% of total credit hours required for the certificate may be transfer credits. Students must earn at least 75% of credits that apply to the certificate from Kansas State University or an approved university

<p>affiliate of Kansas State University in a foreign country.</p> <ul style="list-style-type: none"> <li>Students will be able to substitute FINAN 510 and FINAN 520 (both must be completed) for FINAN 500. FINAN 510 - Financial Institutions and Markets <b>Credits: 3</b> and FINAN 520 - Investments <b>Credits: 3</b></li> </ul> <p><b>Total Credit Hours: (15)</b></p>	<p>affiliate of Kansas State University in a foreign country.</p> <ul style="list-style-type: none"> <li>Students will be able to substitute FINAN 510 and FINAN 520 (both must be completed) for FINAN 500. FINAN 510 - Financial Institutions and Markets <b>Credits: 3</b> and FINAN 520 - Investments <b>Credits: 3</b></li> <li><u>Certificate can be completed by degree seeking students at Kansas State University or obtained as a credential on its own (free-standing). Students who do not intend to become a candidate for a bachelor's degree at Kansas State University must apply for admission as a non-degree, certificate-seeking student. Such students must submit the admission application, application fee, and transcripts. Applicants must provide documentation of high school or GED completion and, if college courses have been attempted, official transcripts demonstrating a cumulative GPA of 2.0 or higher for all post-secondary coursework. Students who later choose to pursue a bachelor's degree must apply for admission as a degree-seeking student.</u></li> </ul> <p><b>Total Credit Hours: (15)</b></p>
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**Rationale:**

Change is being made so certificate can be completed as a free-standing certificate by a non-degree seeking student.

**Impact on Other Units**

None

**Effective Date**

Spring 2017

## Professional Strategic Selling Certificate (PSS)

[http://catalog.k-state.edu/preview\\_program.php?catoid=13&poid=6695](http://catalog.k-state.edu/preview_program.php?catoid=13&poid=6695)

### Change From:

### Change To:

#### Professional Strategic Selling Certificate:

- The Professional Strategic Selling Certificate is designed to prepare students for a career in sales. The program exposes students to the fundamentals of sales and through innovative curriculum and sales labs, allows them to develop the skills needed to be successful. The certificate is open to all majors within the university.
- The certificate consists of 15 credit hours, one current core course in Business Administration and four courses related to sales. Entry into the PSS Certificate program is competitive. Students must apply and be accepted to the program via a behaviorally-based interview process conducted by faculty and corporate partners.
- Students must earn a minimum 2.50 grade point average on courses taken to fulfill the requirements of the certificate. Students must also complete Professional Advantage Certification within the College of Business to complete the certificate. Professional Advantage (PA) Certification provides training identified as critical by sales and business professionals. Students earn PA points by participating in PA approved events.
- No more than 25% of total credit hours required for the certificate may be transfer credits. Students must earn at least 75% of credits that apply to the certificate from Kansas State University OR an approved university affiliate of Kansas State University in a foreign country.

#### Non-Marketing Majors-Core Courses

#### Professional Strategic Selling Certificate:

- The Professional Strategic Selling Certificate is designed to prepare students for a career in sales. The program exposes students to the fundamentals of sales and through innovative curriculum and sales labs, allows them to develop the skills needed to be successful. The certificate is open to all majors within the university.
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- No more than 25% of total credit hours required for the certificate may be transfer credits. Students must earn at least 75% of credits that apply to the certificate from Kansas State University OR an approved university affiliate of Kansas State University in a foreign country.
- Certificate can be completed by degree seeking students at Kansas State University or obtained as a credential on its own (free-standing). Students who do not intend to become a candidate for a bachelor's degree at Kansas State University must apply for admission as a non-degree, certificate-seeking student. Such students must submit the admission application, application fee, and transcripts. Applicants must provide documentation of high school or GED completion and, if college courses have been

<p><b>Non-Marketing Majors-Core Courses</b></p> <ul style="list-style-type: none"> <li>• MKTG 400 - Introduction to Marketing <b>Credits: 3</b></li> <li>• MKTG 542 - Fundamentals of Professional Selling <b>Credits: 3</b></li> <li>• MKTG 560 - Sales Force Leadership <b>Credits: 3</b></li> <li>• MKTG 570 - Advanced Selling <b>Credits: 3</b></li> </ul> <p><b>Marketing Majors-Core Courses</b></p> <ul style="list-style-type: none"> <li>• MKTG 542 - Fundamentals of Professional Selling <b>Credits: 3</b></li> <li>• MKTG 560 - Sales Force Leadership <b>Credits: 3</b></li> <li>• MKTG 570 - Advanced Selling <b>Credits: 3</b></li> </ul> <p><b>Elective Course</b></p> <p><b>Non-Marketing Majors</b> choose one of the following four courses.</p> <p><b>Marketing Majors</b> choose two from the following courses. Cannot include MKTG 550.</p> <ul style="list-style-type: none"> <li>• COMM 321 - Public Speaking II <b>Credits: 3</b></li> <li>• COMM 322 - Interpersonal Communication <b>Credits: 3</b></li> <li>• COMM 323 - Nonverbal Communication <b>Credits: 3</b></li> <li>• COMM 526 - Persuasion <b>Credits: 3</b></li> <li>• HM 424 - Hospitality Marketing and Sales <b>Credits: 3</b></li> <li>• MANGT 662 - Procurement, Logistics and Supply Chain Design <b>Credits: 3</b></li> <li>• MKTG 550 - Business Marketing <b>Credits: 3</b></li> <li>• PFP 756 - Financial Counseling <b>Credits: 3</b></li> </ul> <p><b>Total Credit Hours: (15)</b></p>	<p><u>attempted, official transcripts demonstrating a cumulative GPA of 2.0 or higher for all post-secondary coursework. Students who later choose to pursue a bachelor's degree must apply for admission as a degree-seeking student.</u></p> <p><b>Non-Marketing Majors-Core Courses</b></p> <ul style="list-style-type: none"> <li>• MKTG 400 - Introduction to Marketing <b>Credits: 3</b></li> <li>• MKTG 542 - Fundamentals of Professional Selling <b>Credits: 3</b></li> <li>• MKTG 560 - Sales Force Leadership <b>Credits: 3</b></li> <li>• MKTG 570 - Advanced Selling <b>Credits: 3</b></li> </ul> <p><b>Marketing Majors-Core Courses</b></p> <ul style="list-style-type: none"> <li>• MKTG 542 - Fundamentals of Professional Selling <b>Credits: 3</b></li> <li>• MKTG 560 - Sales Force Leadership <b>Credits: 3</b></li> <li>• MKTG 570 - Advanced Selling <b>Credits: 3</b></li> </ul> <p><b>Elective Course</b></p> <p><b>Non-Marketing Majors</b> choose one of the following four courses.</p> <p><b>Marketing Majors</b> choose two from the following courses. Cannot include MKTG 550.</p> <ul style="list-style-type: none"> <li>• COMM 321 - Public Speaking II <b>Credits: 3</b></li> <li>• COMM 322 - Interpersonal Communication <b>Credits: 3</b></li> <li>• COMM 323 - Nonverbal Communication <b>Credits: 3</b></li> <li>• COMM 526 - Persuasion <b>Credits: 3</b></li> <li>• HM 424 - Hospitality Marketing and Sales <b>Credits: 3</b></li> <li>• MANGT 662 - Procurement, Logistics and Supply Chain Design <b>Credits: 3</b></li> <li>• MKTG 550 - Business Marketing <b>Credits: 3</b></li> <li>• PFP 756 - Financial Counseling <b>Credits: 3</b></li> </ul> <p><b>Total Credit Hours: (15)</b></p>
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**Rationale:**

Change is being made so certificate can be completed as a free-standing certificate by a non-degree seeking student.

**Impact on Other Units:** None

**Effective Date:** Spring 2017