Inter-Office Memorandum

TO: Florida Tech Undergraduate Curriculum Committee (UGCC)

THROUGH: Dr. Alex Vamosi, Associate Dean, College of Business

FROM: Dr. Carolyn Fausnaugh, Ph.D.

DATE: January 19, 2009

SUBJECT: Adding New Courses: QEP Research Sequence --- BUS 3999, BUS 4000, BUS 4001

This memorandum, along with the attached material, seeks UGCC approval to add three new courses to each of the College of Business' six major fields of study. The courses will be utilized as part of the College's QEP Research Sequence. The proposed courses (1 credit hour each) follow closely the scoring rubrics developed by QEPIC for both communication skills and problem solving/critical thinking skills.

BUS 3999 Research 1

Students will select an industry and complete a research plan for analysis of that industry. Topics include primary and secondary research, research design and resources available for environmental and industry analysis. (Requirement: Second semester junior standing)

BUS 4000 Research 2

Students will carry out the environmental and industry research planned during the previous course. The study includes collecting, organizing and analyzing relevant information that affects the multiple environments in which a company operates.

BUS 4001 Research 3

This course will engage students in the revision and re-submission process, culminating in a final research paper. It applies communication skills in the development of a public poster session and discussion with community participants.

The attachments that follow present the syllabus, description, and completed new course forms (catalog approved by Liz Fox).
This course is available for student registration only after the approval process has been completed.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>BUS</th>
<th>COURSE NO.</th>
<th>3999</th>
<th>CREDIT HOURS</th>
<th>1</th>
<th>TERM TO BE ADDED TO THE FILE</th>
<th>Fall 2009</th>
</tr>
</thead>
</table>

CLASS HOURS 15 | LECTURE HOURS | LAB HOURS | CONTACT HOURS (CEU ONLY) |

DEPARTMENT | College of Business | SCHEDULE TYPE | Lecture (A) |

☐ COLLEGE OF AERONAUTICS-23 | ☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS-25 | ☒ COLLEGE OF BUSINESS-24 | ☐ COLLEGE OF SCIENCE-26 | ☐ UNIVERSITY COLLEGE EXTENDED STUDIES-27 |

COMPUTER TITLE Restricted to 25 characters, including spaces | Research 1 |

CATALOG TITLE | Research 1 |

CATALOG DESCRIPTION OF COURSE Limited to 350 characters, including spaces

Includes selection of an industry and completion of a research plan for analysis of that industry. Covers primary and secondary research, research design and resources available for environmental and industry analysis. First of a three-course QEP research sequence. (Requirement: Second semester junior standing)

In addition, you may attach a course syllabus and/or more detailed description.

REQUIREMENTS | ☐ Prerequisite | ☐ Corequisite |

☐ Prerequisite | ☐ Corequisite |

☐ Prerequisite | ☐ Corequisite |

☐ Prerequisite | ☐ Corequisite |

☐ Prerequisite | ☐ Corequisite |

☐ Prerequisite | ☐ Corequisite |

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☐ Prerequisite | ☐ Corequisite |

☐ Prerequisite | ☐ Corequisite |

☐ Prerequisite | ☐ Corequisite |

☑ A, B, C, D, F | ☐ A, B, C, D, F, CEU |

☐ CEU | ☐ S, U |

☐ P, F | ☐ Other |

ADDITIONAL RESTRICTION | Second semester junior standing |

(e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information

SUBJECT Alpha Prefix (e.g., CSE) | COURSE NO. (e.g., 1301) |

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Chair, Graduate Council | Date |

OR

Chair, Undergraduate Curriculum Committee | Date |

CATALOG DIRECTOR |

These changes/additions have been made for the University/Extended Studies Catalog and entered into the BANNER term named above.

Catalog Director | Date |

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SCACRSE | SCADETL | SCAPREQ | SCABASE |

SCARRES | Operator Init | Date |

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**QEP Course Summary Form**

**A. Basic Course Information**
1. Originating Department: ____________College of Business__________
   Faculty Developer(s): ______________Caroly Fausnaugh and Alex Vamosi__________

2. Course/Course Sequence Information
   a. Number __ Title __
      **BUS 3999** Research 1
   b. Is this course part of multi-course sequence? _No _X_Yes
   c. If Yes to 2b., what are the other course number(s)? __BUS 4000; BUS 4001__________

3. Course Use in Degree Program(s)
<table>
<thead>
<tr>
<th>Department</th>
<th>Degree Program</th>
<th>Status: Req./Elect.</th>
</tr>
</thead>
</table>
   a. COB      | 7067 - BS Business Administration                   | Req                 |
   b. COB      | 7167 - BS Business and Environmental Studies         | Req                 |
   c. COB      | 7267 - BS Accounting                                 | Req                 |
   d. COB      | 7468 - BS Information Management                     | Req                 |
   e. COB      | 7568 - BS eCommerce Technology                       | Req                 |
   f. COB      | 7867 - BS International Business                     | Req                 |

4. Proposed Course Instructor(s): ___________________________ Carolyn Fausnaugh

**B. Students for Whom the Proposed Course Was Developed**
1. Level(s): ___ Senior ___X___Other/Specify: __Second semester Junior__________
2. Ability: ___X___Open ___Restricted ___Other/Specify: ___________________
3. Other Relevant Program & Student Characteristics:
   Limited to students with second semester junior year standing.

**C. Attention to QEP Goals and Student Outcomes**
1. Describe How This Course Addresses QEP Communication Skill Outcomes
   Deliverable is a written plan for conducting research including citations for planned information sources. Students also lead discussion of literature from literature search.

2. Describe How This Course Addresses QEP Problem-Solving/Critical Thinking Skill Outcomes
   Critical thinking is required for identification of data and information sources.
Research 1

<table>
<thead>
<tr>
<th>Subject Area</th>
<th>Research Skills</th>
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</thead>
<tbody>
<tr>
<td>Lecturer</td>
<td>TBD</td>
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<tr>
<td>Course Code</td>
<td>BUS 3999</td>
</tr>
<tr>
<td>Credit Value</td>
<td>1</td>
</tr>
</tbody>
</table>

Course Description

This course is the first in a three research course sequence required for graduation from all degree programs in the College of Business at Florida Tech. The student is introduced to the difference between primary and secondary research. Students read and discuss research literature. Meets weekly. Students identify additional relevant literature and present their selections for discussion. Each student completes a research plan to be carried out in BUS 4000 and reported on in BUS 4001.

Prerequisites: second semester Junior standing

Aims and Objectives

In this course students learn to develop research questions and determine if the question is to be answered through primary or secondary research. Students select an industry for career investigation and then complete an environmental and industry analysis for that industry. The course is the first in a series of three research courses comprising the student's QEP experience at Florida Tech and emphasizes problem solving and both written and oral communication skills.

Candidate Topics

What does "doing research" mean?
What is meant by research design?
What makes a "good" research question?
What methods are used for primary research?
How does secondary research differ from primary research?
What does reliability mean and how is it achieved?
What does information triangulation mean?
What questions are asked in an industry analysis?
What resources are available for answering these questions?
What is included in a research plan?
What is a pilot study?
How does the use of a pilot study improve research design?

Textbook: Readings selected through Primis – McGraw Hill Service for custom textbooks of selected chapters from multiple books.

Grading

<table>
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<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Discussion Participation and Leadership</td>
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</tr>
<tr>
<td>Exam I</td>
<td>15%</td>
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<tr>
<td>Exam II</td>
<td>15%</td>
</tr>
<tr>
<td>Communication on Research Proposal</td>
<td>10%</td>
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<tr>
<td>Problem Solving on Research Proposal</td>
<td>10%</td>
</tr>
<tr>
<td>Written Research Proposal</td>
<td>30%</td>
</tr>
</tbody>
</table>

Format and Teaching Methods

Readings, Lectures, and Round Table Discussions led by class members in weekly class meetings.
**Florida Institute of Technology**

**ADDING A NEW COURSE TO THE CURRICULUM**

This course is available for student registration only after the approval process has been completed.

<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>BUS</th>
<th>COURSE NO.</th>
<th>4000</th>
<th>CREDIT HOURS</th>
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<th>Fall 2009</th>
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<th>LECTURE HOURS</th>
<th></th>
<th>LAB HOURS</th>
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<th>CONTACT HOURS (CEU ONLY)</th>
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<tr>
<th>DEPARTMENT</th>
<th>College of Business</th>
<th>SCHEDULE TYPE</th>
<th>Lecture (A)</th>
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- COLLEGE OF AERONAUTICS-23
- COLLEGE OF BUSINESS-24
- COLLEGE OF SCIENCE-26
- COLLEGE OF ENGINEERING-01
- UNIVERSITY COLLEGE EXTENDED STUDIES-27

| COMPUTER TITLE | Restricted to 25 characters, including spaces | Research 2 |

| CATALOG TITLE | Research 2 |

<table>
<thead>
<tr>
<th>CATALOG DESCRIPTION OF COURSE</th>
<th>Limited to 350 characters, including spaces</th>
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<tr>
<td>Continues BUS 3999 by carrying out the environmental and industry research planned during the previous course. Includes collecting, organizing and analyzing relevant information that affects the multiple environments in which a company operates. Second of a three-course QEP research sequence.</td>
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In addition, you may attach a course syllabus and/or more detailed description.

<table>
<thead>
<tr>
<th>RESTRICTIONS</th>
<th>Prerequisite</th>
<th>BUS 3999</th>
<th>Corequisite</th>
<th>BUS 4702</th>
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<td>Course Number</td>
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<td>Course Number</td>
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<th>A, B, C, D, F, CEU</th>
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<tr>
<td></td>
<td>CEU</td>
<td>S, U</td>
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<td></td>
<td>P, F</td>
<td>Other</td>
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| ADDITIONAL RESTRICTION | (e.g., Major, Class Level, Department Head Approval) |

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<th>COURSE NO.</th>
<th>(e.g., 1301)</th>
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<th>Originator</th>
<th>Date</th>
<th>Chair, Graduate Council</th>
<th>Date</th>
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<tr>
<th>Department Head/Program Chair</th>
<th>Date</th>
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<tr>
<th>Dean of Associate Dean</th>
<th>Date</th>
<th>Chair, Undergraduate Curriculum Committee</th>
<th>Date</th>
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**DISTRIBUTION:**

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Copy—Academic Unit

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QEP Course Summary Form

A. Basic Course Information
1. Originating Department: __________________________ College of Business

   Faculty Developer(s): __________________________ Carolyn Fausnaugh and Alex Vamosi

2. Course/Sequence Information
   a. Number __________________________ Title __________________________

   BUS 4000 Research 2 __________________________ Offered: FL/SP/SU Credits

   __________________________ ____________ __________________________

   b. Is this course part of multi-course sequence? ___No ___X Yes

   c. If Yes to 2b., what are the other course number(s)? ___BUS 3999; BUS 4001

3. Course Use in Degree Program(s)
   a. ___COB 7067 – BS Business Administration __________________________ Status: Req./Elect.

   ________ ___Req__________________________

   b. ___COB 7167 – BS Business and Environmental Studies __________________________

   ________ ___Req__________________________

   c. ___COB 7267 – BS Accounting __________________________

   ________ ___Req__________________________

   d. ___COB 7468 – BS Information Management __________________________

   ________ ___Req__________________________

   e. ___COB 7568 – BS eCommerce Technology __________________________

   ________ ___Req__________________________

   f. ___COB 7867 – BS International Business __________________________

   ________ ___Req__________________________

4. Proposed Course Instructor(s): __________________________ Carolyn Fausnaugh

B. Students for Whom the Proposed Course Was Developed
1. Level(s): ___X Senior ___Other/Specify: __________________________

2. Ability: ___X Open ___Restricted ___Other/Specify: __________________________

3. Other Relevant Program & Student Characteristics: __________________________

   Pre-requisite BUS 3999

   Co-requisite BUS 4702

C. Attention to QEP Goals and Student Outcomes
1. Describe How This Course Addresses QEP Communication Skill Outcomes

   Deliverable is draft research report to be revised and resubmitted in BUS 4001. Students meet weekly to review research progress and discuss findings and research challenges.

2. Describe How This Course Addresses QEP Problem-Solving/Critical Thinking Skill Outcomes

   Students will gather data from secondary sources, analyze it using various data analysis and summary techniques, make inferences and draw conclusions. They will attempt to triangulate information and question whether the data source embeds biases or assumptions.
Research 2

<table>
<thead>
<tr>
<th>Subject Area</th>
<th>Research Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer</td>
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<tr>
<td>Course Code</td>
<td>BUS 4000</td>
</tr>
<tr>
<td>Credit Value</td>
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</tbody>
</table>

Course Description

This course is the second in a three research course sequence required for graduation from all degree programs in the College of Business at Florida Tech. The student carries out the research planned in BUS 3999. The emphasis in this course is on communication and problem solving. Students report on their progress weekly and seek solutions from one another with the guidance of their research instructor. A written research report is submitted at the end of the semester for grading and revision in BUS 4001.

Prerequisite: BUS 3999. Co-requisite: BUS 4702.

Aims and Objectives

The primary objective of the course is to apply the skills and knowledge for collecting, organizing, and analyzing large amounts of relevant information that affect the multiple environments in which a company operates and seeks profits; and in which individuals as employees and owners seek financial gain through employment and investment. Students will examine the nature and complexity of global sustainability, what is known and what is conjecture. Students learn to evaluate the reliability of secondary sources of information and seek triangulation of information. The final step is to devise possible futures for the selected industry using scenario analysis.

Candidate Topics

Industry and NAICS codes
Macro-Environmental Analysis
Industry Analysis
Competitor Analysis
Strategic Issues Facing The Industry

Textbook

Readings selected through Primis – McGraw Hill Service for custom textbooks of selected chapters from multiple books.

Grading

Participation in Weekly Problem Solving Session 30%
Draft sections of Research Paper 35%
Timely submission of Completed First Draft of Research Paper with initial revisions 35%

Format and Teaching Methods

Weekly seminars constructed around research findings for outline of topics.
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT BUS COURSE NO. 4001 CREDIT HOURS 1 TERM TO BE ADDED TO THE FILE Fall 2009

Alpha Prefix (e.g., CSE) Number Choice (e.g., 1301) (e.g., Fall 2006)

CLASS HOURS 15 LECTURE HOURS Lab HOURS CONTACT HOURS (CEU ONLY)

DEPARTMENT College of Business SCHEDULE TYPE Lecture (A)

(e.g., Computer Sciences) (e.g., Lecture, Lab or Special Project)

☐ COLLEGE OF AERONAUTICS-23 ☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS-25
☒ COLLEGE OF BUSINESS-24 ☐ COLLEGE OF SCIENCE-26
☐ COLLEGE OF ENGINEERING-01 ☐ UNIVERSITY COLLEGE EXTENDED STUDIES-27

COMPUTER TITLE Restricted to 25 characters, including spaces Research 3

CATALOG TITLE Research 3

CATALOG DESCRIPTION OF COURSE Limited to 350 characters, including spaces

Engages students in the revision and re-submission process, culminating in a final research paper. Applies communication skills in the development of a public poster session and discussion with community participants. Third of a three-course QEP research sequence.

In addition, you may attach a course syllabus and/or more detailed description.

REQUIREMENTS ☑ Prerequisite BUS 4000 Course Number

☐ Prerequisite Course Number

☐ Prerequisite Course Number

☐ Prerequisite Course Number

GRADES TO BE ISSUED ☑ A, B, C, D, F

☐ A, B, C, D, F, CEU

☐ CEU

☐ S, U

☐ P, F

☐ Other

ADDITIONAL RESTRICTION (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information

SUBJECT Alpha Prefix (e.g., CSE) COURSE NO. (e.g., 1301)

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originator Date

Chair, Graduate Council Date

Department Head/Program Chair Date

OR

Dean or Associate Dean Date

Chair, Undergraduate Curriculum Committee Date

CATALOG DIRECTOR

These changes/additions have been made for the University/Extended Studies Catalog and entered into the BANNER term named above.

Catalog Director Date

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SCARRIES Operator Init Date

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RG-271-5001
QEP Course Summary Form

A. Basic Course Information
1. Originating Department: College of Business

          Faculty Developer(s): Carolyn Fausnaugh and Alex Vamosi

2. Course/Course Sequence Information
   a. Number   Title                      Offered:     FL/SP/SU     Credits
       BUS 4001  Research 3                  FL, SP       1
   b. Is this course part of multi-course sequence?    No  Yes
   c. If Yes to 2b., what are the other course number(s)? BUS 3999; BUS 4000;

3. Course Use in Degree Program(s)
   Department  Degree Program                      Status: Req./Elect.
   a. COB     7067 – BS Business Administration     Req
   b. COB     7167 – BS Business and Environmental Studies
   c. COB     7267 – BS Accounting                 Req
   d. COB     7468 – BS Information Management
   e. COB     7568 – BS eCommerce Technology
   f. COB     7867 – BS International Business

4. Proposed Course Instructor(s): Carolyn Fausnaugh

B. Students for Whom the Proposed Course Was Developed
1. Level(s):    Senior     Other/Specify:

2. Ability:    Open     Restricted     Other/Specify:

3. Other Relevant Program & Student Characteristics:

        Pre-requisite BUS 4000

C. Attention to QEP Goals and Student Outcomes
1. Describe How This Course Addresses QEP Communication Skill Outcomes

   Students present research findings in a public forum and respond to questions from community
   members.

2. Describe How This Course Addresses QEP Problem-Solving Skill Outcomes

   Students revise and resubmit their research report after receipt of both verbal and written
   feedback.
Research 3

<table>
<thead>
<tr>
<th>Subject Area</th>
<th>Research Skills</th>
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<tbody>
<tr>
<td>Lecturer</td>
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<td>Course Code</td>
<td>Bus 4001</td>
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<tr>
<td>Credit Value</td>
<td>1</td>
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</tbody>
</table>

**Course Description**
This course is the third in a three research course sequence required for graduation from all degree programs in the College of Business at Florida Tech. The student receives feedback and coaching for revisions to the written report for the research planned in BUS 3999, and carried out in BUS 4000. The first half of this course emphasizes improving ones work through revision after feedback by reviewers. During the second half of the semester students present their research in a public poster session and discuss their work with members of the business community.

**Aims & Objectives**
Students receive feedback on their work and respond to that feedback through a process of revise and resubmit. Students apply communication skills in the development of a public poster session and discussion with community participants.

**Candidate Topics**
Feedback to each student specific to their written research report.
The use of visual media for presentation of complex information.
Communicating research findings to a practitioner audience.

**Textbook**
Readings selected through Primis – McGraw Hill Service for custom textbooks of selected chapters from multiple books.

**Grading**
- Research Paper Draft: 30%
- Research Paper after Revisions: 40%
- Poster Session: 30%

**Format and Teaching Methods**
Individual and group meetings with instructor. Independent work.