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| NFor Academic Affairs and Research Use Only | |
| CIP Code: |  |
| Degree Code: |  |

**Course Revision Proposal Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (If applicable)** |
| J Kim Pittcock 10/17/2019 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| Donald Kennedy 10/17/2019 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

**Mark Jordan,** [**mjordan@astate.edu**](mailto:mjordan@astate.edu)**, (870) 972-3942**

**GwanSeon Kim,** [**gkim@astate.edu**](mailto:gkim@astate.edu)**, (870) 972-2263**

2. Proposed Starting Term and Bulletin Year for Change to Take Effect

**Fall 2020**

3. Current Course Prefix and Number

**AGEC 3063**

3.1 – **[NO]** Request for Course Prefix and Number change

If yes, include new course Prefix and Number below. *(Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. Proposed number for experimental course is 9. )*

Enter text...

3.2 – **Yes / No** If yes, has it been confirmed that this course number is available for use?

*If no: Contact Registrar’s Office for assistance.*

4. Current Course Title

**Agricultural Sales and Services**

4.1 – **[YES]** Request for Course Title Change

If yes, include new Course Title Below.

**Agricultural Entrepreneurship**

1. If title is more than 30 characters (including spaces), provide short title to be used on transcripts. *Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis).*

Enter text...

Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Enter text...

5. – **[YES ]** Request for Course Description Change.

If yes, please include brief course description (40 words or fewer) as it should appear in the bulletin.

**Economic importance of risk-taking, the process of designing, launching, and running a new business, cultivating leadership, and personal selling.**

6. – **[NO]** Request for prerequisites and major restrictions change.

*(If yes, indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).*

1. **Yes / No** Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. **Yes / No** Is this course restricted to a specific major?
   1. If yes, which major? Enter text...

7. – **[NO]** Request for Course Frequency Change(e.g. Fall, Spring, Summer).

a. If yes, please indicate current and new frequency:

8. – **[NO]** Request for Class Mode Change.

*If yes, indicate if this course will be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please* *indicate the current and choose one.*

Enter text...

9. – **[NO]** Request for grade type change.

*If yes, what is the current and the new grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])*

Enter text...

10. **[NO]** Is this course dual listed (undergraduate/graduate)?

a. If yes, indicate course prefix, number and title of dual listed course.

Enter text...

11. **[NO]** Is this course cross listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross listed course.)*

**11.1** – If yes, please list the prefix and course number of cross listed course.

Enter text...

**11.2** – **Yes / No** Are these courses offered for equivalent credit?

Please explain. Enter text...

12. **[NO]** Is this course change in support of a new program?

a. If yes, what program?

Enter text...

13. **[NO]** Does this course replace a course being deleted?

a. If yes, what course?

Enter text...

14. **[NO]** Will this course be equivalent to a deleted course or the previous version of the course?

a. If yes, which course?

Enter text...

15. **[NO]** Does this course affect another program?

If yes, provide confirmation of acceptance/approval of changes from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

16. Does this course require course fees? **No**

*If yes: Please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Revision Details**

17. Please outline the proposed revisions to the course.

*Include information as to any changes to course outline, special features, required resources, or in academic rationale and goals for the course.*

**Going forward, this course’s outline and content will be expanded beyond a somewhat narrow emphasis on personal selling and consulting to provide students with a more comprehensive view of recognizing opportunities in the agribusiness sector and taking the necessary risks to seize on these opportunities by better understanding the process behind designing, launching, and running a new business. Developing strong leadership skills and understanding the role and importance of personal selling will remain core features of this course. No other revisions are proposed at this time.**

18. Please provide justification to the proposed changes to the course.

**As originally designed and previously taught, this course’s specific aim was to provide training for students pursuing sales careers in agribusiness (typically with input suppliers) as well as those seeking employment in the field of crop consulting. This narrow approach is no longer adequately serving or preparing the vast majority of our student body for how best to engage and/or participate in a business world that has changed considerably over the past few decades and continues to evolve rapidly. Students need a big-picture view of how to recognize and seize opportunities through risk-taking and a carefully thought-out business plan, and changing the course title while expanding the course content to emphasize “entrepreneurship” is an appropriate and necessary step in addressing this deficiency.**

19. **[NO]** Do these revisions result in a change to the assessment plan?

*\*If yes: Please complete the Assessment section of the proposal on the next page.*

*\*If no: Skip to Bulletin Changes section of the proposal.*

***\*See question 19 before completing the Assessment portion of this proposal.***

**Assessment**

**Relationship with Current Program-Level Assessment Process**

20. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Enter text...

21. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

22. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

**\*change affects page 103 in the course bulletin**

AGEC 3013, Agricultural Records

AGEC 3063, Agricultural ~~Sales and Services~~ Entrepreneurship

AGEC 4023, International Commodity Marketing

**\*change affects page 105 in the course bulletin**

STCM 3023, Principles of Advertising OR

STCM 3003, Principles of Public Relations

AGEC 3063, Agricultural ~~Sales and Services~~ Entrepreneurship

AGST 4083, Agricultural Policy and Current Issues

**\*change affects page 419 in the course bulletin**

AGEC 3053. Commodity Futures Markets Function of futures markets in price discovery,

price risk transfer, and speculation. Marketing strategies for agricultural, financial, and other commodities using futures contracts and options on futures. Prerequisite, AGEC 1003 or ECON 2313 or ECON 2323. Fall, Spring.

AGEC 3063. Agricultural ~~Sales and Services~~ Entrepreneurship ~~The history, image and economic importance of agricultural sales and consulting are emphasized, nature and functions of contemporary, professional sales and consulting, selling process, as applied to agricultural inputs, products and the food and fiber industry.~~ Economic importance of risk-taking, the process of designing, launching, and running a new business, cultivating leadership, and personal selling. Prerequisite, AGEC 1003 or ECON 2313. Spring.

AGEC 4023. International Commodity Marketing Development and coordination of activities related to marketing agricultural commodities in foreign markets. Emphasis given to identification and analysis of market size, location, mix, methods and changes in trading for commodities in international markets. Prerequisite, AGEC 1003 or ECON 2313 or ECON 2323. Fall.