

LSC Use Only
Number: _____
Action: _____
Date: _____

UWUCC Use Only
Number: 92-19
Action: _____
Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: MG 432
Suggested 20 Character Course Title: Business and Society
Department: Management
Contact Person: Dr. Steve Osborne X5760

II. If a course, is it being Proposed for:

Course Revision/Approval Only
 Course Revision/Approval and Liberal Studies Approval
 Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

<u>S.W. Osborne</u> Department Curriculum Committee	<u>Michael</u> Department Chairperson
<u>S.W. Osborne</u> College Curriculum Committee	<u>Robert C. Cady</u> College Dean *

Director of Liberal Studies (where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted to LSC: _____	Semester to be implemented: <u>Spring 92-93</u>	Date to be published in Catalog: <u>1993-94</u>
to UWUCC: _____		

Description of Curriculum Change

Catalog Description

Mc 432 Business and Society

3c-01-3sh

Overview of the interactions between business and the larger social system in which it operates. Considers the problems, solutions, and future directions of societal issues and their relationships to the business environment. Topics discussed include consumerism, the morality of advertising, self-regulation, pollution and ecology, overpopulation, government regulation, and the social and ethical responsibilities of business and industry.

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2. The old course was MK 432 (Business and Society). The new course will be dual-listed as a marketing course (MK 432) and a management course (MG 432), both having the same title (Business and Society), concept, and course description.
3. This change is related to the recent reorganization in the College of Business which involves splitting the Management/Marketing Department into separate Management and Marketing Departments. Since many faculty in each of the newly formed departments have taught MK 432, and have interest in continuing to teach it, dual listing the course facilitates this.

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