SECTION A – Recorded for inclusion in the 2016-17 Undergraduate Catalog  

COLLEGE OF BUSINESS

Department of Marketing

Course Revisions  

395. CAREER MARKETING (1). Designed to help students explore career opportunities in marketing, successfully job hunt, and become acquainted with the marketing business environment. Topics include job search strategies, setting career goals, business ethics, business communication skills, networking, and business etiquette. Open only to marketing majors or by consent of department. S/U grading. PRQ: MKTG 310 or UBUS 310.

495. MARKETING STRATEGY (3). … CRQ: MKTG 99.

Other Catalog Change

Major in Marketing (B.S.)

Business Core (45-49)

Requirements in Department (21)

↓

Interactive Marketing (9)

MKTG 370 – Internet Marketing (3)

MKTG 470 – Interactive Marketing Technology (3)

One of the following (3)

MKTG 348 – Integrated Marketing Communications (3)

MKTG 355 – Multichannel Direct Marketing (3)

MKTG 455 – Database Marketing and Data Mining (3)

OMIS 452 – Database Management for Business (3)

↓

Other Catalog Change

Minor in Marketing (24-34)

↓

Pre-admission Requirements (9-10)

ECON 260 – Principles of Microeconomics (3)

PSYC 102 – Introduction to Psychology (3)

UBUS 223 – Introduction to Business Statistics (3),  

OR STAT 208 – Basic Statistics (3)

OR STAT 301 – Elementary Statistics (4)

OR STAT 350 – Introduction to Probability and Statistics (3)

Requirements (15-24)
Department of Operations Management and Information Systems

Other Catalog Change Pages 93-94, 2014-15 Undergraduate Catalog

Major in Operations and Information Management (B.S.)

Business Core (45-49)
Requirements in Department (28)

OMIS 452 – Database Management for Business (3)
OMIS 478 – Supply Chain Systems (3)
OMIS 498 – Business Analysis Capstone (3)

One additional Operations Management and Information Systems course numbered OMIS 400 or above (3)

One of the following areas of study (9)

Business Systems Analysis (9)
OMIS 460 – Business Computing Environments and Networks (3)
OMIS 462 – Business Systems Analysis, Design, and Development (3)
OMIS 475 – Internet and Web Computing Technologies (3)

Business Process Analysis (9)
OMIS 444 – Manufacturing Systems Management
OMIS 450 – Service Operations (3)
OMIS 478 – Supply Chain Systems (3)
OMIS 480 – Advanced Supply Chain Management (3)

Total Hours for a Major in Operations and Information Management: 73-77

Certificates of Undergraduate Study

Business Analytics Using SAP Software (12)

Required Courses (select four from the following–12):
OMIS 444 – Manufacturing Systems Management (3)
OMIS 455 – Enterprise Resource Planning (3)
OMIS 472 – Introduction to Business Intelligence (3)
OMIS 478 – Supply Chain Systems (3)
OMIS 480 – Advanced Supply Chain Management (3)
SECTION A – Recorded for inclusion in the 2016-17 Undergraduate Catalog

COLLEGE OF EDUCATION

Department of Kinesiology and Physical Education

New Courses

CIP Code: 31.0504

LESM 341. ADMINISTRATION OF INTERCOLLEGIATE ATHLETICS (1). Introduction to current and important issues present within intercollegiate athletics. Using current and former intercollegiate athletics personnel, administrators, faculty, and practitioners, the philosophies of athletics, the place of athletics in the educational curriculum, the relationship between men’s and women’s programs, athletic budgeting and finance, facilities and equipment, personnel administration, event operations management, fundraising, athletics and the law, and public relations are discussed and examined.

LESM 360. SPORT EVENT AND FACILITY MANAGEMENT (3). Practical application of the principles and concepts of facility operations and event management in the sporting industry specific to organizations in professional, collegiate, recreational, and Olympic sport. Planning for developing new sport/multipurpose facilities and sport-related events. Design, construction, maintenance, use, scheduling, and supervision of facilities. Event, crowd, and risk management at sport-related events and venues. In-depth investigation of the unique opportunities and challenges that are routinely faced by a manager in the context of events at sport, fitness, and recreation venues.

Other Catalog Change

Major in Kinesiology (B.S.)

Requirements in Department (43)

One of the following areas of study (10)

Wellness Focus (10):

Performance Focus (10):

Sport Management Focus (10):

LESM 341 - Administration of Intercollegiate Athletics (1)
LESM 365 - Communication Strategies in Sport and Exercise (3)
LESM 4381 - Sport and Fitness Management Strategies (3)
OR LESM 4421 - Promotion of Sport and Fitness Programs (3)

KNPE 465 - Physical Activity Programming, Promotion, Implementation, and Evaluation (3)
SECTION A – Recorded for inclusion in the 2016-17 Undergraduate Catalog

Minor in Coaching (27-2921-23)

This minor prepares students for meets the requirements for Illinois coaching certification through the Illinois High School Association when other requirements are met (19 years of age and have a baccalaureate degree). Students pursuing a coaching minor are not required to hold educator licensure. Physical education majors may declare the minor in coaching.

BIOS 311 - Functional Human Anatomy (4),
OR BIOS 357 - Human Anatomy and Physiology (5)

KNPE 217 - Personal Health Related Fitness Development (1)
KNPE 242 - Techniques of Resistance Training (1)
KNPE 243 - Program Development of Resistance Training (1)
KNPE 262 - First Aid and CPR (2)

KNPE 225 - Fundamental Sport Skills I (2),
OR KNPE 226 - Fundamental Sport Skills II (2)

KNPE 310 - Psychological Aspects of Sport and Exercise (3)
KNPE 313 - Mechanical Kinesiology of Motor Skills (3),
OR KNPE 314 - Applied Kinesiology (4)

KNPE 335 - Developmental Skill-Based Approach to Teaching (3)
KNPE 350 - Principles and Techniques of Resistance Training (3)

KNPE 440 - Organization and Administration of Physical Education and Athletics (3)

KNPE 452 - Applied Physiology of Exercise (4)

KNPE 457 - Analysis and Techniques of Training and Conditioning (3)

One of the following (2)

KNPE 374 - Coaching Fast-Pitch Softball (2)

KNPE 375 - Theory and Practice of Coaching Baseball/Softball (2)

KNPE 376 - Theory and Practice of Coaching Basketball (2)

KNPE 378 - Theory and Practice of Coaching Football (2)

KNPE 379 - Theory and Practice of Coaching Golf (2)

KNPE 381 - Theory and Practice of Coaching Soccer (2)

KNPE 383 - Theory and Practice of Coaching Competitive Swimming (2)

KNPE 384 - Theory and Practice of Coaching Track and Field (2)

KNPE 385 - Theory and Practice of Coaching Volleyball (2)

KNPE 480 - Principles and Problems of Coaching (3)
EPFE 430. COMPARATIVE AND INTERNATIONAL EDUCATION (3). This course will examine socio-cultural foundations of education from comparative perspectives. Field-based evidence from Western and non-Western societies will be used to examine the educational goals and practices across cultures and nations.