



**SUMMER 2018**  
*Special Session*  
**CURRICULUM REPORT**  
**October 4, 2018**

**OVERVIEW**

Course proposals approved by the University of Oregon Committee on Courses (UOCC) and the University Senate are effective fall term 2018, unless a specific term is requested by an academic department and stated otherwise in this report.

**MOTION**

*The University of Oregon Committee on Courses moves that these recommendations on the following course proposals be approved.*

Respectfully submitted,

**Voting**

Colin Brand  
Kristy Bryant-Berg  
Christian Cherry  
Tom Greenbowe  
Roberta Mann

Jana Prikyl  
Mike Urbancic  
Frances White, chair

**Ex officio**

Ron Bramhall  
Julie Pomerenk

Bil Morrill  
Scott Skelton  
Kathy Warden

**COURSE PROPOSALS**

**CHARLES H. LUNDQUIST COLLEGE OF BUSINESS**

**ACCOUNTING**

EXISTING COURSE(S)

**ACTG 470/570 Introduction to Federal Taxation (4)** Federal income tax law covering primarily the taxation of individuals with a focus on business invoice and property transactions. Introduction to tax planning. Prereq: C- or better in BA 101, BA 240, EC 201, EC 202, ACTG 211, ACTG 213, WR 121, MATH 241, and MATH 243.

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## BUSINESS ADMINISTRATION

### NEW COURSE(S)

**BA 252 Global Perspectives in Business (4)** Introduction to the workings of the global economy, reflecting on globalization, the impact of business activity, human rights, global finance, marketing, and management. Explores concepts and skills in intercultural communication.

### EXISTING COURSE(S)

**BA 717 Marketing Management (4)** Examines marketing analysis and planning necessary to develop marketing plans and strategies for a product line. Includes basic marketing concepts and philosophies and brief exposure to macromarketing strategies.

**BA 720 Corporate Financial Strategy (3)** Advanced topics in firm evaluation (e.g., acquisitions, restructuring) and financial risk management (e.g., hedging, derivatives, foreign projects) as related to global and domestic corporate strategies.

**BA 722 Leadership and Motivation: [Topic] (1)** Leadership foundation course taken during the first year. Instructors and second-year students lead discussions on a variety of leadership topics, including elements of motivation and leadership that affect management decision-making and problem-solving.

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## OPERATIONS AND BUSINESS ANALYTICS

### NEW COURSE(S)

**OBA 311 Business Analytics I (4)** Explores standard protocols for describing and modeling business information and processes; techniques for designing management information systems; criteria for analyzing firms' implementations of information technology. Students cannot receive credit for both OBA 311 and OBA 311H. Prereq: Sophomore standing, C- or better in BA 101, BA 240, EC 201, WR 121, MATH 241, and MATH 243.

**OBA 312 Business Analytics II (4)** Computer-aided business applications of hypothesis testing, simple linear regression. Introduction to multiple regression and nonparametric techniques. Blocked and completely randomized one- and two-factor experimental designs. Students cannot receive credit for both OBA 312 and OBA 312H. Prereq: Sophomore standing, C- or better in BA 101, BA 240, EC 201, WR 121, MATH 241, and MATH 243.

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## SPORTS BUSINESS

### NEW COURSE(S)

**SBUS 250 Sports Business and Society (4)** Interdisciplinary treatment of the sports business. Reviews the broader sociology of sport and the critical role it has played in issues of gender and race domestically and globally. Prereq: BA 101.

**SBUS 456 Managing Sports-Related Business and Brands (4)** Supports skills development for managing sports-related businesses and brands, utilizing critical thinking, creative imagining, and professional writing in developing capabilities. Prereq: MGMT 321, MKTG 311 for Lundquist College business majors; BA 316, BA 317 for sports business minor students.

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## COLLEGE OF EDUCATION

*The following courses from the College of Education were approved by UOCC spring term but omitted from the spring curriculum report.*

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## EDUCATIONAL METHODOLOGY, POLICY, AND LEADERSHIP

### NEW COURSE(S)

**EDLD 694 Dissertation Preparation (3)** Aids students in preparing their dissertation using American Psychological Association guidelines, the standards for measurement systems used in dissertations, and the standard four-chapter format: introduction, methods, results, conclusions. Prereq: EDLD 699.

### EXISTING COURSE(S)

**EDLD 411 Examining Leadership Effectiveness (3)** Designed for students who enroll in a proposed minor program yet to be named. Focuses on analysis of personal commitments and goals in the context of leadership for social change.

**EDLD 412 Leading Change in Organizations (3)** Development of skills for leading change within an organization: planning, managing, enacting, surviving, and evaluating personal and organizational change. Prereq: EDLD 211.

**EDLD 623 Cultural Adaptation of Evidence-Based Practices (3)** Provides an advanced foundation in models and methods for the cultural adaptation of evidenced-based prevention and treatment practices in school, community, and family settings.

**EDLD 624: Leading for Equity (3)** Provides advanced exposure to current research and practice in leading for equity and inclusion within professional educational settings, with a strong conceptual foundation in leadership.

**EDLD 631 Meeting the Needs of English Learners (3)** Reviews historical and current approaches to meeting the needs of English learners in the US. Focuses on federal, state, and local policies supporting the learning of English.

**EDLD 632 Educational Policy Analysis (3)** Introduces graduate students to the craft of education policy analysis.

**EDLD 638 Advanced School Law (3)** Overview of legal issues in school board–superintendent relations, media relations, personnel evaluation practices, student and employee rights, collective bargaining, contract management, and official complaints.

**EDLD 643 Evidence-Based Decision-Making (3)** Introduces basic concepts of evidence-based decision-making.

**EDLD 644 Learning Organization (3)** Four theories of organizational learning are explored: structural frame, human resource, political, and symbolic.

**EDLD 647 Professional Issues in Education I (1)** Examines the relationship among scholarship, planned programs of study, preparation for comprehensive exams, master’s project, and dissertation. *Effective summer 2018.*

**EDLD 648 Professional Issues in Education II (2)** Focuses on the varied threats to validity in applied education research and the elements of a cogent written argument as applied to academic education research. Prereq: EDLD 647.

**EDLD 655 Analysis of Teaching and Learning (3)** Overview of the major theories and research in adult learning as well as aspects that influence adult learning including globalization, technology, and demographic changes.

**EDLD 663 Measurement Assessment: Research (3)** Covers applied knowledge in measurement and assessment with an emphasis on use of measures for research purposes.

**EDLD 683 State and Local Policy Development (3)** Introduction to the education policy process at state and local levels. Designed for students who seek to become more sophisticated in their ability to understand and interpret the policy process.

**EDLD 692 Research Writing (3)** Provides students in the DEd program a structured opportunity to complete the methods section of dissertation proposals, the scope of which will be determined by a range of factors.

**EDLD 696 Professional Writing I: Foundations in Professional Writing (3)** Covers foundational knowledge of the American Psychological Association’s writing style as well as how to synthesize research for academic purposes.

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**EDLD 697 Professional Writing II: Organization (3)** Explores the types of writing required of the three doctor of education dissertation options: scholarly article, policy analysis, and grant proposal. Prereq: EDLD 696.

**EDLD 698 Professional Writing III: Literature Review (3)** Students write a review of research manuscripts on a professional topic and continue to learn the nuances of American Psychological Association writing style. Prereq: EDLD 697.

**EDLD 699 Dissertation Methods Apprenticeship (3)** Provides students in the DEd program a structured opportunity to complete their dissertation proposal and a PowerPoint presentation on their respective proposals.

## APPENDICES

<https://blogs.uoregon.edu/uocc/appendices/>