



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

UWUCC USE Only
Number: 01-29a
Submission Date: _____
Action Date: 11/11/01 Apr 21/02

University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Mary E. Swinker Phone 7-3778

Department Human Development & Enviromental Studies

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE _____
Suggested 20 character title

New Course* _____
Course Number and Full Title

Rev

Part II. Description of Curriculum Change

1. Description of curriculum change

A. Catalog description for proposed program

Fashion Merchandising

The Fashion Merchandising program provides course emphasis in clothing and human

behavior, apparel production and analysis, textiles and quality control, apparel distribution, merchandising and promotion, global diversity, historic textiles and apparel, color and aesthetics.

and apparel construction. Communications, problem solving, group project organization, professional presentation, and analytical and critical thinking skills are incorporated in course

The Elmhurst College of Business and Information Technology complements the Fashion

FSMR 456

Historic Costume

3sh

Controlled Electives:

Four courses from list: FSMR 212, 252, 281, 303,
FSMR 356, 357, 433, 453, 454, 455, 481, 482, INDS 205

12sh

Additional Requirements:

21-24

Required Courses:

ACCT 201 Accounting Principles I

3sh

MKTG 320 Principles of Marketing

3sh

JRNL 120 or ENGL 310 Journalistic Writing or Public Speaking

3sh

Part II. Description of Curriculum Change

2. Summary of changes

A. Tables comparing old and new programs

TABLE 1

Current Program

Liberal Studies: As outlined in Liberal Studies section with the following specifications:

54-56

Mathematics:

MATH 101 or higher level MATH course

Natural Sciences:

Proposed Program

Liberal Studies: As outlined in Liberal Studies section with the following specifications:

54-56

Mathematics:

MATH 101 or higher level MATH course

Natural Sciences:

Current Program Cont.

Students will complete courses in one of the following options: 12-15sh

Option 1: Business Administration Minor (15sh)
ACCT 202, FIN 310, MGMT 310,
select two from BTST 321, BLAW 235,
IFMG 300

(Note: students must meet all minor requirements listed in catalog)

Proposed Program Cont.

Students will complete courses in one of the following options: 12-15sh

Option 1: Business Administration Minor (15sh)
ACCT 202, FIN 310, MGMT 310,
select two from BTST 321, BLAW 235,
IFMG 300

(Note: students must meet all minor requirements listed in catalog)

Part II. Description of Curriculum Change

2. Summary of changes

B. List of associated course changes

1) LIBERAL STUDIES COMPONENT

a. Require

PSYC 101 and make GEOG 104 a choice with ANTH 110 and 211 &

Social Science Category .

b. Remove

SOC 151 as a choice in the Social Science Category.

3. Justification/Rationale for Revision

a. Require

In the FSMR program the students need to take ECON 121, PSYC 101 and a non-western course. The ECON 121 is a prerequisite for FSMR 357 Global Issues in Textiles and Clothing and MGMT 275 Intro to Entrepreneurship. It is also required for the Option One Minor in

b. Number Change

Old: FSMR 457 Historic Textiles

New: FSMR 356 Historic Textiles

3. Justification/Rationale for Revision

a. Catalog Number Change:

FSMR 450 Apparel Industry II was developed as a sequential course to FSMR 350. It was intended as a junior level class and offered in the Spring semester. Juniors register for FSMR 350 in the Fall and then FSMR 450 in the Spring. The number was initially given so that the number "5" indicated the sequential nature of the course. It was not until the course was approved and we were using the course that we realized

taken by juniors. It is needed at that level because students interested in

- d. Retain as a Choice
 - MKTG 421 Marketing Research
 - MKTG 430 International Marketing
 - MKTG 433 Advertising

3. Justification/Rationale for Revision

- a. Remove
 - The two DEDU courses have been changed to MKTG 436 Retail Management and MKTG 435 Prof. Sell& Sales Mgt. The catalog personnel would not automatic make the change even though these courses do not exist anymore and more importantly were replaced with the two Marketing courses.

Part III. Implementation

- 1. How proposed revision will affect students already in the existing program.**

changes can be handled in the advising process. Students will still need to meet all the requirements for graduation.

- 2. How program will affect faculty load.**

The changes have no affect on faculty load.

- 3. Adequacy of resources (space, equipment, supplies, travel funds).**

This program revision does not require any changes in resources.

- 4. Increase/decrease in number of students as the result of revision.**

There will be no changed in the enrollment as a result of the revision.

01-29

Support Letters

Subject: Re: Soc 151

Date: Thu, 25 Jan 2001 16:09:57 -0500

From: Stephen Sanderson <SkSander@grove.iup.edu>

To: Mary Swinker <swinker@iup.edu>

Sure, I can support your change. It's your curriculum and your right to do with it as you choose.

SS

-----Original Message-----

From: Mary Swinker <swinker@iup.edu>

To: sksander@iup.edu <sksander@iup.edu>

Cc: swinker@iup.edu <swinker@iup.edu>; Joan Schmitt <Schmitt@grove.iup.edu>; sjl@iup.edu <sjl@iup.edu>

Date: Thursday, January 25, 2001 1:05 PM

Subject: Soc 151

>Dear Dr. Sanderson,

>

>As Fashion Merchandising Curriculum Chairperson I am writing you to ask
>for your acceptance of the removal of SOC 151 Prin of Sociology from the
>Liberal Studies Social Science component of the Fashion Merchandising
>program. Currently our students are taking Prin. of Econ I, General
>Psychology or Geography of the Non-Western World, and Prin. of
>Sociology or Cultural or Contemporary Anthropology for their nine
>credits of social science. We need to change the selection to Econ I,
>General Psych., and Cultural or Contemporary Anthro or Geography of the
>Non-Western World. In this component our students need the Econ and
>Psychology classes and a non-western class. The Econ and Psychology are

>specifically needed as prerequisites for Business courses in our FM
>program.

>

>Removing Sociology will not affect the enrollment in Prin. of
>Sociology. Only a very few students (1 or 2 a year) even take
>Sociology.

>

>I would like to suggest this change and send an e-mail to that effect.

>

>Thank you for your help and consideration.

Re: Liberal Studies Requirement for FM Program

Subject: Re: Liberal Studies Requirement for FM Program

Date: Tue, 17 Apr 2001 12:48:50 -0400

From: Mary Lou Zanich <mlzanich@grove.iup.edu>

To: Mary Swinker <swinker@iup.edu>

Dear Dr. Swinker,

The Psychology Department supports your request to identify PSYC 101:

General Psychology: Experimental, Social, Biological, and Applied

Belated Support

Subject: Belated Support

Date: Tue, 11 Apr 2000 09:51:41 -0400

From: Vaughn Clay <vonclay@grove.iup.edu>

To: swinker@grove.iup.edu

**To: The Fashion Merchandising Department
Dr. Mary Swinker, Chair**

From: Dr. Vaughn Clay, Art Department Chair

~~The Art Department supports the activities of the Department of Fashion~~

RE: Marketing Option

Subject: RE: Marketing Option

Date: Mon, 05 Mar 2001 12:01:25 -0500

From: Krish S Krishnan <krishnan@iup.edu>

To: Mary Swinker <swinker@iup.edu>

CC: Karen Davis <kjdavis@grove.iup.edu>

Fashion Merchandising Program. Our faculty felt that MKTG 320 +
MKTG321+ any three (3credit) 400 level Marketing electives will give

Belated Support

Subject: Belated Support

Date: Tue, 11 Apr 2000 09:51:41 -0400

From: Vaughn Clay <vonclay@grove.iup.edu>

To: swinker@grove.iup.edu

To: The Fashion Merchandising Department

Dr. Mary Swinker, Chair

From: Dr. Vaughn Clay, Art Department Chair

Re: Support for dropping AR 120 as a pre-requisite

The Art Department supports the intention of the Department of Fashion

pre-requisite to its' FM 303 Visual Merchandising course.