Minutes
New Mexico Collegiate Business Articulation Consortium
Santa Fe Community College, Santa Fe, NM
October 15-16, 2010
http://business.nmsu.edu/administration/articulation

Participants: Peter Anselmo (NMTech), Joan Arnold (ENMU-R), Carrie Baldwin (NMSU-Alamogordo), Laurie Barfitt (WNMU), Jan Bradburn (Clovis), Kathy Brook (NMSU-LC), Kathleen Brown (SFCC), Becky Carruthers (Clovis), Garrey Carruthers (NMSU-LC), Steven Castillo (UNM-V), Tim Cunha (ENMU), Susie Cutler (CNM), David Daniel (NMSU-LC), Liz Ellis (NMSU-LC), Robert Guthrie (NMJC), Chris Harrington (SIPI), Curtis Hayes (WNMU), Jon Juarez (DACC), Jack Kant (SJC), John Luhman (ENMU), Marian Matthews, Jim Nelson (NMSU-LC), Ted Nothom (DACC), Andres Salazar (NNMC), Monica Sanchez (Clovis), Pookie Sautter (NMSU-LC), Ed Scribner (NMSU-LC), Kim Seifert (DACC), Ben Taylor (NMSU-LC), Margaret Young (NMHU)


Guests: Lisa Goodrich and Matt Grier (CENGAGE Publishing)

Friday, October 15, 2010

A meeting of the Finance Subcommittee was convened at 1:00 p.m. followed in succession at 75 minute intervals by the Business Law, Economics, and Statistics Subcommittees. The day concluded with a reception at the home of Garrey Carruthers.

Saturday, October 16, 2010

The meeting was convened by Garrey Carruthers at 8:30 a.m. starting with introductions and a request that participants think about improvements that could be made in our meetings in light of the budget constraints we are all experiencing.

Minutes of Spring 2010 Meeting: The minutes were approved as circulated.

Update of Transfer and Articulation Matrix: With Robert Guthrie leading the discussion, the following changes were accepted. Other changes to the matrix were addressed in conjunction with the reports of the discipline groups and the review of the transfer module. (See items below).

- **NMSU**: change in prefix for statistics courses from E ST to A ST; change FIN 341 to FIN 206 with an “h” footnote.
- **DACC**: Change in prefix for statistics course from E STAT to A ST.
- **NNMC**: Change in number for introduction to business to 220, introduction to information systems to 242, principles of management to 240, principles of accounting (financial) to 221, and principles of accounting (managerial) to 222. Deletion of course for Business Law I.
- **SJC**: Change in prefix for business law I from BADM 230 to BLAW 230.
- The “h” footnote should be added to all courses shown as transferring as “free electives” in Part III of the Transfer Module.

Garrey Carruthers raised the issue of the adoption of a common course numbering system for business courses, moving beyond the current crosswalk approach to course numbering. Some schools have added a line to their course descriptions indicating the common course numbers but few have actually changed their numbering system. One of the challenges to a common prefix and numbering system is the need to adopt four letter prefixes and four numbers for every course at an institution. Ed Scribner suggested that an alternative prefix – ISYS rather than BCIS – would be preferred by NMSU-LC faculty for the information systems course in the matrix. In response the group suggested that the information systems subcommittee bring that proposal forward to the group as a whole. In addition, Margaret Young noted the challenge of numbering courses taught at the 200 level at some institutions and at the 300 level at other institutions.
Review of Transfer Module: Based on discussion at the finance subcommittee meeting the day before, Liz Ellis proposed to convert the finance course in the NMSU column to a free elective. This change was accepted.

A column will be added to section III of the transfer module for Northern New Mexico College which now offers a four year program in business. Based on the recommendation of Andres Salazar (NNMC) the first three courses in the NNMC column will indicate business core requirements and the last two will be free electives. The free electives will be denoted on the transfer matrix using footnote (h).

A question was raised about the meaning of the blank line for UNM with respect to intermediate accounting. This could not be resolved because there was not a UNM representative present from the main campus.

It was also agreed that we would add a line to section III of the module to indicate the number of free electives that a student can use in the business program at each of the four year institutions.

Presentation by CENGAGE Publishing: Lisa Goodrich and Matt Grier provided a demonstration of some of the textbook materials available from CENGAGE as well as materials not tied to a specific text. Their products are offered to students with a 21-day grace period before payment is due – so that students who experience delays in receipt of financial aid can be accommodated.

CENGAGE offers analytics through the grade book feature and can provide online or on-site training. They also provided an example of a web site they have established for the Arkansas Early Childhood Cohort group. The site was established as a service by the CENGAGE enterprise division. Lisa will make sure that members of the business articulation group get the link so that they can explore the site.

Subcommittee Reports:
Finance: Robert Guthrie called on Liz Ellis and then on Joan Arnold to provide a summary of the discussion in the subcommittee on Friday. Liz noted that she had received limited information from the institutions throughout the state concerning the details of their transfer matrix courses for inclusion on the articulation web page, http://business.nmsu.edu/administration/articulation/documentation. The initiative to provide more detailed information was initiated at the Fall 2009 meeting in Socorro but Liz reported that less than half of the consortium schools provided details on the template she created. Each school needs to download the template and fill in its own information for submission; then Liz will enter the data into a single spreadsheet for each course for posting on the web.

Liz also reported on the status of the finance subcommittee pilot project to recertify courses for the matrix. (The consortium agreed at the spring 2010 meeting that the finance subcommittee would implement a pilot project to recertify courses in the articulation and transfer matrix, with courses not recertified dropping off the matrix.) Few of those attending today’s meeting came prepared to share information about course content, the subcommittee had not developed a good plan for the recertification process, and the subcommittee decided that even if all syllabi were available, it would be impossible to conduct a review of all in the short meeting time.

Joan indicated that the majority of the two year institutions will accept the transfer of their 200-level finance courses as a free elective as long as there is room for the free electives in the four-year degree program. That is, the 200-level finance courses do not have to be accepted as a substitute for an upper division finance course. Joan also encouraged the four-year schools to provide feedback to the two-year schools concerning their courses during the recertification process.

Liz requested that the finance subcommittee be granted an extension on the recertification project and received approval from the group. To assist in recertification, the finance subcommittee would like to have each institution provide a syllabus and related documents listing course objectives, a schedule of topics covered in the course and the textbook. These materials can be provided to Liz (l Ellis@nmsu.edu) in paper form or electronically. All schools should supply their information to Liz (l Ellis@nmsu.edu) no later than December 1, 2010. In cases where institutions do not provide the requested documentation for their finance courses, the subcommittee will recommend at the spring meeting that those courses be dropped from the matrix.

In discussing the information on the articulation web site, there was a request to link the Business Articulation web page to the HED web page (www.hed.state.nm.us). Kathy will get the link added.
**Business Law:** For the business law group, Marian Matthews reported that they had a lovefest – at least by comparison with the finance group. Changes in competencies were proposed making four items required for Business Law I and two items for Business Law II. The proposal was accepted. (The new competencies are listed at the bottom of these minutes.) A second proposal asked that footnote (b) in the transfer matrix be changed to read: The degree required to teach the business law courses is a J.D. This proposal was also approved and the statement will also be added to the business law competencies.

**Economics:** For the Economics subcommittee, Rick Adkisson requested changes of the competencies for principles of macroeconomics and principles of microeconomics to make six competencies required for each course and the remaining competencies optional. The proposal was approved and the new statement of competencies appears below.

**Statistics:** For the subcommittee, Jack Kant proposed changes to the competencies for the statistics course. These were approved and are listed below.

**Business Meeting:** Garrey Carruthers called attention to the material in the packets relating to the **Bill Daniels Teaching Business Ethics Workshop** scheduled in Las Cruces, January 6-7, 2011. Dinner on January 6, one hotel night and mileage are provided to participants. Sherron Watkins, the whistleblower at Enron, will be one of the speakers, along with Brent Hathaway, the business dean at the University of Wyoming. Registration information can be found at [http://business.nmsu.edu/programs-centers/daniels-ethics/events/upcoming/january-6-2011-teaching-workshop](http://business.nmsu.edu/programs-centers/daniels-ethics/events/upcoming/january-6-2011-teaching-workshop).

The spring meeting of the articulation consortium was tentatively scheduled to be held in Albuquerque on April 15-16, 2011. Chris Harrington will check on whether SIPI can be the host. Other possibilities are CNM or NMSU at its Albuquerque Center or NM Tech at its facility in Albuquerque.

At the Spring 2011 meeting, the following disciplines will meet under the leadership of those noted in parentheses: Introduction to Business (Jack Kant), Marketing (Pookie Sautter), Economics – micro (Joan Arnold), Management (Chris Howell). The same format will be used as this time with the disciplines meeting sequentially on Friday afternoon and the group as a whole meeting on Saturday morning. Finance will not be meeting but Liz Ellis will report on the recertification process for which Joan Arnold and Robert Guthrie have agreed to review materials. In the short term, it was agreed that materials submitted as part of the recertification process will be placed on the articulation web page ([http://business.nmsu.edu/administration.articulation](http://business.nmsu.edu/administration.articulation)).

- Improvements in the organization: Suggestions included
- A special effort by the co-chairs to contact institution presidents and solicit participation from those institutions that have not participated recently in the articulation meetings; these institutions need to be aware of the changes in the core competencies and the recertification process.
- Presentations focused on assessment.
- Briefing of new people coming to the meetings concerning the history of the organization and its charter.

The meeting adjourned at 11:15 a.m.
BLAW 2113 and 2123: The degree required to teach these courses is a J.D.

**BLAW 2113, Business Law I**

*Required* - Students will be able to:

1. Describe the sources of law.
2. Describe and explain dispute resolution and the court systems in the United States.
3. Demonstrate an understanding of the concepts of negligence, intentional torts and strict liability.
4. Describe and apply the essential aspects of contracts from creation, performance, breach and remedies, including basic contract law from Article 2 of the Uniform Commercial Code.

*Optional* – Students will be able to:

1. Demonstrate an understanding of ethics and social responsibility, the ethical application of the law, and the relationship between ethics and the law.

**BLAW 2123, Business Law II**

*Required* - Students will be able to:

1. Explain the Uniform Commercial Code law of sales, negotiable instruments and secured transactions.
2. Explain the law of property, including the characteristics of real and personal property.

*Optional* – Students will be able to:

1. Demonstrate understanding of the basic business organization forms available to businesses.
2. Understand and explain general employment law.
3. Demonstrate an understanding of ethics and social responsibility, the ethical application of the law, and the relationship between ethics and the law.

**ECON 2113, Macroeconomic Principles (Revised October 2010)**

*Required* - Students will be able to:

1. Explain the concepts of opportunity cost, comparative advantage and exchange.
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events.
3. Explain the circular flow model and use the concepts of aggregate demand and aggregate supply to analyze the response of the economy to disturbances.
4. Explain the concepts of gross domestic product, inflation and unemployment and how they are measured.
5. Describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions in the economy.
6. Define fiscal policy and monetary policies and how these affect the economy.

*Optional* – Students will be able to:

1. Explain foreign exchange rates and markets and the balance of payments.
2. Explain how trade restrictions affect the economy.

**ECON 2123, Microeconomic Principles (Revised October 2010)**

*Required* - Students will be able to:

1. Explain the concept of opportunity cost.
2. Demonstrate knowledge of the laws of supply and demand and equilibrium and use supply and demand curves to analyze responses of markets to external events, including price ceilings and price floors.
3. Explain the concepts and calculate price elasticity of demand and supply and income elasticity.
4. Demonstrate an understanding of consumer choice including utility analysis.
5. Demonstrate an understanding of producer choice, including cost analysis and break even point.
6. Compare and contrast the following market structures: perfect competition, monopoly, monopolistic competition, and oligopoly.

Optional – Students will be able to:
1. Explain the impact of government intervention in markets including the impact of taxes and antitrust.
2. Explain the role of labor and capital markets.

MATH 2113, Statistics (Revised October 2010)

Required - Students will be able to:
1. Use descriptive statistics (graphic representation, numerical measures)
2. Apply basic probability concepts
3. Use both discrete and continuous probability distributions
4. Use the various sampling methods
5. Calculate point estimates and construct confidence intervals.
6. Conduct one-sample and two-sample tests of hypothesis
7. Develop a regression line and determine the strength of a correlation
8. Apply statistical analysis to decision-making

Optional – Students will be able to:
9. Use statistical software as available