December 17, 2013

MEMORANDUM

TO: Alexander J. Triantis
   Dean, Robert H. Smith School of Business

FROM: Elizabeth Beise
       Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Modify the Core Curriculum of All BMGT Undergraduate Programs
         (PCC log no. 13024)

At its meeting on November 1, 2013, the Senate Committee on Programs, Curricula, and
Courses approved your proposal to modify the core curriculum of all BMGT Undergraduate
Programs. A copy of the approved proposal is attached.

The change is effective Spring 2014. Please ensure that the change is fully described in
the Undergraduate Catalog and in all relevant descriptive materials, including the undergraduate
programs’ four-year plans (contact Lisa Kiely at lkiely@umd.edu for more information), and that
all advisors are informed.

MDC/
Enclosure

cc: Marilee Lindemann, Chair, Senate PCC Committee
    Sarah Bauder, Office of Student Financial Aid
    Reka Montfort, University Senate
    Erin Howard, Division of Information Technology
    Pam Phillips, Institutional Research, Planning & Assessment
    Anne Turkos, University Archives
    Linda Yokoi, Office of the Registrar
    Doug Roberts, Undergraduate Studies
    Joyce Russell, Robert H. Smith School of Business
Program/Curriculum/Unit Proposal

Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.

Please submit the signed form to the Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.

College/School:
Please also add College/School Unit Code-First 8 digits: 01202900
Unit Codes can be found at: https://hypprod.umd.edu/Html_Reports/units.htm

Department/Program:
Please also add Department/Program Unit Code-Last 7 digits: 1290102

Type of Action (choose one):

- X Curriculum change (including informal specializations)
- □ Renaming of program or formal Area of Concentration
- □ Addition/deletion of formal Area of Concentration
- □ Suspend/delete program

New academic degree/award program
- □ New Professional Studies award iteration
- □ New Minor
- □ Other

Italics indicate that the proposed program action must be presented to the full University Senate for consideration.

Summary of Proposed Action:

After reviewing the outcomes of the initial offerings of two new Smith School core courses (BMGT391 and BMGT499) that were approved in 2011 and assessing how these courses fit within the Smith School curriculum, the college wishes to discontinue requiring these courses as core requirements for Smith School students.

The Smith School also wishes to formally articulate that MATH130 Calculus I for the Life Sciences is an acceptable substitute in place of MATH220 Elementary Calculus I and MATH140 Calculus I to fulfill the Smith School’s calculus requirement for students who completed MATH130 as a part of work toward a previous major, as well as those who were working toward that major while in Letters & Sciences.

Consult proposal for complete details.

Approval Signatures - Please print name, sign, and date. Use additional lines for multi-unit programs.

1. Department Committee Chair
2. Department Chair
3. College/School PCC Chair Rebecca Ratner 8/20/13
4. Dean Joyce E. Russell 10/22/2013
5. Dean of the Graduate School (if required)
6. Chair, Senate PCC
7. University Senate Chair (if required)
8. Senior Vice President and Provost
REASONS FOR PROPOSED ACTION AND DESCRIPTION OF CHANGES

For Fall 2011, a new Smith School of Business core curriculum was approved by the campus, and all Smith School students regardless of their Smith School major must complete these Smith School core requirements. The new core requirements included the introduction of two 1 credit courses, BMGT 391 Leadership in Action and BMGT499 Advanced Topics in Business.

BMGT391 was created to deliver a number of action learning methods that were previously delivered in BMGT364’s (Management and Organization Theory) discussion sections when BMGT364 was taught in lectures of 250 students. However, beginning Spring 2011, BMGT364’s Fall & Spring lectures were reduced to 60 seats and discussion sections were eliminated, and initially the action learning methods were not incorporated into the 60 seat lectures. As a result, BMGT 391 Leadership in Action was created to deliver this material as a co-requisite with BMGT 364.

BMGT 499 was created as an attempt to provide Smith School undergraduates an opportunity to be exposed to some “hot” and emerging business topics that may be are not addressed in a typical four-year program. Topics would vary depending upon the instructors and would lend itself to industry guest speakers, tours, and other non-traditional course activities.

It was anticipated that students would take these courses in their junior and senior year. Therefore, Fall 2011 freshmen, who were under these new requirements, would begin taking these courses in Fall 2013. However, the Smith School began piloting sections of these courses in Spring 2012 and Spring 2013 to prepare for a bigger roll out in the 2013-2014 and 2014-2015 academic years.

After reviewing the outcomes of the pilot offerings and assessing how these courses fit within the Smith School curriculum, the college wishes to discontinue these courses as core requirements for all Smith School students because of the following reasons.

1. As mentioned above, BMGT391 was created to deliver a number of action learning methods that were previously delivered in BMGT364’s discussion sections when BMGT364 was taught in lectures of 250. However, BMGT364 instructors began introducing many of the original action learning methods into the 60 seat lectures after a semester or two of adjustment to the new 60 seat (no discussion) format. In addition, these action learning methods were being incorporated in many other areas of the curriculum including courses in the Management major, Freshmen Fellows curriculum and other Fellows Programs that are offered by the Smith School. After reviewing all of these activities, it became apparent that BMGT391’s curriculum was mostly redundant to what students experience or will be experiencing in BMGT364 Managing People and Organizations, our Fellows Programs, and other University programs.

2. Also, it has become apparent that BMGT499 will be a hard requirement to enforce because of the volume of emerging topic courses that are already being offered through major courses, study abroad courses, Fellows Program courses and i-Series courses. As a result, requiring a 1 credit emerging topic course will also be redundant since most students were obtaining this experience in other aspects of their curriculum. If the requirement remains, we anticipate that the majority of our students will seek exceptions to allow other BMGT courses to satisfy this requirement, and with 2700+ students in the Smith School, this will be a significant administrative challenge.

3. In addition, both BMGT391 and BMGT499 have significant implementation challenges that cannot be overcome at this time. In particular, staffing and room scheduling are extremely challenging. For example, to offer enough seats for all Smith School students to fulfill the degree requirement, approximately 1000 seats in each course must be offered each academic year during the Fall and Spring semesters. Staffing this many seats is a significant challenge; however, even more challenging is finding classroom space in Van Munching Hall and on campus. Because of the emergence of the Smith School’s MS program, classroom space is very sparse and we are unable to find enough classrooms to provide ample sections/seats at a variety of classtimes so that students can schedule the course.

4. BMGT499 is a course that is not specific to any one Smith School academic department; however, to offer enough sections, each Smith School department is expected to contribute courses each year (similar to how I-Series courses work at the campus level for General Education). Interest in the individual topics will vary each semester, and some course topics will be more popular than others, which will create situations where a significant number of students will be forced into subject areas that do not closely relate to their majors, and we anticipate students will be dissatisfied if they are forced
to enroll in a section that does not peak their interest in order to complete their degree requirements in their senior year. In addition, we anticipate that seniors may avoid taking the course in the Fall semester if available topics are not appealing to them and this will push more demand into the Spring semester which will require extra seats to be offered to assure May graduates can complete the requirement. With our space and staffing issues (described above), extra sections in the Spring semester would only compound these challenges.

Therefore based on the reasons above, the Smith School wishes to no longer include BMGT 391 Leadership in Action and BMGT499 Advanced Topics in Business in its core curriculum.

Finally, the Smith School wishes to formally articulate that MATH130 Calculus I for the Life Sciences is an acceptable substitute in place of MATH220 Elementary Calculus I and MATH140 Calculus I to fulfill the Smith School’s calculus requirement for students who completed MATH130 as a part of work toward a previous major, as well as those who were working toward that major while in Letters & Sciences. This substitution has been approved by Robert Infantino, Associate Dean, College of Computer, Mathematical, and Natural Sciences, and a copy of his email approval is attached at the bottom of this proposal.

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**Old Requirements**

**Freshmen/Sophomore Smith School Requirements**

- MATH 220 or 140 - Elem. Calculus I or Calculus I 3-4 cr
- BMGT110 Introduction to the Business Value Chain 3 cr
- BMGT 220 & 221 - Principles of Accounting I & II 6 cr
- BMGT 230 or 231 - Business Statistics 3 cr
- ECON 200 & 201 - Principles of Micro & Macro Economics 8 cr
- COMM 100, 107 or 200 - Foundations of Speech Communications, Speech Communication, or Critical Thinking and Speaking 3 cr
  - Or any course that fulfills the University's Fundamental Studies Oral Communication (FSOC) General Education requirement

Total 26-27 cr

**Junior/Senior Smith School Requirements**

- BMGT 301 - Introduction to Information Systems 3 cr
- BMGT 340 - Business Finance 3 cr
- BMGT 350 - Marketing Principles 3 cr
- BMGT 364 - Management and Organization 3 cr
- BMGT 367 - Career Search Strategies and Business 1 cr
- BMGT 380 - Business Law 3 cr
- **BMGT 391 – Leadership In Action (deleting this requirement)** 1 cr
- BMGT 495 - Business Policies 3 cr
- **BMGT 499 – Advanced Topics in Business (deleting this requirement)** 1 cr

Total 21 cr
New Requirements

Freshmen/Sophomore Smith School Requirements

MATH 220 or 140 - Elem. Calculus I or Calculus I, 3-4 cr
Note: MATH 130 Calculus I for the Life Sciences is an acceptable substitute for MATH 220/140 if the student completed MATH 130 as a part of work toward a previous major, as well as those who were working toward that major while in Letters & Sciences.

BMGT 110 - Introduction to the Business Value Chain 3 cr
BMGT 220 & 221 - Principles of Accounting I & II 6 cr
BMGT 230 or 231 - Business Statistics 3 cr
ECON 200 & 201 - Principles of Micro & Macro Economics 8 cr
COMM 100, 107 or 200 - Foundations of Speech Communications, Speech Communication, or Critical Thinking and Speaking 3 cr
Or any course that fulfills the University's Fundamental Studies Oral Communication (FSOC) General Education requirement

Total 26-27 cr

Junior/Senior Smith School Requirements

BMGT 301 - Introduction to Information Systems 3 cr
BMGT 340 - Business Finance 3 cr
BMGT 350 - Marketing Principles 3 cr
BMGT 364 - Management and Organization 3 cr
BMGT 367 - Career Search Strategies and Business 1 cr
BMGT 380 - Business Law 3 cr
BMGT 495 - Business Policies 3 cr
Total 19 cr

Additional Degree Requirements of the Marketing Major

At the Smith School of Business, a minimum of 120 credit hours is required to complete a Bachelor of Science degree. Besides the major requirements listed above and the freshmen/sophomore requirements and junior/senior level Smith School of Business core requirements listed below, a student must complete the University's CORE General Education Requirements and sufficient lower and upper level elective credit to accumulate a total of 120 credit hours. A minimum of 58 credit hours of the required 120 hours must be in 300-400 (upper) level courses. A detailed explanation including additional Smith School of Business degree requirements are listed on the next page.

Freshmen/Sophomore Smith School Requirements (as proposed above) 26-27 cr

Junior/Senior Smith School Requirements (as proposed above) 19 cr

Major Requirements (depending on the major) 18-24 cr

Upper Level Economics (options depend on the major) 0-6 cr

University General Education Requirements - not fulfilled by Smith School requirements 21-29 cr

Lower Level Electives 9-17 cr

Upper Level Electives 9-18 cr

Grand Total Required 120 cr
## Typical Four Year Plan

### Year 1, First Term

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<tr>
<td>ENGL101 (if not exempt) or elective</td>
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<td>ECON200</td>
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<td>MATH220 (if still needed) or BMGT230</td>
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<tr>
<td>COMM107</td>
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### Year 3, Second Term

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Prerequisite/Course Sequencing Structure

BMGT110 - no course prerequisite
BMGT220 - no course prerequisite
BMGT221 - no course prerequisite
BMGT230 - Prerequisite: MATH113 or MATH115 or placement in MATH220 or higher.
BMGT231 - Prerequisite: MATH141 or permission of department
BMGT301 - Prerequisite: Knowledge of Excel or a similar spreadsheet tool.
BMGT340 - Prerequisites: BMGT221; and (BMGT230 or BMGT231)
BMGT350 - Prerequisite: ECON200 or ECON205
BMGT364 - no course prerequisite
BMGT367 - no course prerequisite
BMGT380 - no course prerequisite
BMGT391 - no course prerequisite
BMGT495 - Prerequisites: BMGT340; and BMGT350; and BMGT364.
BMGT499 - no course prerequisite
COMM100 - no course prerequisite
COMM107 - no course prerequisite
COMM200 - no course prerequisite
ECON200 - Prerequisite: MATH110 or placement in MATH113/MATH115/MATH111
ECON201 - Prerequisite: MATH110 or placement in MATH113/MATH115/MATH111.
MATH130 - Minimum grade of C- in MATH112; or minimum grade of C- in MATH113; or minimum grade of
  C- in MATH115; or permission of CMNS undergraduate program office.
MATH220 - MATH112, MATH113, or MATH115. Or must have completed 3 1/2 years of college preparatory
  mathematics (including trigonometry); and must have math eligibility of MATH220 or higher. Or permission of
  CMNS-Mathematics department.
MATH140 - Minimum grade of C- in MATH115. Or must have completed 3 1/2 years of college preparatory
  mathematics (including trigonometry); and must have math eligibility of MATH140 or higher. Or permission of
  CMNS-Mathematics department.

COURSE DESCRIPTIONS

BMGT 110 Introduction to the Business Value Chain (3) Students are provided with an introduction to the business value
  chain with an emphasis on inter-organizational and intra-organizational coordination of core business processes. Emphasis
  is on cross-functional integration and the efficient and effective management of core processes with an emphasis on
  marketing, operations and supply chain management.

BMGT 220 Principles of Accounting I (3) Basic theory and techniques of contemporary financial accounting. Includes the
  accounting cycle and the preparation of financial statements for single owner and partnership forms of business
  organizations operating as service companies or merchandisers.

BMGT 221 Principles of Accounting II (3) Prerequisite: BMGT220. Basic theory and techniques of accounting for
  managerial decision making. Involves the introduction of the corporation and manufacturing operations. Includes cost-
  volume-profit analysis and capital budgeting. Introduces the topics of income taxation and international accounting.

BMGT 230 Business Statistics (3) Prerequisite: MATH113 or MATH115; or must have math eligibility of MATH220 or
  higher. Restriction: Must not have completed ENCE302, ENME392, STAT400, BMGT231, or ENEE324. Credit only
  granted for: BIOM301, BMGT230, CCJS200, ECON321, EDMS451, GEOG306, GVPT422, PSYC200 or SOCY201.
  Introductory course in probabilistic and statistical concepts including descriptive statistics, set-theoretic development of
  probability, the properties of discrete and continuous random variables, sampling theory, estimation, hypothesis testing.
regression and decision theory and the application of these concepts to problem solving in business and the application of these concepts to problem solving in business and management.

BMGT 231 Statistical Models For Business (3) Prerequisite: MATH141; or permission of BMGT-Robert H. Smith School of Business. Credit only granted for: BMGT231, ENEE324, ENME392 or STAT400. Courses are not interchangeable. Please consult your advisor. An introductory course in statistical concepts, including probability from a naive set theory approach, random variables and their properties and the probability distributions of selected discrete and continuous random variables. The concepts of sampling and sampling distributions and the application of these concepts to estimation and hypothesis testing are included as are brief surveys of the regression and ANOVA models.

BMGT 301 Introduction to Information Systems (3) Restriction: Must be in a major in BMGT-Robert H. Smith School of Business. Additional information: CMSC majors will not receive credit for this course towards their upper level concentration in their CMSC major. All BMGT majors, including students who are a double major in CMCS, must complete BMGT301 for their BMGT degree. Comprehensive overview of information systems (IS), which explores the strategic and tactical nature of IS. The basic concepts in analyzing and designing information systems for business applications will be presented. Aspects of data management such as databases, data warehousing, data analysis, and data mining will be analyzed, and the basics of web page and web site design will be outlined. Students will also be introduced to modern information systems infrastructure such as telecommunications, networks, and information systems security. Knowledge of Excel or a similar spreadsheet tool.

BMGT 340 Business Finance (3) Prerequisite: BMGT221; and (BMGT231 or BMGT230). Topics include: the principles and practices involved in the organization, financing and rehabilitation of business enterprises; the various types of securities and their use in raising funds, apportioning income, risk and control; intercorporate relations; and new developments. Emphasis on solution of problems of financial policy faced by management.

BMGT 350 Marketing Principles and Organization (3) Prerequisite: ECON200 or ECON205. An introduction to the concepts and principles of marketing including the marketing of service and nonprofit organizations. Provides an overview of all the concepts in marketing including relationship marketing, product development, pricing, promotion, marketing research, consumer behavior, international marketing, distribution and internal marketing to employees.

BMGT 364 Managing People and Organizations (3) An introduction to selected aspects of human behavior in organizations generally known as organizational behavior (OB). This course is designed to help students develop systematic and fundamental understanding of people and their behaviors in organizations, as well as useful abilities and skills required to effectively and ethically manage various individual, interpersonal, group, and organization-level processes.

BMGT 367 Career Search Strategies in Business (1) Restriction: Must be in a major in BMGT-Robert H. Smith School of Business. An overview and opportunity to practice job search skills critical to obtaining internships and full-time positions. Course will cover strategies for exploring career options, preparing job search materials, development of job search skills such as interviewing and networking. Students are encouraged to take this course in the sophomore or junior year.


BMGT 391 Leadership in Action (1) Prerequisite: Must have completed or be concurrently enrolled in BMGT364. Provides an overview and development of the basic skills necessary for managerial success. Reinforces the core topics and managerial functions covered in BMGT364 (Management & Organization Theory) in the areas of understanding the business environment, planning and decision-making, organizing, and leading & controlling. The course goes beyond theories and frameworks by focusing on building skills required to manage in contemporary organizations.

BMGT 495 Business Policies (3) Prerequisite: BMGT364, BMGT350, and BMGT340. Restriction: Must be in a major in BMGT-Robert H. Smith School of Business. A case study course where students apply what they have learned of general management principles and their specialized functional applications to the overall management function in the enterprise.
COMM 100 Foundations of Oral Communication (3) Restriction: Must not have completed COMM107. Credit only granted for: COMM100 or COMM107. Prerequisite for advanced communication courses. A study of oral communication principles, including verbal and nonverbal language, listening, group dynamics, and public speaking. Emphasis in this course is upon the application of these principles to contemporary problems and upon the preparation of different types of oral discourse.

COMM 107 Oral Communication: Principles and Practices (3) Credit only granted for: COMM107, COMM200, ENES143, INAG110, JOUR130 or THET285. A study of and practice in oral communication, including principles of interviewing, group discussion, listening, informative briefings, and persuasive speeches.


ECON 200 Principles of Micro-Economics (4) Prerequisite: MATH110; or must have math eligibility of MATH111 or higher. Additional information: It is recommended that students complete ECON200 before taking ECON201. Introduces economic models of the behavior of individual consumers and business firms, problems of international trade, the distribution of income, policies for eliminating poverty and discrimination, the problems of environmental pollution, and the impact of different market structures upon economic activity.

ECON 201 Principles of Macro-Economics (4) Prerequisite: MATH110; or must have math eligibility of MATH111 or higher. Recommended: ECON200. Credit only granted for: ECON201 or ECON205. An introduction to the problems of unemployment, inflation, and economic growth. Emphasis on roles of monetary and fiscal policy in the conduct of macroeconomic policy.

MATH 130 Calculus I for the Life Sciences (4) Prerequisite: Minimum grade of C- in MATH12; or minimum grade of C- in MATH113; or minimum grade of C- in MATH115; or permission of CMNS undergraduate program office. Restriction: Must be in a major in CMNS-Biological Sciences UG Program; and not open to students majoring in mathematics, engineering or the physical sciences. Credit only granted for: MATH130, MATH220, or MATH140. Basic ideas of differential integral calculus, with emphasis on elementary techniques and applications to the life sciences.

MATH 140 Calculus I (4) Prerequisite: Minimum grade of C- in MATH115. Or must have completed 3 1/2 years of college preparatory mathematics (including trigonometry); and must have math eligibility of MATH140 or higher. Or permission of CMNS- Mathematics department. Credit only granted for: MATH130, MATH220, or MATH140. Introduction to calculus, including functions, limits, continuity, derivatives and applications of the derivative, sketching of graphs of functions, definite and indefinite integrals, and calculation of area. The course is especially recommended for science, engineering and mathematics majors.

MATH 220 Elementary Calculus I (3) Prerequisite: MATH112, MATH113, or MATH115. Or must have completed 3 1/2 years of college preparatory mathematics (including trigonometry); and must have math eligibility of MATH220 or higher. Or permission of CMNS-Mathematics department. Restriction: Not open to students majoring in mathematics, engineering or the physical sciences. Credit only granted for: MATH130, MATH220, or MATH140. Basic ideas of differential and integral calculus, with emphasis on elementary techniques of differentiation and applications.
Attachment – email correspondence between Robert Infantino, Associate Dean, College of Computer, Mathematical, and Natural Sciences and Brian Horick, Assistant Dean, Undergraduate Studies Office
Robert H. Smith School of Business

On Tue, Aug 20, 2013 at 10:00 AM, Robert L. Infantino <rinfanti@umd.edu> wrote:
Perfect. Thanks,

Bob,

Thanks for your quick reply.

I used your wording to draft a formal note to be added to our requirements. Are you ok with the following note being added to our calculus requirement?

Note: MATH130 Calculus I for the Life Sciences is an acceptable substitute for MATH 220/140 if the student completed MATH 130 as a part of work toward a previous major, as well as those who were working toward that major while in Letters & Sciences.

Thanks,

Brian

Brian Horick
Assistant Dean
Undergraduate Studies Office
Robert H. Smith School of Business
1570V Van Munching Hall
University of Maryland
College Park, MD 20742-1815
301-405-2293 TEL
301-314-1990 FAX
bhorick@rhsmith.umd.edu
http://www.rhsmith.umd.edu

On Tue, Aug 20, 2013 at 9:15 AM, Robert L. Infantino <rinfanti@umd.edu> wrote:
Hi Brian,
I think that we are going to have to leave 130 NOT as a formally listed requirement. Right now, the course enrollment is restricted, and we want to keep it that way for now for resource reasons. We pretty heavily police that requirement, and only let LTSC students in one by one who profess BSCI major intent.

I would be comfortable with an asterisk that says that MATH 130 is an acceptable substitute for MATH 220/140 if the student completed MATH 130 as a part of work toward a previous major (that ambiguous language would catch those who were BSCI majors, as well as those who were working toward it in LTSC).

Hope that strategy will clear up confusion a bit more for students.

Thanks,B

Robert L. Infantino, Ph.D.
Associate Dean
College of Computer, Mathematical, and Natural Sciences
2300 Symons Hall
University of Maryland College Park, MD 20742-5511
Phone: (301) 405-6892 FAX: (301) 314-9949
e-mail: rinfanti@umd.edu
http://biology.umd.edu/faculty/robertinfantino

From: Brian Horick [mailto:bhorick@rhsmith.umd.edu]
Sent: Tuesday, August 20, 2013 9:10 AM
To: Robert L. Infantino
Subject: Officially listing MATH130 as a calculus option for a Smith School degree

Bob,
Hope you had a great summer and are ready for the start of the academic year.

At the Smith School, we are in the process of submitting a curriculum proposal to update our core requirements for our undergraduate degree, and as part of that proposal I would like to formally articulate an exception that we have been approving since MATH130 Calculus I for the Life Sciences was introduced in Spring 2008. We have been accepting MATH130 as a substitute for either MATH220 or MATH140 to fulfill our calculus requirement. So I would like to like to formally list MATH130 as one of the calculus options in order to avoid confusion because we have many students who are either transferring from a life science major or are pursuing a pre-med curriculum and often take MATH130. By formally listing MATH130 as a calculus option, we'll avoid the situation where a student mistakenly thinks that the Smith School will not accept this course and takes MATH220 or MATH140 in addition to MATH130.

Is CMNS ok with the Smith School listing MATH130 as a calculus option? If you don't want us to formally list it as an option, are you ok if we add a note to our requirements that indicates that MATH130 can substitute for MATH220 or MATH140 for the Smith School calculus requirement?

Thanks,
Brian

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