Code # BU19 (2015)

**New Course Proposal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

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| **New Course or**  **Experimental Course (1-time offering) (Check one box)**  *Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.* |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Patricia Quinn Robertson, [probertson@astate.edu](mailto:probertson@astate.edu), 870-972-2300

2. Proposed Starting Term and Bulletin Year

Fall 2016

2016-17 Bulletin Year

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

LAW 4073. Business Law in Popular Culture

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Course Title: Business Law in Popular Culture

Short Title to be Used on Transcripts: Business Law in Pop Culture

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

A study of the interaction of popular legal culture with business law in a variety of contexts. Prerequisite, LAW 2023 or consent of instructor. Fall, odd.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. Are there any prerequisites? Yes
   1. If yes, which ones?

LAW 2023 or consent of instructor.

* 1. Why or why not?

This is a senior-level course, and knowledge of legal terminology, fundamental legal principles, and legal research methods will be required.

1. Is this course restricted to a specific major? No
   1. If yes, which major? N/A

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Fall, odd.

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture only.

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

1. If yes, please list the prefix and course number of cross listed course.

N/A

1. Are these courses offered for equivalent credit? No

Please explain. N/A

12. Is this course in support of a new program? Yes

a. If yes, what program?

Minor in Legal Studies

13. Does this course replace a course being deleted? No

a. If yes, what course?

N/A

14. Will this course be equivalent to a deleted course? No

a. If yes, which course?

N/A

15. Has it been confirmed that this course number is available for use? Yes

*If no: Contact Registrar’s Office for assistance.*

16. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

N/A

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

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| TOPIC | WEEK | REQUIRED READING |
| Introduction | 1 | Chapter 1, Law and Popular Culture (Asimow & Mader) |
| The Adversary System | 2 | Chapter 2, Law and Popular Culture (Asimow & Mader) |
| Morality and Ethics of Business and Law | 3 | Chapters 3 and 4, Law and Popular Culture (Asimow & Mader) |
| The Business of Law | 4 | Chapter 5, Law and Popular Culture (Asimow & Mader) |
| The Business of Legal Education | 5 | Chapter 6, Law and Popular Culture (Asimow & Mader) |
| White-Collar Crime | 6 | Chapter 8, Law and Popular Culture (Asimow & Mader) |
| Midterm exam | 6 |  |
| Torts and Business | 7 | Law Review Articles such as: McTorts: The Social and Legal Impact of McDonald's Role in Tort Suits (Forell); various cases |
| The Jury | 8 | Chapter 9, Law and Popular Culture (Asimow & Mader) |
| The Civil Justice System | 9 | Chapter 12, Law and Popular Culture (Asimow & Mader) |
| Civil Rights | 10 | Chapter 13, Law and Popular Culture (Asimow & Mader); various cases |
| Family Law | 11 | Chapter 14, Law and Popular Culture (Asimow & Mader) |
| Property Law/Constitutional Law | 12 | Little Pink House: A True Story of Defiance and Courage (Benedict); Kelo v. City of New London (U.S. 2005). |
| Constitutional Law/1st Amendment | 13 | Law Review Articles such as: Tobacco Advertising and the First Amendment: Striking the Right Balance (Langvardt); Guidance from an Unlikely Source: Why a Hollywood Satire can Help Resolve the Circuit Split Over Whether Mandatory Graphic Cigarette Package Warning Labels Violate the First Amendment (Ranscht) |
| Presentations by Students | 14 |  |
| Final Exam | 14 |  |

18. Special features (e.g. labs, exhibits, site visitations, etc.)

N/A

19. Department staffing and classroom/lab resources

No additional staffing/lab resources

1. Will this require additional faculty, supplies, etc.?

Existing faculty will teach this course, and no additional supplies will be needed.

20. Does this course require course fees? No

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Successful students will be able to analyze legal and ethical decisions in the context of popular culture.

Successful students will be able to recognize and analyze examples of legal realism.

Successful students will be able to understand and analyze the difference between “ordinary morality” and a lawyer’s “role morality.”

Successful students will be able to identify legal and ethical issues in context.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

This course support the Minor in Legal Studies, which fits into the Arkansas State University mission and the College of Business mission. According to Chief Justice Earl Warren, “In civilized life, law floats in a sea of ethics.” The mission of the College of Business includes a commitment to emphasize “social responsibility/ethics.” This course, with its emphasis on legal and ethical reasoning and decision-making, supports the following learning goal of the College of Business: Students will be sensitive to ethical issues when making business decisions. The course also fits into the mission of Arkansas State University because an understanding of law is important for leadership, intellectual growth and enrichment of lives. The course educates our students as future leaders about the rule of law, helps these leaders make sound decisions, and gives these leaders tools to promote reform of the law when needed. The course will also enhance intellectual growth of our students through its emphasis of critical thinking, which is a learning outcome both at the college level and the university level. Successful students in this course will be able to identify legal and ethical issues in context and analyze legal and ethical decisions in the context of popular culture.

c. Student population served.

All students may take this course, whether as part of the Minor in Legal Studies or as an upper-level elective.

d. Rationale for the level of the course (lower, upper, or graduate).

The textbook, Law and Popular Culture, 2nd Edition (Asimow & Mader 2013), was written for use in a class taught by Professor Asimow at UCLA Law School and Stanford Law School. In addition, other readings in the class will include law review articles and court cases. These readings are most suitable for senior-level students. Students will need to have some legal background (such as LAW 2023) and advanced reading and communication skills to succeed in this class.

**Assessment**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

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| * 1. Global Awareness | * 1. Thinking Critically | * 1. Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

The program-level outcomes for the new Minor in Legal Studies are:

* Successful students will be able to identify legal and ethical issues in context.
* Successful students will be able to analyze legal and ethical decisions.

Artifacts collected in this course may be used for the assessment of this program as described in #24 below.

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #23)** | Successful students will be able to identify legal and ethical issues in context. |
| Assessment Measure | Students shall answer essay question(s) on an exam to assess this outcome. |
| Assessment  Timetable | This shall be assessed in Spring of odd years. |
| Who is responsible for assessing and reporting on the results? | The Law faculty and Department Chair in the Department of Economics and Finance is responsible for assessing and reporting on the results. |

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| **Program-Level Outcome 2 (from question #23)** | Successful students will be able to analyze legal and ethical decisions. |
| Assessment Measure | Students shall write a paper about a legal and ethical issue to assess this outcome. |
| Assessment  Timetable | This shall be assessed in Spring of even years. |
| Who is responsible for assessing and reporting on the results? | The Law faculty and Department Chair in the Department of Economics and Finance is responsible for assessing and reporting on the results. |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the assessment measures and benchmarks for student-learning success?

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| **Outcome 1** | Successful students will be able to analyze legal and ethical decisions in the context of popular culture. |
| Which learning activities are responsible for this outcome? | Lectures, class, class discussions, readings, written assignments. |
| Assessment Measure and Benchmark | The assessment measure will be a paper due at the end of the semester. The benchmark for success will be that 80% of the students will earn a score of 80% or better in connection with the paper. |

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| **Outcome 2** | Successful students will be able to recognize and analyze examples of legal realism. |
| Which learning activities are responsible for this outcome? | Lectures, class discussions, readings, written assignments. |
| Assessment Measure and Benchmark | The assessment measure will be an essay question on the exam. The benchmark for success will be that 80% of the students will earn a score of 80% or better in connection with this question. |

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| **Outcome 3** | Successful students will be able to understand and analyze the difference between “ordinary morality” and a lawyer’s “role morality.” |
| Which learning activities are responsible for this outcome? | Lectures, class discussions, readings, written assignments. |
| Assessment Measure and Benchmark | The assessment measure will be an essay question on the exam. The benchmark for success will be that 80% of the students will earn a score of 80% or better in connection with this question. |

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| **Outcome 4** | Successful students will be able to identify legal and ethical issues in context. |
| Which learning activities are responsible for this outcome? | Lectures, class discussions, readings, written assignments. |
| Assessment Measure and Benchmark | The assessment measure will be an essay question on the exam. The benchmark for success will be that 80% of the students will earn a score of 80% or better in connection with this question. |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

FIN 4293. New Venture Financing Introduction to the dynamic challenges facing new business ventures in securing financial backing to support growth and development. Venture capital, internally generated funding and external sources of funding will be discussed along with debt and equity financing. Demand. FIN 4723. Investments Security investment, the tools of investment analysis, the formulation of investment policy and the role of the individual investor in the economy. Prerequisite, FIN 3713. Fall, Spring.

FIN 4743. Managerial Finance Emphasis on principles and tools for analysis and decision making in working capital management. Studies include cash flow forecasting, inventory model applications, sources and uses of funds analysis, trade credit policies, and techniques of short and intermediate term sales forecasting. Prerequisite, FIN 3713. Spring.

FIN 4753. Capital Management  Analysis of the management aspects relating to the inflows and outflows of permanent capital in business enterprises. Examines the management of long-term assets, long-term credit, equity and internal financing. Corporate expansion including mergers, acquisitions, corporate reorganization, and bankruptcies. Prerequisite: FIN 3713. Fall, Spring.

FIN 4763. Bank Management Principles used in the management of commercial banks, relating to loans, credit analysis, security portfolios, analysis and interpretations of Federal Reserve regulations and publications. Prerequisite, FIN 3713. Fall.

FIN 4773. Advanced Bank Management Applications of financial management techniques to ban management decisions through experiential learning opportunities. Computer based analysis, simulations, and written and oral presentations. Prerequisite, FIN 4763. Spring.

FIN 4783. Internship in Bank Management Supervised work experience with bank management in an appropriate banking environment. To earn intern credit, each student is expected to spend six to eight hours per week for 15 weeks or the equivalent at the bank. Prerequisites, Junior or Senior standing is required. Fall, Spring, Summer.

FIN 489V. Special Problems in Finance  Individual problems in finance arranged in consultation with the instructor. Must be approved by department chair. Fall, Spring, Summer.

Law (LAW) LAW 2023. Legal Environment of Business  Introduction to the fundamental elements of the Anglo American legal system and its common law origins. The scope of the course will include the application and operation of the legal system in the remedy of business disputes, the development and operation of the court system, and the regulation of American business and industry by the United States government. Fall, Spring, Summer. (ACTS#: BLAW 2003)

LAW 4033. Law of Commercial Transactions  Business related legal subject matter reflecting marketplace problems and considerations. Topics include the law of sales, secured transactions, commercial paper, contracts, and bankruptcy. Prerequisite, LAW 2023. Demand.

LAW 4043. Law of Business Organizations  Business related legal subject matter reflecting marketplace problems and considerations. Topics include the law of corporations, partnerships, agency, and property. Prerequisite, LAW 2023. Fall, Spring, Summer.

LAW 4053. Employment Law Analysis of current employment law practices as applied to human resource management, with emphasis on federal and state civil rights laws. Prerequisites, LAW 2023. Spring.

LAW 4063. Hospitality Law A comprehensive study of the legal aspects of the hospitality industry with an emphasis on compliance and prevention of liabilities. Prerequisite, LAW 2023. Fall.

***LAW 4073. Business Law in Popular Culture A study of the interaction of popular legal culture with business law in a variety of contexts. Prerequisite, LAW 2023 or consent of instructor. Fall, odd.***

LAW 459V. Special Problems in Law Individual problems in law arranged in consultation with the instructor. Must be approved by department chair. Prerequisite, LAW 2023. Fall, Spring, Summer.

*The bulletin can be accessed at* [*http://www.astate.edu/a/registrar/students/*](http://www.astate.edu/a/registrar/students/)

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