



## FACULTY EXPECTATIONS IN \_\_\_\_\_ BUSINESS \_\_\_\_\_ RE. PORTFOLIO ESSAYS

### APEL POLICY SUMMARY

APEL Essays may be awarded either lower or upper division credit and each essay may be granted a maximum of 6 credits.

No equivalency credit is granted for either upper or lower division courses. Students may take a CLEP exam (or challenge a course if a CLEP is not available) if they feel they already have the knowledge base covered in those courses.

On rare occasions an instructor may decide to use APEL credit as a substitute for a core course if they feel the outcomes of that course have been met.

Titles of APEL courses should not be the same as traditional courses. For example, use Topics in Organizational Behavior through APEL as opposed to Organizational Behavior. Students are encouraged to write portfolios for their concentration. A maximum of 20 credits through APEL may be used to meet program requirements for the business administration degree.

### RATIONALE

In the past students have written essays directed at equivalency credit for the principles courses including Principles of Management, Principles of Accounting, Principles of Finance and Principles of Marketing. These courses form the theoretical framework of the business degree and tend to be very broad in scope. It is very difficult for students to prove they have the theoretical knowledge gained through their professional experience that meets the outcomes for these courses. Therefore we advise students to write essays that focus on areas of their expertise and that are geared toward meeting requirements in one of the concentration areas such as Marketing or Leadership, Organization and Management. The purpose of the concentration areas is to give students a significant exposure in a particular field of business with an emphasis on practical experience. Taking the courses that are offered in the concentrations is certainly not the only way to get significant exposure. Therefore, students are encouraged to write essays that are specific to their area of expertise. This policy gives students more of an opportunity to receive credit for their experience. By focusing on their areas of expertise, students can much better demonstrate the knowledge gained from work experience.

### POLICY

**Course Number, Title, and Credits.** All business essays will go to Dr. Kevin Walker or another Business professor assigned by the Dean of the College of Business. The instructor reading the essay will be responsible for assigning the number of credits to be awarded. Instructors should avoid using the same titles for essays as the permanent business courses. Students can earn up to 6 credits for each portfolio. A Maximum of 20 BA credits will count toward meeting Business Administration program requirements.

**Course Substitutions.** On rare occasions the instructor may allow an essay to be substituted for a core class. For example, if a student has significant computer skills that clearly meet the outcomes of BA 325, the instructor may substitute Topics in Computer Applications through APEL for BA 325.

**Credit for Specific Program Courses.** Students can get credit for specific business courses through a CLEP exam, (College Level Examination Program, see [CLEP exams accepted by EOU](#) or go to

<https://www.eou.edu/testing/files/2012/06/CLEP-Equivalencies-accepted.pdf>

Please note CLEP credit for BA 312, Principles of Marketing, and BA 321 Principles of Management transfer in as lower division credit and the Business Program has specific upper-division course requirements to replace the upper division credit hours. See the BA check sheet for the Business Program after Fall 2013 at

<https://www.eou.edu/academics/files/2016/02/BADM-11-10-2015.pdf>

Students can also get credit through another program called a DSST (DANTES subject standardized tests).

In both CLEP and DSST there are exams for a variety of business classes including Principles of Accounting, Business Law, Computer Applications, Principles of Management and Principles of Marketing. By passing an exam, students have proven mastery of the subject area and will be given credit for that course. If the CLEP or DSST is not available for a course, students have the option of challenging the course. The instructor of the course challenged will determine requirements for proving mastery of the course.

### WHAT TO INCLUDE IN AN ESSAY

Students may write a general or specific essay. A general essay is one under a broad umbrella topic—management, marketing, banking, etc. and covers a broad area that is addressed in a little depth—just as courses are. A broad number of topics should be addressed from the general topic and a good general understanding of the topic should be demonstrated. For example a student might write an essay under the general topic of Small Business Management and in that essay include start up issues, personnel issues, managing inventory, managing cash flows, or any other topics related to managing a small business. A specific essay is directed to a specific topic—supervision, advertising, copy design, office management, etc. and should demonstrate a strong knowledge of that specialty—students should use the terminology of the specialty. In both types of essays, students need to demonstrate a knowledge of the conceptual base of the topic and practical experience.

### Examples of Essay Topics.

**Banking:** Topics may include management in the banking industry, financial management, or other issues related to the banking industry.

**Management:** Topics include but are not limited to project management, supervision, leadership, quality management, inventory management, small business management, international management issues, or entrepreneurship. If the primary responsibilities were related to management regardless of the industry then essays should be directed toward the leadership, organization, and management concentration.

**Marketing:** Topics include but are not limited to advertising, promotion strategy, retailing, customer satisfaction, and distribution. If the primary responsibilities were related to the marketing function then address the essays toward that concentration.

Submitted by: Dr. Kevin Walker, March 28, 2016

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