Curriculum Proposal Cover Sheet - form is available on-line as an interactive PDF

	10-11-1
LSC Use Only Proposal No: LSC Action-Date:	UWUCC Use Only Proposal No: 13-98 UWUCC Action-Date: App: 12114 Senate Action Date: App + 2 25 114
	Lower Sheet University-Wide Undergraduate Curriculum Committee

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Curriculum Proposal Cover Sheet - Universit	ry-Wide Undergraduate Curriculum Committee					
stact Person(s) Joette Wisnieski	Email Address wisnie@iup.edu					
posing Department/Unit: Management	Phone 724 357 2535					
k all appropriate lines and complete all information. Use a separate cover sheet for ea	ach course proposal and/or program proposal.					
Course Proposals (check all that apply)	O-vers Deletion					
New Course V Course Prefix Chang	New Course Course Prefix Change Course Deletion					
Course Revision Course Number and	Course Number and/or Title Change Catalog Description Change					
urrent course prefix, number and full title: $ t BTST ext{ 105}$, $ t BTS$	T 221, BTST 231, BTST 321, BTST 342					
roposed course prefix, number and full title, if changing: MGMT 1 Liberal Studies Course Designations, as appropriate	05, BCOM 221, BCOM 231, BCOM 321, BCOM 342					
This course is also proposed as a Liberal Studies Course (plea	ase mark the appropriate categories below)					
Learning Skills Knowledge Area Global and	Multicultural Awareness Writing Intensive (include W cover sheet)					
Liberal Studies Elective (please mark the designation(s) that a	applies - must meet at least one)					
Global Citizenship Information I						
Quantitative Reasoning Scientific Lit	eracy Technological Literacy					
Other Designations, as appropriate						
	Studies, Pan African)					
. Program Proposals						
	Program Title Change New Track					
Outding 2 or only						
New Degree Program New Minor Program	Liberal Studies Requirement Changes Other					
Current program name:						
Proposed program name, if changing:						
	Signature Date					
5. Approvals	11/1/13					
Department Curriculum Committee Chair(s)	7 Comi 11/4/13					
Department Chairperson(s)	11/4/13					
College Curriculum Committee Chair	Canal 11/5/13					
College Dean WWW College Dean	- Cory					
Director of Liberal Studies (as needed)						
Director of Honors College (as needed)						
Provost (as needed)						
3-1-	100 1 1/20/					
Additional signature (with title) as appropriate	1/22/					

NOV 15 2013

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Liberal Studies

Liberal Studies

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Description and Justification for the Proposal:

The following courses have been approved by both Departments: TST (sending Department) and Management (receiving Department), subject to the proposed restructuring of the Eberly College of Business. As part of this restructuring Business Communications faculty and courses taught as part of this subdiscipline will be housed within the Management Department. A support letter (e-mail) from the TST Department is attached.

Course	Course Title	Proposing	Proposed New Prefix
Number		Dept	
BTST 105	Introduction to Business	Management	MGMT 105
BTST 221	Business Technical Writing	Management	BCOM 221
BTST 231	Speech Communication for	Management	BCOM 231
	Professional		
BTST 321	Business and Interpersonal	Management	BCOM 321
	Communication		
BTST 342	Intercultural Bus Communication	Management	BCOM 342

Rationale for BCOM as a new prefix:

- 1) BCOM is a very common prefix for Business Communication. Please see below for some other universities using this prefix:
 - a. University of Texas, Dallas
 - b. University of Texas. Arlington
 - c. University of Minnesota
 - d. Oklahoma State University
 - e. Georgia State
- 2) It is not uncommon for a department to have multiple prefixes in the same department. Business Communication does have a different connotation than Management and even different from the more narrow focus of managerial communication. For example, the Music Department offers MUHI, MUSC, and APMU.

The Management Department has some "general" numbering scheme in place already: 300s/400s are for HR; 310s/20s and 410s/20s are for General Management/OB;; 330s/430s for operations; 350s/450s for IB; 360s/460s for leadership; 370s/470s for entrepreneurships; 480s/580s for special topic, Independent Study; 490s for internship and capstone courses. We don't want to haphazardly mix communication courses in our numbering scheme.

3) Finally, it has been suggested that students might get confused with COMM and BCOM

The MGMT Department rejects that argument. They do not even start with the same letter. As students search URSA for a course, they look alphabetically. Also, that criteria was not applied to other course proposals. Here are some confusing examples which actually start with the same letter:

NMDT vs. NMTT GEOS vs. GEOG

GERN vs. GMRN ECSP vs. EDSP

MLSC vs. MUSC CNSD vs. CNSV

BIOC vs. BIOL



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January 23, 2014

UWUCC and University Senate

To Whom It May Concern:

The Technology Support and Training Department supports the Management Department's revised minor course revision, as passed by the UWUCC and communicated to me by email on January 22, 2014, changing the prefixes for the following courses currently housed in the Technology Support and Training Department:

-BTST 105 to MGMT 105

-BTST 221 to BCOM 221

-BTST 231 to BCOM 231

-BTST 321 to BCOM 321

-BTST 342 to BCOM 342

Approval of the above-referenced prefix changes is in anticipation of the concurrent transfer of faculty and curriculum from the Technology Support and Training Department to the Management Department in accordance with Dr. Camp's 2013 reorganization plan, as approved by a prior vote of the faculty of the Technology Support and Training department.

Very truly yours,

LeAnn Wilkie, Chairperson