Department: COM

Initiator name: Leigh Ford

Initiator email: leigh.ford@wmich.edu

Proposed effective term: 2019

Does course need General Education approval?: N

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: U

Proposed course data:
Change Course COM 2040
Specific Course Change type selected: Title Specific Course Change type selected: Description

1. Existing course prefix and number:
COM 2040

2. Proposed course title:
Business and Professional Communication

3. Existing Banner course title:
Advanced Public Speaking

4. Proposed course title to be entered in Banner:
Bus & Professional Comm.

A. Please choose Yes or No to indicate if this class is a Teacher Education class:
No

B. Please choose the applicable class level:
Undergraduate

C. Please choose Yes or No to indicate if this class is a General Education class:
No

D. Explain briefly and clearly the proposed improvement.
The proposed changes include a change in title and a change in course description in order to better define the outcomes of the course, and to highlight the emphasis on workplace skills.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).
The current description is similar to that of COM 1040, and does not address the “advanced” nature of 2040. The proposed description informs students and instructors of the expected outcomes for the advanced course.

F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.
Students will demonstrate communicating effective and appropriate communication in the employment interview process.

Students will identify and explain workplace dynamics that can make an employee a more competent professional including nonverbal communication, listening, conflict management, interpersonal relationships, leadership, use of technology, and diversity management.
Students will demonstrate competent presentational skills in a business context individually and as part of a team.

Students will identify team dynamics and be able to prepare for and facilitate an effective meeting.

Students will demonstrate competence in the basics of business writing in a variety of forms including letters, memos, emails, press releases, executive summaries, etc.

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.
Part of informal assessment activities where we noted that students needed additional professional communication training. Also there was overlap in content with COM 1040.

H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.
No program conflicts anticipated.

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.
No effect anticipated.

J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.
No effects of the type noted are anticipated.

K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?
Primary audience will be proposed Strategic Communication majors within the School of Communication. We anticipate some Business majors might find this course attractive, so we might have to limit enrollment to our majors, unless we are able to offer additional sections to accommodate demand.

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be
offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.) We do not anticipate hiring additional faculty or needing additional resources at this time. Again, this is a course title and description change, so will not cause additional resource burdens on the department.

M. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.) Not applicable.

N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

No transfer issues anticipated.

O. Current catalog copy:

COM 2040 - Advanced Public Speaking

Advanced study and presentation of informative, argumentative, persuasive and special occasion speeches.

Prerequisites & Corequisites: Prerequisite: (COM 1000 or COM 1040) with a grade of “C” or better; or school approval.

Credits: 3 hours

P. Proposed catalog copy:

COM 2040 – Business and Professional Communication

This course provides an arena for gaining the knowledge and skills necessary to communicate competently in a variety of workplace and professional contexts. Topics covered will include the employment interview process, conflict management, technology usage, business presentations, teamwork and meeting management, leadership, conflict management, business writing, diversity management, and issues of work-life balance.

Advanced study and presentation of informative, argumentative, persuasive and special occasion speeches.

Prerequisites & Corequisites: Prerequisite: (COM 1000 or COM 1040) with a grade of “C” or better; or school approval.

Credits: 3 hours

Department Curriculum Chair approver: Leigh Ford
Department Curriculum Chair comment:

Date: 04-MAY-2018

Department approver: Leigh Ford

Chair comment:

Date: 04-MAY-2018