WES New Course BCM 2520

New course selected: This new course is seeking approval as WMU Essential Studies - Level 1: Foundations

1. Proposed course prefix and number:

BCM 2520

2. Proposed credit hours:

3

3. Proposed course title:

Professional Oral and Digital Communication Skills

4. Proposed course prerequisites:

WMU Essential Studies Level 1: Foundations Writing course

5. Proposed course corequisites:

none

6. Proposed course prerequisites that may be taken concurrently (before or at the same time):

none

7. Minimum grade for prerequisites (default grades are D for Undergrad and C for Grad):

A C or higher in WMU Essential Studies Level 1: Foundations Writing class

8. Major and/or minor restrictions:

Not Applicable

9. List all the four-digit major and/or minor codes (from Banner) that are to be included or excluded:

none

10. Classification restrictions:

Not Applicable

11. List all the classifications (freshman, sophomore, junior, senior) that are to be included or excluded:

none

12. Level restriction:

Not Applicable

13. List the level (undergraduate, graduate) that is to be included or excluded.

Not Applicable

14. Do prerequisites and corequisites for 5000-level courses apply to undergraduates, graduates, or both?

Not Applicable

15. Is this a multi-topic course?

No

16. Proposed course title to be entered in Banner:

Prof Oral and Digital Comm

17. Is this course repeatable for credit?

No

18. Is this course mandatory credit/no credit?

No

19. Select class type:

Lecture

20. How many contact hours per week for this course?

3

21. Level 1: Foundations

Indicate which course category the course should be placed in:

Oral and Digital Communication

22. How are you going to address this in your course?

A variety of faculty will be teaching this course. At least one of the many assignments (faculty's choice) will address one of the following areas: sustainability, diversity and inclusion, global awareness, or a "Real-World Problem" or "Big Question."

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 respond Yes if this is a current general education course and/or a course being submitted for the new WMU Essential Studies program. Please respond No if it is neither.

Yes

D. Explain briefly and clearly the proposed improvement.

WMU Essential Studies has stated that there is a need for more course offerings in the the Level 1: Foundations Oral and Digital Communications category. In response, we would like to offer this business communications course for inclusion in WMU Essential Studies Level 1: Foundations in the Oral and Digital Communication category. This is a new course.

Initial WMU Essential Studies review and approval

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).

Initial WMU Essential Studies review and approval

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.

• Demonstrate effective and appropriate oral and digital communication abilities (WES SLO#1);

• Demonstrate and apply information literacy (WES SLO#2);

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.

Initial WMU Essential Studies review and approval

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.

Initial WMU Essential Studies review and approval

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

Initial WMU Essential Studies review and approval

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.

Initial WMU Essential Studies review and approval. It will make meeting graduation requirements easier for students because there will be more WMU Essential Studies course options in the Oral and Digital Communication category. No additional effects.

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?

Initial WMU Essential Studies review and approval

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.)

This course will be offered in the fall, spring, and possibly, summer semesters either face to face or hybrid. The course cap will be 21 students per section. It will not be offered online.

M. With the change from General Education to WMU Essential Studies, this question is no longer used.

For courses requesting approval as a WMU Essential Studies course, a syllabus identifying the student learning outcomes and an action plan for assessing the student learning outcomes must be attached in the Banner Workflow system.

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.

Initial WMU Essential Studies review and approval

O. Current catalog copy:

none

P. Proposed catalog copy:

This course introduces the unique features of professional communication, focusing on oral, digital, and visual elements through research and information gathering. It reinforces communication elements (e.g. audience, language, and organization) which were learned in Foundation level writing classes and extends them to professional communication contexts. This course fulfills the Essential Studies Level 1: Foundations Oral and Digital Communication Category.

3 credits