

PROPOSAL: Create the Minor in Business Communication

Background

The Undergraduate Studies Council of the Faculty Senate has approved the creation of the Minor in Business Communication.

Communicating with a variety of audiences and mediums with confidence and clarity are essential skills in the modern workplace. WMU would be one of few universities offering an undergraduate business communication minor, so our graduates would stand out from other graduates when applying for jobs by having concrete proof of business communication skills on their career materials. Students will be able to pursue a career that meets the needs of the high-tech, global marketplace, by being able to add “business communication minor” on their resume.

According to WMUx market research for our department, minor programs are growing in popularity and are used by both current and former graduate students to expand their knowledge while not prolonging graduation or pursuing another degree. Minor programs are offered across the nation by institutions of different size and scope.

Recommended Action

Creating the Minor in Business Communication.