

SENATE REPORT

Undergraduate Curriculum Committee November 14, 2017

From: Janet Applin, UCC Chair

The Undergraduate Curriculum Committee submits the following report for consideration to the University Senate:

I. Old Business: (Tabled Definitely from last Senate Meeting)

Potter College of Arts and Letters (PCAL)	
Action	Action: Proposal to Create a New Course Item: PR 350-Legal and Ethical Foundations of Strategic Communication Contact: Julie Shadoan; Ken Payne Email: julie.shadoan@wku.edu ; ken.payne@wku.edu Phone: 270-780-2539; 270-745-3968
Action	Action: Proposal to Revise a Program Item: Major in Advertising #727 Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296
Action	Action: Proposal to Revise a Program Item: Major in Public Relations #763 Contact person: Angela M. Jerome Email: angela.jerome@wku.edu Phone: 270-745-3296

Proposal Date: August 1, 2017

**Potter College of Arts & Letters
Department of Communication
Proposal to Create a New Course
(Action Item)**

Contact Person: Julie Shadoan, TPH 256, julie.shadoan@wku.edu, (270) 780-2539
Ken Payne, MMTH 316, ken.payne@wku.edu, (270) 745-3968

1. Identification of proposed course:

- 1.1 Course prefix (subject area) and number: PR 350
- 1.2 Course title: Legal and Ethical Foundations of Strategic Communication
- 1.3 Abbreviated course title: Law and Ethics of Strat. Comm
- 1.4 Credit hours: 3 Variable credit (yes or no) No
- 1.5 Grade type: Standard Grade
- 1.6 Prerequisites: None
- 1.7 Course description:
Study of the interconnecting legal and ethical responsibilities relevant to those in public relations, advertising, and related communication contexts

2. Rationale:

- 2.1 Reason for developing the proposed course:
Most people will encounter legal and ethical dilemmas over the course of their careers. Ethical issues arise not only in terms of legality, codes of ethics, and professional norms, but also when the way people want to live and the things they want to accomplish seem in conflict with the expectations of their clients, peers, bosses, and/or organizations. Research demonstrates that people who have thought about legal and ethical issues systematically prior to encountering them are much more likely to make responsible decisions when difficult issues arise. The course fulfills WKU's mission to prepare students to be thoughtful and responsible practitioners when representing a client's interests in a diverse and ever-changing public relations environment.

The addition of this course was necessitated as result of the internal reorganization of the advertising and public relations programs from the School of Broadcasting and Journalism to the Department of Communication. For example, public relations majors are required to take JOUR 301, Press Law and Ethics or BCOM 301 Mass Communication Law and Ethics. While this course touches on legal and ethical issues relevant to the public relations and advertising practice, a more in depth and specialized study is necessary in order to adequately prepare students for employment in fields such as public relations,

advertising, and communication. The addition of this course is also necessary to maintain a competitive edge in the state, regional and national higher education markets.

- 2.2 Projected enrollment in the proposed course: 40 students per offering as this course will be required of all public relations majors (current enrollment estimated at 120) and may be used as an elective for COMM and AD majors.
- 2.3 Relationship of the proposed course to courses now offered by the department: While several existing courses within the Department of Communication address ethics from a communication perspective, including but not limited to, AD 240, Advertising in a Digital World; AD 300, Research in Advertising and Public Relations; COMM 245, Argumentation and Debate; COMM 263, Intercultural Communication; COMM 345, Advanced Public Speaking; COMM 346, Persuasion; COMM 330, Leadership Communication; COMM 374, Gender Communication; COMM 463 Advanced Intercultural Communication; PR 355, Fundamentals of Public Relations; PR 356, Digital Tactics in Public Relations; and PR 358, Public Relations Writing and Production, none have a sole focus on these issues.
- 2.4 Relationship of the proposed course to courses offered in other departments: Many courses that address ethics in various discipline-specific contexts exist across campus. A representative but not exhaustive list includes: JOUR 301, Press Law and Ethics; BCOM 301, Mass Communication Law and Ethics; PLS 200, Legal Ethics; BUS 102, Intro. to Ethical Issues in Business; CD 402, ASL Professional Ethics and Issues; CE 326, Engineering Law; CM 426, Construction Law; DH 324, Practice Management and Ethics; DMT 321, Professional Ethics Issues; GEOG 444, Environmental Ethics in Geography; LEAD 330, Leadership Ethics and Decision-Making; MGT 305, Ethics and Critical Thinking; NURS 408, Professional Issues; PHIL 320, Ethics; PHIL 322, Biomedical Ethics; and PHIL 323/REL 323, Social Ethics. However, none of these courses provide an in-depth study and application of legal concepts and ethical standards for public relations, advertising, and communication specialists. This is a discipline-specific course.
- 2.5 Relationship of the proposed course to courses offered in other institutions: Several in-state institutions and many out-of-state institutions offer public relations and related majors that require courses with a focus on law and/or ethics. A representative but not exhaustive list includes: ISC 311 (Ethical, Legal and Social Issues in Integrated Social Communication/University of Kentucky); COMM 405 (Media Law/Eastern Kentucky University); JOUR 385 (Mass Communication

Law/Northern Kentucky University); JOUR 275 (Media Law and Ethics/Ball State University); JOUR 385 (Mass Communication Law and Ethics/University of Tennessee); Jour 428 (Social, Legal and Ethical Foundations of PR/University of Southern California); PRL 345 (Ethics of Advocacy/Syracuse University); COMM 403 and COMM 409 (Law of Mass Communication and New Media Ethics/Pennsylvania State University); COMM 2404 and PHI 1024 (Law of Public Communication and Media Ethics/St. John's University); COM 481 and 525 (Law of Communication and Public Relations Ethics/Boston University); ADV 3353 (Mass Media Law/Florida State University); PR 353 (Law and Ethics/University of Texas at Austin); MMC 4200 and PUR 4203 (Law of Mass Communication and Ethics and Professional Responsibility in Public Relations/University of Florida); and CMS 402 (Mass Communication Law/University of Alabama at Birmingham).

3. Discussion of proposed course:

3.1 Schedule type: L–Lecture

3.2 Learning outcomes:

Upon successful completion of this course, students should be able to:

- identify and apply fundamental state and federal legal concepts to media and strategic communication;
- identify and understand the ethical challenges facing the public relations, advertising, and communication industries by exploring beliefs about human nature, philosophical perspectives, ethical principles and industry ethical rules;
- understand the complex interactions among public relations, advertising, and communication and individual, economic, legal and social issues impacting ethical assessments of public relations, advertising, and communication;
- identify and understand the ramifications for violation of legal standards and ethical rules by public relations, advertising, and communication professionals; and,
- think critically to develop and implement practices and protocol to ensure compliance with legal standards and ethical rules.

3.3 Content outline:

Topics to be covered in this course are:

- Ethics Theories: History and Frameworks

- Ethics Codes and Standards for Public Relations, Advertising, and Communication Professionals

- First Amendment
- Commercial Speech Doctrine
- Defamation and Related Torts
- Invasion of Privacy and Related Torts
- Intellectual Property: Copyright, Patents and Trademarks
- Federal Agency Regulations
- Access to Information: FOIA, Open Meetings, Trials
- Technology
- Privileges

3.4 Student expectations and requirements:

Student performance will be evaluated by various measures, including, but not limited to: quizzes and exams, application exercises (in-class and out of class), case review and analysis, group projects, and papers.

3.5 Tentative Texts and Course Materials

- Patrick Lee Plaisance, *Media Ethics* (2ed., Sage 2014)
- Roy L. Moore, Carmen Maye, Erik L. Collins, *Advertising and Public Relations Law* (2ed., Routledge 2011)
- Kim Sheehan, *Controversies in Contemporary Advertising* (2ed., University Co- Op 2013)
- Rebecca Tushnet, *Advertising and Marketing Law: Cases and Materials* (2ed., 2014)
- Online databases including but not limited to Westlaw®; Loislaw®; and LexisNexis®.

4. Resources:

- 4.1 Library resources: The WKU Law Library, Westlaw (online legal database) subscription access provided by the paralegal studies program, and free online

repositories of law and ethics rules are sufficient library resources for this course.

- 4.2 Computer resources: The University has several IVS classrooms, computer labs, and mobile labs which will provide sufficient tech support for this course.

5. Budget implications:

- 5.1 Proposed method of staffing: As per an agreement between the Departments of Communication and Paralegal Studies, existing paralegal studies, AD, PR, and/or COMM faculty and/or adjuncts will staff this course.

5.2 Special equipment needed: N/A.

5.3 Expendable materials needed: N/A.

5.4 Laboratory materials needed: N/A.

1. Proposed term for implementation: Fall 2018

2. Dates of prior committee approvals:

Department/ Unit	9/25/2017
Potter College Curriculum Committee	<u>12 Oct 2017</u>
Professional Education Council (if applicable)	_____
General Education Committee (if applicable)	_____
Undergraduate Curriculum Committee	October 26, 2017
University Senate	_____

**Potter College of Arts & Letters
Department of Communication
Proposal to Revise A Program
(Action Item)**

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. Identification of program:

- 1.1 Current program reference number: 727
- 1.2 Current program title: Major in Advertising
- 1.3 Credit hours: Current: 42-43; Revised: 36

2. Identification of the proposed program changes:

- Deleting 2 courses from the core (SJB 101 and 102)
- Eliminating concentrations
- Identifying restricted electives (moving courses from prior concentrations)
- modifying prerequisites (to better reflect student preparation needed and align with programmatic changes)
- modifying admission requirements (using COMM 200 instead of ENG 100)
- updating catalog descriptions

3. Detailed program description:

Current Program	Revised Program
<p>Admission Requirements Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:</p> <ul style="list-style-type: none"> 1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree; 2. A minimum overall grade point average of 2.5; 	<p>Admission Requirements: Students wishing to enter the major in Advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:</p> <ul style="list-style-type: none"> 1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;

<p>3. Completion of ENG 100 with a grade of “C” or better and 9 additional hours in general education;</p> <p>4. Completion of the following courses with a grade of “C” or better: SJB 101, SJB 102, and AD 240.</p> <p>Students not meeting the above admission requirements will not be admitted to the Advertising major and cannot register for any additional courses in the major.</p> <p>Advertising Requirements The major in Advertising requires 42-43 semester hours. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School. One-half of the hours in the major must be at the 300- or 400-level. Students choose a second major or minor that complements their interests and abilities. Advertising majors who choose the IXD concentration are required to minor in graphic design, which is offered by the Department of Art. A minor in sales or marketing is recommended for advertising majors selecting the Branding concentration.</p> <p>Required core courses for a major in Advertising (21 hours): SJB 101, SJB 102, SJB 210, AD 240, AD 300, and AD 330.</p> <p>Restricted elective (3 hours): Additionally during the sophomore year, select one (3-hour) elective course outside of the major, but within the School of Journalism & Broadcasting and approved by the departmental faculty advisor. Students then select an additional 21-22 hours in one of the following concentrations.</p> <p>Additional requirements by concentration are:</p> <p>Branding Required Courses: MKT 220, PR 355, and AD 349. Select one of the following two courses: ENG 306 or MGT 361 Select one of the follow three courses: MKT 322, MKT 328, or MKT 331. Select the following capstone course: AD 410, or apply for either SJB 495 or SJB 401 / SJB 402 Additionally, select one course from the following restricted elective list: IXD 320, SJB 330, SJB 340, AD 448, JOUR 481, JOUR 301, BCOM 301.</p>	<p>2. A minimum overall grade point average of 2.3;</p> <p>3. Completion of COMM 200 with a grade of “C” or better</p> <p>All courses in the major must be completed with a grade of “C” or better. At least one-half of the hours in the major must be at the 300- or 400-level.</p> <p>The following 30 hours of Advertising Core courses are required: COMM 200, AD 210, MKT 220, AD 240, AD 300 <u>OR</u> COMM 300 <u>OR</u> PS 301 <u>OR</u> SOCL 302, AD 310, AD 330, IXD 330, AD 349, and AD 410.</p> <p>In addition, six hours of restricted electives must be chosen from the following: PR 255, IXD 320, IXD 340, PR 350, COMM 362, IXD 400, AD 489.</p> <p>With departmental approval, students may opt to substitute one of the following courses in fulfillment of an elective requirement: AD 400, AD 415, AD 495.</p> <p>A minor or second major is required.</p>
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<p>Interactive Experience Design (IXD) Required courses: IXD 320, SJB 330, SJB 340, IXD 350, and IXD 400 Select the following capstone course: IXD 410, or apply for either SJB 495 or SJB 401 / SJB 402. Additionally, select one course from the following restricted elective list: SJB 241, BCOM 264, AD 349, AD 448, JOUR 481, JOUR 301, BCOM 301.</p>	
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4. Rationale for the proposed program change:

The impetus for this change came with the restructuring of the Department of Communication. Many of these changes reflect the merger of the AD, COMM, PR, and POP majors into one department as well as partnerships forged with other departments across campus. This merger and these partnerships allowed the advertising major to be streamlined, offering students the opportunity to more easily double-major or minor in areas complementary to advertising. Pre-reqs and Co-reqs on several classes are also being altered to better align with the program’s goals and to more accurately reflect the knowledge base needed by students prior to entering specific courses in the major. In sum, this revision affords students more flexibility in a number of ways and better prepares them for careers in the advertising industry.

The changes to the core requirements reflect changing needs within the industry for students to gain employment upon graduation, while the changes to the electives were done to provide students with more flexibility. Changes in both cases maintain the academic standards of the program.

5. Proposed term for implementation and special provisions (if applicable): Fall 2018

6. Dates of prior committee approvals:

Department of Communication	September 25, 2017
Potter College Curriculum Committee	<u>12 Oct 2017</u>
Professional Education Council (if applicable)	_____
Undergraduate Curriculum Committee	October 26, 2017
University Senate	_____

**Potter College of Arts & Letters
Department of Communication
Proposal to Revise a Program
(Action Item)**

Contact Person: Angela M. Jerome, angela.jerome@wku.edu, 270-745-3296

1. Identification of program:

- 1.1 Current program reference number: 763
- 1.2 Current program title: Major in Public Relations
- 1.3 Credit hours: Current: 42-43; Revised: 36

2. Identification of the proposed program changes:

- Modifying admission requirements (using COMM 200 instead of ENG 100)
- Deleting 3 courses from the core (SJB 101, 102, and JOUR/BCOM 301)
- Adding 2 courses to the core (COMM 200 and PLS 350)
- Modifying prerequisites (to better reflect student preparation needed and align with programmatic changes)
- Updating catalog descriptions

3. Detailed program description:

Current Program	Revised Program
<p>Admission Requirements Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:</p> <ul style="list-style-type: none"> 1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree; 	<p>Admission Requirements: Students wishing to enter the major in Public Relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:</p> <ul style="list-style-type: none"> 1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;

<p>2. A minimum overall grade point average of 2.5;</p> <p>3. Completion of ENG 100 with a grade of “C” or better and 9 additional hours in general education;</p> <p>4. Completion of the following courses with a grade of “C” or better: SJB 101, SJB 102, and JOUR 202.</p> <p>Students not meeting the above admission requirements will not be admitted to the Public Relations major and cannot register for any additional courses in the major.</p> <p>Public Relations Requirements</p> <p>The major in public relations requires 42-43 semester hours. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School. One-half of the hours in the major must be at the 300- or 400-level. Popular minors or second majors include International Business, Entrepreneurship, Psychology, Sociology, Foreign Language, Marketing, Sales, Economics, Political Science, Health Care Administration, Business Administration, Nonprofit Administration, Tourism and Meeting, Convention, and Exposition Planning.</p> <p>Required courses for a major in public relations: SJB 101, SJB 102, JOUR 202, PR 354, PR 355, PR 356, PR 358, PR 454, PR 456, BCOM 325, AD 300, and either JOUR 301 or BCOM 301. During the sophomore year, students should select one 3-hour course outside the major, but within the School of Journalism & Broadcasting and approved by departmental faculty advisor. Additionally, students should choose one elective from the following list: PR 458, JOUR 323, JOUR 443, JOUR 343, JOUR 481, SJB 495, SJB 401 / SJB 402, MKT 322.</p>	<p>2. A minimum overall grade point average of 2.3;</p> <p>3. Completion of COMM 200 with a grade of “C” or better</p> <p>All courses in the major must be completed with a grade of “C” or better. At least one-half of the hours in the major must be at the 300- or 400-level.</p> <p>The following 33 hours of Public Relations Core courses are required: COMM 200, JOUR 202, PR 255, BCOM 265 <u>OR</u> BCOM 325, AD 300 <u>OR</u> COMM 300 <u>OR</u> PS 301 <u>OR</u> SOCL 302, PLS 350, PR 354, PR 356, PR 358, PR 454, and PR 456.</p> <p>In addition, three hours of restricted electives must be chosen from the following: PJ 131, POP 201, AD 210, MKT 220, AD 240, BCOM 264, AD 310, COMM 315, JOUR 323, MKT 322, IXD 330, MKT 331, COMM 346, COMM 362, COMM 364, COMM 388, COMM 440, COMM 451, PR 489.</p> <p>With departmental approval, students may opt to substitute one of the following courses in fulfillment of an elective requirement: PR 400, PR 415, PR 495.</p> <p>A minor or second major is required.</p>
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4. Rationale for the proposed program change:

The impetus for this change came with the restructuring of the Department of Communication. Many of these changes reflect the merger of the AD, COMM, PR, and POP majors into one department as well as partnerships forged with other departments across campus. This merger and these partnerships afford students the opportunity to take a broader array of courses that will benefit them in their careers. For example, PR faculty sought the creation of a law and ethics course tailored to the needs of their students, thus the addition of PLS 350 in cooperation with the paralegal studies program. Pre-reqs and Co-reqs on several classes are also being altered to better align with the program’s goals and to more accurately reflect the knowledge base needed by students prior to entering specific courses in the major. In sum, this revision affords students more flexibility in a number of ways and better prepares them for careers in the public relations industry.

The changes to the core requirements reflect changing needs within the industry for students to gain employment upon graduation, while the changes to the electives were done to provide students with more flexibility. Changes in both cases maintain the academic standards of the program.

5. Proposed term for implementation and special provisions (if applicable): Fall 2018

6. Dates of prior committee approvals:

Department of Communication	September 7, 2017
Potter College Curriculum Committee	<u>12 Oct 2017</u>
Professional Education Council (if applicable)	_____
Undergraduate Curriculum Committee	October 26, 2017
University Senate	_____

II. New Business:

Gordon Ford College of Business (GFCB)	
Type of Action	Description of Item and Contact Information
Consent Item	Action: Revise Course Prerequisites/Corequisites Item: ECON 202 Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401
Consent Item	Action: Revise Course Prerequisites/Corequisites Item: ECON 203 Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401
Consent Item	Action: Revise Course Prerequisites/Corequisites Item: ECON 206 Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401
Action Item	Action: Make Multiple Revisions to a Course Item: FIN 330 Contact person: Indudeep Chhachhi Email: Indudeep.chhachhi@wku.edu Phone: 52928
Action Item	Action: Revise a Program Item: Major in Accounting Contact person: Harold Little Email: harold.little@wku.edu Phone: 56978
Action Item	Action: Revise a Program Item: Major in Business Data Analytics Contact person: Ray Blankenship Email: ray.blankenship@wku.edu Phone: 55952
Action Item	Action: Revise a Program Item: Major in Business Economics Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 58858
Action Item	Action: Revise a Program Item: Major in Economics Contact person: Cathy Carey Email: cathy.carey@wku.edu Phone: 56401

Action Item	<p>Action: Revise a Program Item: Major in Entrepreneurship Contact person: Paula Potter Email: paula.potter@wku.edu Phone: 52913</p>
Action Item	<p>Action: Revise a Program Item: Major in Finance Contact Person: Indudeep Chhachhi Email: Indudeep.chhachhi@wku.edu Phone: 52928</p>
Action Item	<p>Action: Revise a Program Item: Major in International Business Contact person: Paula Potter Email: paula.potter@wku.edu Phone: 52913</p>
Action Item	<p>Action: Revise a Program Item: Major in Management Contact person: Paula Potter Email: paula.potter@wku.edu Phone: 52913</p>
Action Item	<p>Action: Revise a Program Item: Major in Marketing Contact person: Patricia Todd Email: patricia.todd@wku.edu Phone: 52334</p>

College of Health and Human Services (CHHS)	
Type of Item	Description
Action	<p>Revise a Program 521 Bachelor of Science in Public Health Contact: Grace Lartey, Ph.D., grace.lartey@wku.edu, 270-745-3941</p>

University College (UC)	
Type of Action	Description of Item and Contact Information
Action	Proposal to Create a New Course Item: SUS 215 Contact Person: Anne Heintzman Email: anne.heintzman@wku.edu Phone: 5-2966

Proposal Date: 9/20/17

Gordon Ford College of Business
Economics Department
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Cathy Carey, cathy.carey@wku.edu, 270-745-6401

1. Identification of course:

- 1.1 Course prefix (subject area) and number: ECON 202
- 1.2 Course title: Principles of Microeconomics

2. **Current prerequisites/corequisites/special requirements:** Sophomore standing.
3. **Proposed prerequisites/corequisites/special requirements:** No prerequisites
4. **Rationale for the revision of prerequisites/corequisites/special requirements:** This is an entry-level course in Economics.
5. **Effect on completion of major/minor sequence:** This allows students to take Economics courses earlier in their curriculum.
6. **Proposed term for implementation:** As soon as possible
7. **Dates of prior committee approvals:**

Department/ Unit	<u>9/22/17</u>
College Curriculum Committee	<u>10/16/2017</u>
Professional Education Council (if applicable)	_____
General Education Committee (if applicable)	_____
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Economics Department
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)**

Contact Person: Cathy Carey, cathy.carey@wku.edu, 270-745-6401

- 1. Identification of course:**
 - 1.1 Course prefix (subject area) and number: ECON 203
 - 1.2 Course title: Principles of Macroeconomics
- 2. Current prerequisites/corequisites/special requirements:** Sophomore standing.
- 3. Proposed prerequisites/corequisites/special requirements:** No prerequisites
- 4. Rationale for the revision of prerequisites/corequisites/special requirements:** This is an entry-level course in Economics.
- 5. Effect on completion of major/minor sequence:** This allows students to take Economics courses earlier in their curriculum.
- 6. Proposed term for implementation:** As soon as possible
- 7. Dates of prior committee approvals:**

Department/ Unit	<u>9/22/17</u>
College Curriculum Committee	<u>10/16/2017</u>
Professional Education Council (if applicable)	_____
General Education Committee (if applicable)	_____
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Economics Department
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)**

Contact Person: Cathy Carey, cathy.carey@wku.edu, 270-745-6401

- 1. Identification of course:**
 - 1.1 Course prefix (subject area) and number: ECON 206
 - 1.2 Course title: Statistics

- 2. Current prerequisites/corequisites/special requirements:** ECON 202 or ECON 203 and MATH 116 or higher.
- 3. Proposed prerequisites/corequisites/special requirements:** ECON 202 or ECON 203 and Math 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610.

- 4. Rationale for the revision of prerequisites/corequisites/special requirements:**
Creation of a new course in MATH for business majors.

- 5. Effect on completion of major/minor sequence:** Should have no effect.

- 6. Proposed term for implementation:** As soon as possible

- 7. Dates of prior committee approvals:**

Department/ Unit	<u>9/22/17</u>
College Curriculum Committee	<u>10/16/2017</u>
Professional Education Council (if applicable)	_____
General Education Committee (if applicable)	_____
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Accounting Department
Proposal to Revise a Program
(Action Item)**

Contact Person: Harold Little, Harold.little@wku.edu, 56978

1. Identification of Program:

- 1.1 Current program reference number: 602P (seeking admission)
602 (officially admitted)
- 1.2 Current program title: Major in Accounting
- 1.3 Credit hours: 73

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. Detailed program description:

Current Program	Proposed Program
<p>Enrollment Policy for Upper-Division Courses – To enroll in upper-division accounting courses, students must have a 2.0 overall grade point average. To enroll in upper-division business courses other than accounting, students must have a minimum of 60 earned hours and a 2.0 overall grade point average. Enrollment in all upper-division business courses is limited to a maximum of 12 credit hours for students not admitted to one of the baccalaureate programs in the Gordon Ford College of Business.</p> <p>To gain admission to the Accounting Program, students must have:</p> <ul style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 116 or higher, and COMM 145 with a minimum grade point average of 2.5 in 	<p>Enrollment Policy for Upper-Division Courses – To enroll in upper-division accounting courses, students must have a 2.0 overall grade point average. To enroll in upper-division business courses other than accounting, students must have a minimum of 60 earned hours and a 2.0 overall grade point average. Enrollment in all upper-division business courses is limited to a maximum of 12 credit hours for students not admitted to one of the baccalaureate programs in the Gordon Ford College of Business.</p> <p>To gain admission to the Accounting Program, students must have:</p> <ul style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at

<p>the courses listed above; and 3. a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.</p>	<p>least 610, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.</p>
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4. Rationale for the proposed program change:

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college’s emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. Proposed term for implementation and special provisions (if applicable):

Fall 2018

6. Dates of prior committee approvals:

Department of Accounting	<u>August 22, 2017</u>
GFCB College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Information Systems Department
Proposal to Revise A Program
(Action Item)**

Contact Person: Ray Blankenship, ray.blankenship@wku.edu, 270-745-5952

1. Identification of program:

- 1.1 Current program reference number: 507P (seeking admission)
507 (officially admitted)
- 1.2 Current program title: Major in Business Data Analytics
- 1.3 Credit hours: 72

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. Detailed program description:

Current Program	Proposed Program
Catalog Description – Current	Catalog Description - New
The business data analytics major requires 72 semester hours and is designed to prepare students for professional careers using a data analytics focused approach to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information systems and services for use in organizational processes which is resulting in an increasing need for information workers. The business data analytics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so does the need for hybrid business technology roles. This major will help strengthen the knowledge economy in Kentucky and increase the availability of information	The business data analytics major requires 72 semester hours and is designed to prepare students for professional careers using a data analytics focused approach to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information systems and services for use in organizational processes, which is resulting in an increasing need for information workers. The business data analytics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so does the need for hybrid business technology roles. This major will help strengthen the knowledge economy in Kentucky and increase the availability of information

<p>workers critical to attracting and retaining corporate interests in the state.</p> <p>All students must take the following 45 hours of business core courses: MATH 116; ACCT 200, 201; CIS 141; ECON 202, 203, 206; CIS 243; FIN 330; MKT 220; MGT 200, 210, 314, 498 or ENT 496; ECON 306 or MGT 313.</p> <p>To gain admission to the Business Data Analytics Program, students must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 116 or higher, and COMM 145; 3. earned an overall WKU GPA of 2.5 or above; 4. achieved a GPA of 2.5 or above in the following six classes: ACCT 201, CIS 141, ECON 203, ECON 206, MATH 116 or higher, and COMM 145. <p>Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.</p> <p>Students must take the following 27 hours: Business Data Analytics core courses BI 310, 320, 330, 410, 420, 430 and 9 hours of approved business and technology electives.</p>	<p>workers critical to attracting and retaining corporate interests in the state.</p> <p>All students must take the following 45 hours of business core courses: MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610; ACCT 200, 201; CIS 141; ECON 202, 203, 206; CIS 243; FIN 330; MKT 220; MGT 200, 210, 314, 498 or ENT 496; ECON 306 or MGT 313.</p> <p>To gain admission to the Business Data Analytics Program, students must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145; 3. earned an overall WKU GPA of 2.5 or above; 4. achieved a GPA of 2.5 or above in the following six classes: ACCT 201, CIS 141, ECON 203, ECON 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145. <p>Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.</p> <p>Students must take the following 27 hours: Business Data Analytics core courses BI 310, 320, 330, 410, 420, 430 and 9 hours of approved business and technology electives.</p>
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4. Rationale for the proposed program change:

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our

college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. Proposed term for implementation and special provisions (if applicable):

Fall 2018

6. Dates of prior committee approvals:

Department of <u>Information Systems</u>	<u>August 18, 2017</u>
Gordon Ford College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Economics Department
Proposal to Revise a Program
(Action Item)**

Contact Person: Cathy Carey, cathy.carey@wku.edu, 745-8858

1. Identification of Program:

- 1.1 Current program reference number: 724P(seeking admission)
724 (officially admitted)
- 1.2 Current program title: Major in Business Economics
- 1.3 Credit hours: 73

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program. Further reference to Math 116, Math 119, and ECON 464 in the catalog description needed to be deleted.

3. Detailed program description:

Current Program	Proposed Program
<p>To gain admission to the Business Economics program, students must have:</p> <ul style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 116 or higher, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5. <p>Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.</p>	<p>To gain admission to the Business Economics program, students must have:</p> <ul style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5. <p>Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper division courses to 12 hours prior to admission.</p>

Catalog Description - Current	Catalog Description - New
<p>The major in business economics requires a total of 120 credit hours with 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Business economics majors must complete ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, COMM 145, CIS 243, FIN 330, MGT 200, 210, 314 and 498 and MKT 220. Required courses in economics include: ECON 302, 303, 306 or 307, 414 and 499; and either ECON 465 or ECON 480; fifteen hours of 300 or 400 level economics electives; and an approved 3-hour upper-division business elective. Either MATH 116, MATH 119 or ECON 464 must be completed. No minor or second major is required.</p> <p>To gain admission to the Business Economics Program, students must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, MATH 116 or higher and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5. 	<p>The major in business economics requires a total of 120 credit hours with 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Business economics majors must complete ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, COMM 145, CIS 243, FIN 330, MGT 200, 210, 314 and 498 and MKT 220. Required courses in economics include: ECON 302, 303, 306 or 307, 414 and 499; and either ECON 465 or ECON 480; fifteen hours of 300 or 400 level economics electives; and an approved 3-hour upper-division business elective. No minor or second major is required.</p> <p>To gain admission to the Business Economics Program, students must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203 and 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; and 3. earned a minimum overall GPA of 2.5.

- 4. Rationale for the proposed program change:**
 Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college’s emphasis on applied business education, the applied math better fits with the strategic direction of the college.
- 5. Proposed term for implementation and special provisions (if applicable):**
 Fall 2018

6. Dates of prior committee approvals:

Department of Economics	<u>September 1, 2017</u>
GFCB College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	11/14/17_____
University Senate	_____

**Gordon Ford College of Business
Economics Department
Proposal to Revise a Program
(Action Item)**

Contact Person: Cathy Carey, cathy.carey@wku.edu, 745-6401

1. Identification of Program:

- 1.4 Current program reference number: 638P(seeking admission)
638 (officially admitted)
- 1.5 Current program title: Major in Economics
- 1.6 Credit hours: 73

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program. Further reference to Math 116, Math 119, and ECON 464 in the catalog description needed to be deleted.

3. Detailed program description:

Catalog Description - Current	Catalog Description - New
<p>The major in economics requires a total of 120 credit hours of coursework with 37 hours in economics and leads to a Bachelor of Arts degree. The program requires completion of a second major or a minor. All majors must complete a 19-hour core composed of ECON 202, ECON 203, ECON 206, ECON 302, ECON 303, ECON 465 or ECON 480, and ECON 499. Either MATH 116, MATH 119 or ECON 464 must be completed. The remaining 12 hours for completing the major may be selected from other 300 and 400 level economics courses. In addition, students must complete CIS 141, MATH 116 (or higher), and COMM 145, MATH 116 and COMM 145 may be applied toward general education requirements. Refer to the sample schedule above. Admission to the economics major</p>	<p>The major in economics requires a total of 120 credit hours of coursework with 37 hours in economics and leads to a Bachelor of Arts degree. The program requires completion of a second major or a minor. All majors must complete a 19-hour core composed of ECON 202, ECON 203, ECON 206, ECON 302, ECON 303, ECON 465 or ECON 480, and ECON 499. Either MATH 116, MATH 119 or ECON 464 must be completed. The remaining 12 hours for completing the major may be selected from other 300 and 400 level economics courses. In addition, students must complete CIS 141, MATH 116 (or higher) MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145., MATH 116 and COMM 145 may be applied toward general education requirements.</p>

<p>requires (1) the completion of MATH 116 (or higher), ECON 202, ECON 203, and ECON 206 and CIS 141 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 semester hours with a minimum GPA of 2.0; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).</p>	<p>Refer to the sample schedule above. Admission to the economics major requires (1) the completion of MATH 116 (or higher) MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, ECON 202, ECON 203, and ECON 206 and CIS 141 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 semester hours with a minimum GPA of 2.0; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).</p>
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4. **Rationale for the proposed program change:**
 Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. **Proposed term for implementation and special provisions (if applicable):**
 Fall 2018

6. **Dates of prior committee approvals:**

Department of Economics	<u>September 1, 2017</u>
GFCB College Curriculum Committee	<u>October 16, 2017</u>
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Management Department
Proposal to Revise a Program
(Action Item)**

Contact Person: Paula Potter (Paula.Potter@wku.edu), 745-2913

1. Identification of Program:

- 1.7 Current program reference number: 542P (seeking admission)
542 (officially admitted)
- 1.8 Current program title: Major in Entrepreneurship
- 1.9 Credit hours: 70

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. Detailed program description:

Current Program	Proposed Program
<p>The major in entrepreneurship requires 70 hours of professional and elective courses and leads to a Bachelor of Science degree. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth firm, to be leaders in social or non-profit activities, and to be corporate “intrapreneurs” if employed in larger</p>	<p>The major in entrepreneurship requires 70 hours of professional and elective courses and leads to a Bachelor of Science degree. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth firm, to be leaders in social or non-profit activities, and to be corporate “intrapreneurs” if employed in larger</p>

<p>firms. Students must take the following required courses for the major: ACCT 200, 201, CIS 141, ECON 202, 203, 206, CIS 243, FIN 330, MKT 220, MGT 200, 210, 313, 314, ENT 496, MGT 305 or MATH 119, ENT 312, FIN 441, MKT 427, ENT 380. Students must also select six hours of entrepreneurship electives from any 300- or 400-level entrepreneurship course. In addition, two additional courses must be selected and approved by the Management Department Chair that customizes the entrepreneurial interest area of the student. These two courses may come from the following list; however, the courses could also be from any discipline on campus that strengthens that student's specific interest in entrepreneurship: ECON 414, MKT 323, 325, 328, 329, MGT 311, 333. Students also must complete one hour of MGT 499.</p> <p>To gain admission to the Entrepreneurship program, students must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 116 or higher, MGT 210, and COMM 145; 3. earned a minimum overall GPA of 2.5; 4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better). 	<p>firms. Students must take the following required courses for the major: ACCT 200, 201, CIS 141, ECON 202, 203, 206, CIS 243, FIN 330, MKT 220, MGT 200, 210, 313, 314, ENT 496, MGT 305 or MATH 119, ENT 312, FIN 441, MKT 427, ENT 380. Students must also select six hours of entrepreneurship electives from any 300- or 400-level entrepreneurship course. In addition, two additional courses must be selected and approved by the Management Department Chair that customizes the entrepreneurial interest area of the student. These two courses may come from the following list; however, the courses could also be from any discipline on campus that strengthens that student's specific interest in entrepreneurship: ECON 414, MKT 323, 325, 328, 329, MGT 311, 333. Students also must complete one hour of MGT 499.</p> <p>To gain admission to the Entrepreneurship program, students must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, MGT 210, and COMM 145; 3. earned a minimum overall GPA of 2.5; 4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better).
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4. Rationale for the proposed program change:

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class, which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class.

Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. Proposed term for implementation and special provisions (if applicable):
Fall 2018

6. Dates of prior committee approvals:

Department of Management	<u>August 15, 2017</u>
GFCB College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	<u>_11/14/17_____</u>
University Senate	<u>_____</u>

**Gordon Ford College of Business
Finance Department
Proposal to Revise A Program
(Action Item)**

Contact Person: Indudeep Chhachhi, indudeep.chhachhi@wku.edu, 745-2928

1. Identification of program:

- 1.5 Current program reference number: 664P (seeking admission)
664 (officially admitted)
- 1.6 Current program title: Major in Finance
- 1.7 Credit hours: 73/79

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. Detailed program description:

Current Program	Proposed Program
<p>The undergraduate finance program offers two areas of concentration within the major: 1) Financial Management and (2) Financial Planning. Finance majors must earn a minimum grade point average of 2.0 in 300 and 400 level finance courses. In addition, finance majors must earn a “C” or better in FIN 330 and FIN 332. All finance majors will be required to participate in career readiness preparation in FIN 300. The financial management concentration requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree. No minor or second major is required or prohibited.</p> <p>The Financial Management concentration deals with the acquisition and use of funds to maximize the value of the firm. Financial managers make decisions about alternative</p>	<p>The undergraduate finance program offers two areas of concentration within the major: 1) Financial Management Business Finance and (2) Personal Financial Planning. Finance majors must earn a minimum grade point average of 2.0 in 300 and 400 level finance courses. In addition, finance majors must earn a “C” or better in FIN 330 and FIN 332. All finance majors will be required to participate in career readiness preparation in FIN 300. The financial management Business Finance concentration requires 73 hours of professional and elective courses and leads to a Bachelor of Science degree. No minor or second major is required or prohibited.</p> <p>The Financial Management Business Finance concentration deals with the acquisition and use of funds to maximize the value of the</p>

sources and uses of funds. Proper financial management within the firm will help the business to provide better products at reasonable prices to its customers and greater returns to the investors who supply the capital needed to form and then operate the business. Students must take the following courses: ACCT 200, ACCT 201, CIS141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, FIN 332, FIN 433, FIN 436, FIN 437, FIN 438, and FIN 439 or FIN 449. Students must take 3 additional hours from either FIN 435 or MKT 323, MKT 325 or ACCT 300, ACCT 330, ACCT 430, ACCT 440. In addition, students must take 6 hours of upper level finance electives as well as an additional 3 hours of business electives.

The financial planning concentration requires 79 hours of professional and elective courses and leads to a Bachelor of Science degree. The financial planning concentration deals with the process of developing comprehensive financial plans for individuals. Financial planners help individuals determine financial goals and objectives and the best strategies for obtaining these goals. The rapid growth of multi-income families in the U.S. has placed more and more people in a position of need to apply sophisticated financial planning techniques to their personal economic affairs. As a result, one of the fastest growing career paths in the financial services industry is financial planning, and the Certified Financial Planner® (CFP) designation has become the most widely recognized financial planning credential among consumers.

The financial planning concentration is registered with the Certified Financial Planner Board of Standards in Denver, CO. We are one of only four registered universities in the state of Kentucky! This registration confers a special advantage on our graduates. Upon completion of our CFP® board certified

firm. ~~Business finance~~ **Finance** managers make decisions about alternative sources and uses of funds. Proper financial management within the firm will help the business to provide better products at reasonable prices to its customers and greater returns to the investors who supply the capital needed to form and then operate the business. Students must take the following courses: ACCT 200, ACCT 201, CIS141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, FIN 332, FIN 433, FIN 436, FIN 437, FIN 438, and FIN 439 or FIN 449. Students must take 3 additional hours from either FIN 435 or MKT 323, MKT 325 or ACCT 300, ACCT 330, ACCT 430, ACCT 440. In addition, students must take 6 hours of upper level finance electives as well as an additional 3 hours of business electives.

~~The financial planning~~ **Personal Financial Planning** concentration requires 79 hours of professional and elective courses and leads to a Bachelor of Science degree. The **Personal financial planning** **Financial Planning** concentration deals with the process of developing comprehensive financial plans for individuals. Financial planners help individuals determine financial goals and objectives and the best strategies for obtaining these goals. The rapid growth of multi-income families in the U.S. has placed more and more people in a position of need to apply sophisticated financial planning techniques to their personal economic affairs. As a result, one of the fastest growing career paths in the financial services industry is financial planning, and the Certified Financial Planner® (CFP) designation has become the most widely recognized financial planning credential among consumers.

~~The financial planning~~ **Personal Financial Planning** concentration is registered with the Certified Financial Planner Board of Standards in Denver, CO. We are one of only four registered universities in the state of

<p>program, students are allowed to sit for the CFP® Certification Examination.</p> <p>Western Kentucky University does not certify individuals to use the CFP®, Certified Financial Planner™, and CFP (with flame logo)®, certification marks. The CFP certification is granted only by the Certified Financial Planner Board of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements.</p> <p>The Certified Financial Planner Board of Standards Inc. owns the marks CFP®, Certified Financial Planner™, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements.</p> <p>Students must take the following classes: ACCT 200, ACCT 201, CIS 141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, ACCT 330, FIN 331, FIN 332, FIN 350, FIN 437, FIN 438, FIN 444, FIN 445, FIN 450, and FIN 439 or FIN 449. In addition, students must take 3 hours of upper level finance electives and 3 hours of approved business electives.</p> <p>When planning a program of study in this department, each student should be aware of the University’s academic requirements and regulations contained in this catalog in the chapter “Academic Information.” Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) Colonnade Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.</p>	<p>Kentucky! This registration confers a special advantage on our graduates. Upon completion of our CFP® board certified program, students are allowed to sit for the CFP® Certification Examination.</p> <p>Western Kentucky University does not certify individuals to use the CFP®, Certified Financial Planner™, and CFP (with flame logo)®, certification marks. The CFP certification is granted only by the Certified Financial Planner Board of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements.</p> <p>The Certified Financial Planner Board of Standards Inc. owns the marks CFP®, Certified Financial Planner™, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements.</p> <p>Students must take the following classes: ACCT 200, ACCT 201, CIS 141, CIS 243, ECON 202, ECON 203, ECON 206, FIN 300, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, ENT 496 or MGT 498, ECON 307, ACCT 330, FIN 331, FIN 332, FIN 350, FIN 437, FIN 438, FIN 444, FIN 445, FIN 450, and FIN 439 or FIN 449. In addition, students must take 3 hours of upper level finance electives and 3 hours of approved business electives.</p> <p>When planning a program of study in this department, each student should be aware of the University’s academic requirements and regulations contained in this catalog in the chapter “Academic Information.” Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) Colonnade Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic</p>
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<p>Students majoring in a program in this department may refer to the Gordon Ford College of Business introductory section for sample course schedules for the freshman and sophomore years.</p> <p>To gain admission to the Finance Program, student must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH 116 or higher, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; 3. a minimum overall GPA of 2.5. 4. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper-division courses to 12 hours prior to admission. 	<p>regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.</p> <p>Students majoring in a program in this department may refer to the Gordon Ford College of Business introductory section for sample course schedules for the freshman and sophomore years.</p> <p>To gain admission to the Finance Program, a student must have:</p> <ol style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and ACCT 201, CIS 141, ECON 202, ECON 203, and ECON 206, MATH 116 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above; 3. a minimum overall GPA of 2.5. 4. Students with lower than a 2.5 grade point average that includes 12 hours of upper-division business courses will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating. Repeating a course will not be considered to violate the enrollment policy restricting upper-division courses to 12 hours prior to admission.
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4. Rationale for the proposed program change:

- Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college’s emphasis on applied business education, the applied math better fits with the strategic direction of the college.
- Name changes to the two programs of study in the department are more descriptive of the differences between the two tracks, that is, Business Finance and Personal Financial Planning.

**Gordon Ford College of Business
Management Department
Proposal to Revise A Program
(Action Item)**

Contact Person: Paula Potter, paula.potter@wku.edu, 270-745-2913

1. Identification of program:

- 1.8 Current program reference number: 569, 569P
- 1.9 Current program title: Major in International Business
- 1.10 Credit hours: 73

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. Detailed program description:

Current	Proposed
<p>To gain admission to the International Business program, students must have:</p> <ul style="list-style-type: none"> • earned a minimum of 60 hours; • completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 116 or higher, MGT 210, and COMM 145; • earned a minimum overall GPA of 2.5; • earned a minimum GPA of 2.5 om the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a “C” or better). 	<p>To gain admission to the International Business program, students must have:</p> <ul style="list-style-type: none"> • earned a minimum of 60 hours; • completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, MGT 210, and COMM 145; • earned a minimum overall GPA of 2.5; • earned a minimum GPA of 2.5 om the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a “C” or better).

4. Rationale for the proposed program change:

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level

quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. Proposed term for implementation and special provisions (if applicable): Fall 2018

6. Dates of prior committee approvals:

Department of Management	<u>August 15, 2017</u>
GFCB College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Management Department
Proposal to Revise a Program
(Action Item)**

Contact Person: Paula Potter (Paula.Potter@wku.edu), 745-2913

1. Identification of Program:

- 1.10 Current program reference number: 723P (seeking admission)
723 (officially admitted)
- 1.11 Current program title: Major in Management
- 1.12 Credit hours: 73

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. Detailed program description:

Current Program	Proposed Program
<p>To gain admission to the Gordon Ford College Management program, students must have:</p> <ul style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MGT 210, MATH 116 or higher, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above;; 3. earned a minimum overall GPA of 2.5; 4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better). 	<p>To gain admission to the Management program, students must have:</p> <ul style="list-style-type: none"> 1. earned a minimum of 60 hours; 2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MGT 210, MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610, and COMM 145 with a minimum grade point average of 2.5 in the courses listed above;; 3. earned a minimum overall GPA of 2.5; 4. earned a minimum GPA of 2.5 in the following courses: ACCT 200, ECON 202, ECON 206, CIS 141, COMM 145, and MGT 210 (must have a C or better).

4. Rationale for the proposed program change:

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college's emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. Proposed term for implementation and special provisions (if applicable):

Fall 2018

6. Dates of prior committee approvals:

Department of Management	<u>August 15, 2017</u>
GFCB College Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	_____

**Gordon Ford College of Business
Department of Marketing
Proposal to Revise a Program
(Action Item)**

Contact Person: Dr. Patricia Todd, patricia.todd@wku.edu, 745-2334

1. Identification of program:

- 1.11 Current program reference number: 720P (Seeking Admission)
720 (Admitted)
- 1.12 Current program title: Marketing
- 1.13 Credit hours: 73

2. Identification of the proposed program changes:

Change the math admission requirement for the program to reflect the new Math 123, Mathematical Applications in Business. Further, we want students who have credit for calculus or have Math ACT 26+ or Math SAT 610+ to be able to use those for admission to the program.

3. Detailed program description:

Current Admission Standards	Proposed New Admission Standards
ACCT 200	ACCT 200
ACCT 201	ACCT 201
CIS 141	CIS 141
ECON 202	ECON 202
ECON 203	ECON 203
ECON 206	ECON 206
MATH 116 (or higher)	MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610
COMM 145	COMM 145
MKT 220	MKT 220
To be admitted to the Marketing program (720), a student must: <ul style="list-style-type: none"> a. have completed 60 hours, b. successfully complete the nine Marketing admission courses, c. achieve an overall GPA of 2.5 or above, d. achieve a GPA of 2.5 or above in the following six classes: ACCT 200, CIS 141, ECON 202 and 206, COMM 145, and MKT 220. 	To be admitted to the Marketing program (720), a student must: <ul style="list-style-type: none"> a. have completed 60 hours, b. successfully complete the nine Marketing admission courses, c. achieve an overall GPA of 2.5 or above, d. achieve a GPA of 2.5 or above in the following six classes: ACCT 200, CIS 141, ECON 202 and 206, COMM 145, and MKT 220.
Catalog Description – Current	Catalog Description - New
The major in marketing requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors	The major in marketing requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors

<p>must earn a “C” or better in all Marketing classes (MKT prefix) used as a part of the major on the degree program. Transfer marketing classes with a grade lower than a “C” will not count towards the Marketing major. No minor or second major is required, although approved minors inside and outside the Gordon Ford College of Business are permitted and encouraged.</p> <p>To be admitted to the Marketing program (720), a student must:</p> <ol style="list-style-type: none"> have completed 60 hours; complete (pass) the nine Marketing admissions core courses which consist of ACCT 200 and 201; ECON 202, 203, and 206; CIS 141; COMM 145; MATH 116 (or higher) and MKT 220; the student must have an overall GPA of 2.5 or higher; the student must also have a GPA of 2.5 or higher in the following six classes: ACCT 200; CIS 141; ECON 202; ECON 206; COMM 145; and MKT 220. <p>In addition to these classes, Marketing majors must also complete the remainder of the Gordon Ford College of Business core consisting of CIS 243; ECON 306; FIN 330; and MGT 200, 210, 314, and 498.</p> <p>All marketing majors must take the following required courses: MKT 321, 325, 421, and 422; and MGT 361 or ENG 306.</p> <p>For the Strategic Marketing concentration (MKGM), a student must also take MKT 322, 328, or 331; MKT 327 or 423; plus two additional marketing electives and one professional elective.</p> <p>For the Sales concentration (MKSA), a student must also take MKT 329, 424, and 425, plus one additional marketing elective and one professional elective.</p> <p>For the Social Media Marketing concentration (MKSM), a student must also take MKT 322, 328, and 331, plus one additional marketing elective and one professional elective or JOUR 344.</p>	<p>must earn a “C” or better in all Marketing classes (MKT prefix) used as a part of the major on the degree program. Transfer marketing classes with a grade lower than a “C” will not count towards the Marketing major. No minor or second major is required, although approved minors inside and outside the Gordon Ford College of Business are permitted and encouraged.</p> <p>To be admitted to the Marketing program (720), a student must:</p> <ol style="list-style-type: none"> have completed 60 hours; complete (pass) the nine Marketing admissions core courses which consist of ACCT 200 and 201; ECON 202, 203, and 206; CIS 141; COMM 145; MATH 123 or any calculus class or a Math ACT of at least 26 or a Math SAT of at least 610 and MKT 220; the student must have an overall GPA of 2.5 or higher; the student must also have a GPA of 2.5 or higher in the following six classes: ACCT 200; CIS 141; ECON 202; ECON 206; COMM 145; and MKT 220. <p>In addition to these classes, Marketing majors must also complete the remainder of the Gordon Ford College of Business core consisting of CIS 243; ECON 306; FIN 330; and MGT 200, 210, 314, and 498.</p> <p>All marketing majors must take the following required courses: MKT 321, 325, 421, and 422; and MGT 361 or ENG 306.</p> <p>For the Strategic Marketing concentration (MKGM), a student must also take MKT 322, 328, or 331; MKT 327 or 423; plus two additional marketing electives and one professional elective.</p> <p>For the Sales concentration (MKSA), a student must also take MKT 329, 424, and 425, plus one additional marketing elective and one professional elective.</p> <p>For the Social Media Marketing concentration (MKSM), a student must also take MKT 322, 328,</p>
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	and 331, plus one additional marketing elective and one professional elective or JOUR 344.
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4. Rationale for the proposed program change:

Math 123, Mathematical Applications for Business, was approved through the appropriate course approval process during the last academic year. The Math Department has offered a special section(s) of the class as Math 116 restricted for business majors for several semesters to help our college determine if a movement from the more theoretical College Algebra to a more applied Math class, which covers materials ranging between algebra, probability, statistics, and differential calculus. Empirical evidence suggests that academic performances in our upper level quantitative courses are superior for students who have taken the applied business math class. Further, with our college’s emphasis on applied business education, the applied math better fits with the strategic direction of the college.

5. Proposed term for implementation and special provisions (if applicable): Fall 2018

6. Dates of prior committee approvals:

Marketing Department	<u>September 1, 2017</u>
GFCB Curriculum Committee	<u>September 25, 2017</u>
Undergraduate Curriculum Committee	11/14/17_____
University Senate	_____

Proposal Date: 9/11/2017

**College of Health and Human Services
Department of Public Health
Proposal to Revise A Program
(Action Item)**

Contact Person: Grace Lartey, PhD, grace.lartey@wku.edu, 270-745-3941

1. Identification of program:

- 1.14 Current program reference number: 521
- 1.15 Current program title: Bachelor of Science in Public Health
- 1.16 Credit hours: 70

2. Identification of the proposed program changes:

Adding electives

3. Detailed program description:

Current Program		New Program	
<p>The program in public health consists of a core of 58 credit hours of coursework and 12 hours of electives for a total of 70 hours in the major.</p> <p>Core Requirements (58 hours) Required courses in the core are: BIOL 131, BIOL 207 & BIOL 208; CHEM 109; MATH 115 or higher Applied College Algebra; PH 100, SFTY 171, PH 261, PH 381, PH 383, PH 384, PH 385, PH 483, PH 490; PSY 100 / PSYS 100 OR PSY/PSYS 220 OR SOCL 100; and COMM 145.</p> <p>Requirements for Seeking Admission (reference number 521P): 24 hours including COMM 145, PH 100 and PSY 100 / PSYS 100 OR PSY/PSYS 220 OR SOCL 100; with an overall GPA of 2.0 or better.</p>		<p>The program in public health consists of a core of 58 credit hours of coursework and 12 hours of electives for a total of 70 hours in the major.</p> <p>Core Requirements (58 hours) Required courses in the core are: BIOL 131, BIOL 207 & BIOL 208; CHEM 109; MATH 115 or higher Applied College Algebra; PH 100, SFTY 171, PH 261, PH 381, PH 383, PH 384, PH 385, PH 483, PH 490; PSY 100 / PSYS 100 OR PSY/PSYS 220 OR SOCL 100; and COMM 145.</p> <p>Requirements for Seeking Admission (reference number 521P): 24 hours including COMM 145, PH 100 and PSY 100 / PSYS 100 OR PSY/PSYS 220 OR SOCL 100; with an overall GPA of 2.0 or better.</p>	

Requirements for Admission (reference number 521): 30 hours including the above courses plus BIOL 131 and CHEM 109 with an overall GPA of 2.3 or better.		Requirements for Admission (reference number 521): 30 hours including the above courses plus BIOL 131 and CHEM 109 with an overall GPA of 2.3 or better.	
Core Requirements (58 hours)		Core Requirements (58 hours)	
BIOL 131 Human Anatomy & Phys	4	BIOL 131 Human Anatomy & Phys	4
BIOL 207 Gen. Microbiology	3	BIOL 207 Gen. Microbiology	3
BIOL 208 Gen. Microbiology Lab	1	BIOL 208 Gen. Microbiology Lab	1
CHEM 109 Chem for the Hlth Sci	4	CHEM 109 Chem for the Hlth Sci	4
MATH 115 or higher Applied College Algebra	3	MATH 115 or higher Applied College Algebra	3
PH 100 Personal Health	3	PH 100 Personal Health	3
SFTY 171 Safety & First Aid	1	SFTY 171 Safety & First Aid	1
PH 261 Foundations of Hlth Educ.	3	PH 261 Foundations of Hlth Educ.	3
PH 381 Community Health	3	PH 381 Community Health	3
PH 383 Biostatistics Hlth Sci	3	PH 383 Biostatistics Hlth Sci	3
PH 384 Intro to Epidemiology	3	PH 384 Intro to Epidemiology	3
PH 385 Environmental Health	3	PH 385 Environmental Health	3
PH 483 Admin. Hlth Programs	3	PH 483 Admin. Hlth Programs	3
PH 490 Internship	3-6	PH 490 Internship	3-6
PSY/PSYS 100 Intro to Psyc. OR PSY/PSYS 220 Intro Life. Dev. Psyc. OR SOCL 100 Intro. Socl.	3	PSY/PSYS 100 Intro to Psyc. OR PSY/PSYS 220 Intro Life. Dev. Psyc. OR SOCL 100 Intro. Socl.	3
COMM 145 Fund of Pub. Speak. & Comm.	3	COMM 145 Fund of Pub. Speak. & Comm.	3
ENV 460 Environmental Mgmt	3	ENV 460 Environmental Mgmt	3
PH 484 Community Organization	3	PH 484 Community Organization	3
PH 485 Methods Comm. Hlth Ed	3	PH 485 Methods Comm. Hlth Ed	3
Total	58	Total	58
Electives: An additional 12 hours must be selected with advisor approval. Six of these hours have to be upper division.		Electives: An additional 12 hours must be selected with advisor approval. Six of these hours have to be upper division.	
BIOL 315 Ecology	3	BIOL 315 Ecology	3
CHEM 314 Intro Organic Chem.	5	CHEM 314 Intro Organic Chem.	5
CHEM 330 Quantitative Analysis	5	CHEM 330 Quantitative Analysis	5
ENV 280 Intro to Env. Science	3	ENV 280 Intro to Env. Science	3
ENV 321 Fund. Indus. Hygiene	3	ENV 321 Fund. Indus. Hygiene	3
ENV 323 Fund. Indus. Hygiene Lab	1	ENV 323 Fund. Indus. Hygiene Lab	1
ENV 360 Air Pollution Control	3	ENV 360 Air Pollution Control	3
ENV 365 Air Pollution Control Lab	1	ENV 365 Air Pollution Control Lab	1
ENV 375 Intro Water Resources	3	ENV 375 Intro Water Resources	3
ENV 380 Prin. Env. Toxicology	3	ENV 380 Prin. Env. Toxicology	3
ENV 410 Water Treat. Processes	3	ENV 410 Water Treat. Processes	3
ENV 411 Water Treat. Process. Lab	1	ENV 411 Water Treat. Process. Lab	1
ENV 430 Radiological Health	3	ENV 430 Radiological Health	3
ENV 474 Env. Risk Assessment	3	ENV 474 Env. Risk Assessment	3

ENV 480 Haz. & Sol. Waste Mgmt	3	ENV 480 Haz. & Sol. Waste Mgmt	3
ENV 490 Food Safety	3	ENV 490 Food Safety	3
GEOG 310 Global Hydrology	3	GEOG 310 Global Hydrology	3
AH 290 Medical Terminology OR HIM 290 Medical Terminology	2	AH 290 Medical Terminology OR HIM 290 Medical Terminology	2
SFTY 270 General Safety	3	SFTY 270 General Safety	3
HMD 211 Human Nutrition	3	HMD 211 Human Nutrition	3
HCA 340 Hlth Care Org. & Mgmt	3	HCA 340 Hlth Care Org. & Mgmt	3
HCA 347 Inter. Comp. Hlth Sys	3	HCA 347 Inter. Comp. Hlth Sys	3
HCA 459 Global Hlth Service Learn.	3	HCA 459 Global Hlth Service Learn.	3
LEAD 200 Intro Leadership Studies	3	LEAD 200 Intro Leadership Studies	3
LEAD 300 Leadership Theory & App	3	LEAD 300 Leadership Theory & App	3
LEAD 325 Leading Change	3	LEAD 325 Leading Change	3
LEAD 330 Leadership Ethics & Dec. Making	3	LEAD 330 Leadership Ethics & Dec. Making	3
PS 338 Govt & Ethics	3	PS 338 Govt & Ethics	3
PS 440 Elements of Public Admin	3	PS 440 Elements of Public Admin	3
SOCL 260 Ethnic & Race Relations	3	SOCL 260 Ethnic & Race Relations	3
SOCL 270 Intro Community, Environment & Development	3	SOCL 270 Intro Community, Environment & Development	3
SOCL 350 Systems of Social Inequality	3	SOCL 350 Systems of Social Inequality	3
SOCL 360 The Community in Rural & Urban Settings	3	SOCL 360 The Community in Rural & Urban Settings	3
SOCL 362 Social Institutions of Race, Class & Gender	3	SOCL 362 Social Institutions of Race, Class & Gender	3
SOCL 375 Diversity in American Society	3	SOCL 375 Diversity in American Society	3
SOCL 376 Sociology of Globalization		SOCL 376 Sociology of Globalization	
SOCL 260 Ethnic & Race Relations	3	SOCL 260 Ethnic & Race Relations	3
STAT 330 Intro to Statistical Software (Stats prerequisite) PH-383	3	STAT 330 Intro to Statistical Software (Stats prerequisite) PH-383	3
SWRK 101 Found of Human Services	3	SWRK 101 Found of Human Services	3
		PH 365 Human Sexuality	3
		PH 382 Peer Health Education	3
		PH 390 Wellness & Fitness Assess.	3
		PH 402 Worksite Hlth Prom.	3
		PH 443 Health and Aging	3
		PH 444 Death, Dying and Bereave.	3
		PH 447 Human Values & Hlth Science	3
		PH 456 Ind.Study Hlth & Sfty	1-3
		PH 464 Women's Health	3
		PH 467 Drug Abuse Education	3
		PH 468 Sexuality Education	3
Total	70	Total	70

4. **Rationale for the proposed program change:** The additional electives were not added to the elective list during the BSPH program revision last spring. With the deletion of program concentrations last year, these courses were intended to be added to the list of electives.

5. **Proposed term for implementation:** Fall 2018

6. **Dates of prior committee approvals:**

Department of Public Health	<u>9/22/2017</u>
CHHS Undergraduate Curriculum Committee	<u>10/20/2017</u>
Undergraduate Curriculum Committee	<u>11/14/17</u>
University Senate	<u></u>

**University College
School of University Studies
Proposal to Create a New Course
(Action Item)**

Contact Person: Dr. Anne Heintzman, anne.heintzman@wku.edu, 270-745-2966

1. Identification of proposed course:

- 1.17 Course prefix (subject area) and number: SUS 215
- 1.18 Course title: Makerspace Literacies
- 1.19 Abbreviated course title: Makerspace Literacies
- 1.20 Credit hours: 3 Variable credit (yes or no)
- 1.21 Grade type: letter
- 1.22 Prerequisites/corequisites: none
- 1.23 Course description: An introductory course offering applied experience in current creative tools and technologies such as 3D printing, CNC routing, simple programming, robotics, and associated applied mathematics, this course is designed to develop student leadership (inclusion, diversity, teamwork), basic tool and shop safety (hand and small power tools/CNC machines), and introduce students to basic understanding and application of CNC technologies (3D printing, CNC router, laser and vinyl cutters), basic design concepts and familiar with current appropriate free software. Students will work individually and in teams to source materials, design and develop unique projects. Some semesters may include service learning such that students will participate in organized community and/or academic presentations.

2. Rationale:

- 2.1 Reason for developing the proposed course: Incoming students on South Campus are often undeclared and/or underprepared. This course will offer broad experience designed to encourage further exploration in areas of student interest. It will be taught in the WKU Makerspace on South Campus to encourage and formalize the learning of digital literacies and applied math skills increasingly relevant to a wide-variety of majors and careers.
- 2.2 Projected enrollment in the proposed course: 30
- 2.3 Relationship of the proposed course to courses now offered by the department: SUS offers no similar courses. However, in Spring 2017, UCC 176 (a variable topic support course) was used to pilot a similar 1-credit course with 9 students.
- 2.4 Relationship of the proposed course to courses offered in other departments:

There are no similar courses offered at WKU. This course draws on simplified bits and pieces of advanced, mostly major-specific courses across the curriculum, and will serve as an entry-level exploration. Some courses with much more advanced, yet similar themes are listed below:

AMS: Varied 100-200-level courses that provide introduction to manufacturing technologies, including technical graphics, architectural graphics, wood products, CAD and CNC machinery. AMS courses go into much more depth and are potential connector courses for students to follow discovered interests.

CIS 141 covers basic computer literacy, a component of this new course. However, our focus is on computers as extensions of design tools such as vinyl cutters, 3D printers and CNC routers.

LME offers several senior-level courses in educational technology that are much more advanced and discipline-specific.

2.5 Relationship of the proposed course to courses offered in other institutions:

Benchmark and/or regional institutions offer discipline-specific upper-level courses in technology similar to WKU's. Institutions with active Makerspaces offer courses and workshops and sometimes certificates in technologies such as 3D design, printing and making. These are predominantly upper-level classes.

University of Illinois offers a Digital Maker Certificate through two classes: Digital Maker and Making Things, 300-level courses that immerse students in 3D design, printing and hands-on "making" experience.

Kentucky State University offers CIT 208, a Computer Aided Drafting. Familiarization with contemporary CAD systems, covering basic theory and applications, including industry's conversion to CAD. Prior computer experience is beneficial but not required.

The proponent of this course attended the 2nd annual International Symposium on Academic Makerspaces at Case Western Reserve University in September 2017. Most academic makerspaces offer several kinds of courses for academic credit, sometimes stand alone and sometimes partnered with a variety of departments. This course is a basic step in academic makerspace development in line with other major institutions across the nation.

3. Discussion of proposed course:

3.1 Schedule type: A-Applied Learning

3.2 Learning Outcomes:

Upon completion of this course, students shall be able to

- demonstrate understanding of basic safety and tool procedures appropriate for workspaces and laboratories
- participate competently in an inclusive safe space
- produce individual and team projects showing basic competency in common makerspace technologies
- achieve basic understanding of applied math concepts
- apply design-level thinking to meet needs and/or solve problems
- improve soft skills such as leadership, communication, teamwork, self-motivation, time management, creativity and problem-solving
- participate in and develop an understanding of organized community displays of “maker” literacies

3.3 Content outline:

- i. Introduction to literacies of the Maker movement: making, safety, basic tool use, design, building techniques, coding, applied math, 3D modeling, ...
- ii. Diversities and inclusive spaces
- iii. Modules in specific literacies: basic graphics, coding, applied math, 3D modeling, and basic equipment competence
- iv. Individual physical project
- v. Team building/leadership: create collaborative physical project
- vi. Community organization: develop presentation opportunities

3.4 Student expectations and requirements: Students will be expected to attend class regularly, learn and apply the basics of course materials through a combination of applied experiences, readings, online tutorials, and guest lectures.

3.5 Tentative texts and course materials: No required textbook. Materials are already part of the functioning makerspace, such as safety and diversity training, online software tutorials for current appropriate software, and tools/materials for “making.”

4. Resources:

4.1 Library resources: none

4.2 Computer resources: sufficient classroom laptops with current appropriate software have already been acquired by the WKU Makerspace; existing computer lab room 246C is loaded with current appropriate software.

5. Budget implications:

5.1 Proposed method of staffing: current full-time instructors will staff this course

5.2 Special equipment needed: All equipment and materials are contained within the WKU Makerspace, where this course will be held. The WKU Makerspace 2017-2018 KY EPSCoR NSF grant will cover all material expenses.

5.3 Expendable materials needed: 3D printer filament, vinyl for vinyl cutter, batteries, solder and flux, fabrics, various bits, blades, and sundries.

5.4 Laboratory materials needed: South Campus computer lab 246C is already loaded with current appropriate software

6. Proposed term for implementation: Spring 2018

7. Dates of prior committee approvals:

School of University Studies

October 20, 2017

University College Curriculum Committee

October 27, 2017

Undergraduate Curriculum Committee

11/14/17

University Senate
