WKU FACULTY SENATE: February 18, 2021
UCC Report

Julia Shadoan, Senate Chair

Senate Recommendation 2021-02-03 UCC Report 1.19.21

Cheryl L Stevens

Digitally signed by Cheryl Stevens, Provost & Vice President for Academic Affairs
DN: cn=Cheryl Stevens, Provost & Vice President for Academic Affairs, o=Western Kentucky University, ou=Office of the Provost, email=cheryl.stevens@wku.edu, c=US
Date: 2021.03.22 16:08:29 -05'00'

Undergraduate Curriculum Committee
January 19, 2021

From: Liz Sturgeon, Chair

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

College of Education and Behavioral Sciences (pgs. 4-9)

Type of Action	Description of Item and Contact Information
Consent	Proposal to Revise Course Credit Hours Item: MIL 490 Contact Person: Beth Dillon Email: Bethann.dillon@wku.edu Phone: 5-4293

Ogden College of Science and Engineering (pgs. 10-28)

Type of item	**Description of Item & Contact Information**
Information	**Proposal to Revise Course Special Requirements** CE 461, Hydrology, 3 hrs. Contact: Jason Wilson, Jason.wilson@wku.edu, x2322
Information	**Proposal to Revise Course Prerequisite/Corequisites** EE 431, Introduction to Power Systems, 3 hrs. Contact: Mark Cambron, mark.cambron@wku.edu, x8868
Information	**Proposal to Revise Course Prerequisites/Corequisites** EE 479, Optoelectronics, 3 hrs. Contact: Mark Cambron, mark.cambron@wku.edu, x8868
Information	**Proposal to Revise Course Prerequisites/Corequisites** ENGR 360, Systems Dynamics and Modeling, 3 hrs. Contact: Farhad Ashrafzadeh, farhad.ashrafzadeh@wku.edu, x5877
Consent	**Proposal to Revise a Program** Ref. 318, Astronomy Minor, 20 hrs. Contact: Michael Carini, mike.carini@wku.edu, x6198
Consent	**Proposal to Revise a Program** Ref. 534P/534, Civil Engineering Pre-Major/Civil Engineering, 66 hrs Contact: Jason Wilson, Jason.wilson@wku.edu, x2322

College of Health and Human Services (pgs. 29-59)

Type of Item	Description
Consent	Create a New Course FACS 277 Development in Middle Childhood Contact; Qingfang Song, qingfang.song@wku.edu , 270-745-4229

Consent	Create a New Course SPM 320 Esports Management Contact: Dr. William Czekanski, william.czekanski@wku.edu, 270-745-4047
Consent	Create a New Certificate Program Esports Management Contact: Stacey Forsythe (Sport Management), stacey.forsythe@wku.edu, 270-745-4238; Patricia Todd (Marketing), patricia.todd@wku.edu, 270-745-2334

Potter College of Arts & Letters (pgs. 60-98)

Type of Item	Description of Item & Contact Information
Information	**Proposal to Revise Course Catalog Listing** Item: MUS 430 Music Literature Liza Kelly, liza.kelly@wku.edu, 745-2682
Information	**Proposal to Revise Course Catalog Listing** Item: PJ 333 – Lighting Technologies James Kenney, james.kenney@wku.edu 745-6307
Information	**Proposal to Revise Course Catalog Listing** Item: PJ 336 – Picture Editing James Kenney, james.kenney@wku.edu 745-6307
Information	**Proposal to Revise Course Catalog Listing** Item: PJ 433 – Advanced Short Form Documentary James Kenney, james.kenney@wku.edu 745-6307
Information	**Proposal to Revise Course Catalog Listing** Item: PJ 436 – Projects in Photojournalism James Kenney, james.kenney@wku.edu 745-6307

Type of Item	Description of Item & Contact Information
Consent	**Proposal to Create a New Course** Item: GERM 369 Identity in German Cinema Laura McGee, laura.mcgee@wku.edu, 745-2763
Consent	**Proposal to Create a New Course** Item: MUS 330 Introduction to Music as Therapy Catherine Wilson, catherine.wilson@wku.edu, 745-5925
Consent	**Proposal to Create a New Course** Item: MUS 400 Advanced Music Theory Matthew Herman, matthew.herman@wku.edu, 745-5400

Consent	**Proposal to Make Multiple Revisions to a Course** Item: PJ 131 – Introduction to Digital Photography James Kenney, james.kenney@wku.edu 745-6307
Consent	**Proposal to Make Multiple Revisions to a Course** Item: PJ 261 – Introduction to Multimedia James Kenney, james.kenney@wku.edu 745-6307
Consent	**Proposal to Make Multiple Revisions to a Course** Item: PJ 330 – Introduction to Short Form Documentary James Kenney, james.kenney@wku.edu 745-6307
Consent	**Proposal to Make Multiple Revisions to a Course** Item: PJ 334 – Picture Stories James Kenney, james.kenney@wku.edu 745-6307
Consent	**Proposal to Make Multiple Revisions to a Course** Item: PJ 432 – Photojournalism Practicum James Kenney, james.kenney@wku.edu 745-6307
Consent	**Proposal to Make Multiple Revisions to a Course** Item: PJ 439 – Advanced Studio Lighting James Kenney, james.kenney@wku.edu 745-6307
Consent	**Proposal to Revise a Program** Item: 750 – Major in Photojournalism James Kenney, james.kenney@wku.edu 745-6307
Consent	**Proposal to Revise a Program** Item: 433 – Minor in Photojournalism James Kenney, james.kenney@wku.edu 745-6307

Gordon Ford College of Business (pgs. 99-106)

Type of Item	Description of Item & Contact Information
Consent	**Create a Course** FIN334: Financial Mathematics Contact: Alex Lebedinsky, alex.lebedinsky@wku.edu, 53150

College of Education and Behavioral Sciences
Military Science
Proposal to Revise Course Credit Hours
(Action Item)

Contact Person: Name, email, phone: Beth Ann Dillon, bethann.dillon@wku.edu, 270-745-4293

1. **Identification of course:**
   1.1 Current course prefix (subject area) and number: MIL 490
   1.2 Course title: Military Leadership Seminar
   1.3 Credit hours: 1

2. **Proposed course credit hours:** variable (1-3)

3. **Rationale for the revision of course credit hours:** In addition to the current requirements for the class, students could be given the opportunity to earn three hours if they desired to participate in the peer mentorship program, to help plan the annual staff ride, and to perform other special projects. The variable hours would be either 1, 2, or 3 hours and repeatable up to a 6 credit hours

4. **Proposed term for implementation:** Fall 2021

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

Department/ Unit: Military Science	**11/11/2020**
CEBS College Curriculum Committee	**12/1/2020**
Professional Education Council (if applicable)	**NA**
General Education Committee (if applicable)	**NA**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

October 29,2020

Ogden College of Science and Engineering
School of Engineering and Applied Sciences
Proposal to Revise Course Special Requirements
(Consent Item)

Contact Person: Jason Wilson, Jason.Wilson@wku.edu, 270-745-2322

1. Identification of course:

1.1 Course prefix (subject area) and number: CE 461

1.2 Course title: Hydrology

2. Current special requirements:

Prerequisite(s): MATH 331 and CE 160 and (CE 341 or CE 342)
Corequisite(s): CE 305

3. Proposed special requirements:

Prerequisite(s): MATH 331 and CE 160 and (CE 341 or CE 342) and (CE 305 (may be taken concurrently) or STAT 301 (may be taken concurrently))

4. Rationale for the revision of special requirements:

The intention was CE 305 to be taken as a prerequisite or a corequisite. Adding STAT 301 gives students another option.

5. Effect on completion of major/minor sequence:

None

6. Proposed term for implementation:

Fall 2021

7. Dates of prior committee approvals:

School of Engineering and Applied Sciences	**11/6/2020**
Ogden College Curriculum Committee	**11/19/2020**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date:

Ogden College
School of Engineering and Applied Sciences
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Mark Cambron, mark.cambron@wku.edu, 745-8868

1. Identification of course:

1.1 Course prefix (subject area) and number: EE 431

1.2 Course title: Introduction to Power Systems

2. Current prerequisites/corequisites/special requirements:

Current prerequisites: EE 211, MATH 237, and EE 473

Current corequisites: none

3. Proposed prerequisites/corequisites/special requirements:

Proposed prerequisites: EE 211 and (EE 473 or PHYS 440)

Proposed corequisites: none

4. Rationale for the revision of prerequisites/corequisites/special requirements:

MATH 237 is a prerequisite class for EE 473 and PHYS 440. It does not need to be listed for EE 431.

Students that have successfully completed PHYS 440 will have sufficient coverage of topics in Electromagnetics to be prepared for EE 431.

5. Effect on completion of major/minor sequence: none

6. Proposed term for implementation: Fall 2021

7. Dates of prior committee approvals:

School of Engineering and Applied Sciences	**11/6/2020**
Ogden College Curriculum Committee	**11/19/2020**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date:

Ogden College
School of Engineering and Applied Sciences
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Mark Cambron, mark.cambron@wku.edu, 745-8868

1. Identification of course:

1.1 Course prefix (subject area) and number: EE 479

1.2 Course title: Optoelectronics

2. Current prerequisites/corequisites/special requirements:

Current prerequisites: EE 345 and EE 473

Current corequisites: none

3. Proposed prerequisites/corequisites/special requirements:

Proposed prerequisites: EE 345 and (EE 473 or PHYS 440)

Proposed corequisites: none

4. Rationale for the revision of prerequisites/corequisites/special requirements:

Students that have successfully completed PHYS 440 will have sufficient coverage of topics in Electromagnetics to be prepared for EE 479.

5. Effect on completion of major/minor sequence: none

6. Proposed term for implementation: Fall 2021

7. Dates of prior committee approvals:

School of Engineering and Applied Sciences	**11/6/2020**
Ogden College Curriculum Committee	**11/19/2020**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/27/20

Ogden College
School of Engineering and Applied Sciences
Proposal to Revise Course Prerequisites/Corequisites
(Consent Item)

Contact Person: Farhad Ashrafzadeh, farhad.ashrafzadeh@wku.edu , 745-5877

1. Identification of course:

1.1 Course prefix (subject area) and number: ENGR 360

1.2 Course title: System Dynamics and Modeling

2. Current prerequisites/corequisites/special requirements:

Current prerequisites: EE 210 and MATH 331

Current corequisites: MATH 307 or MATH 370

3. Proposed prerequisites/corequisites/special requirements:

Proposed prerequisites: EE 210 and MATH 331

Proposed corequisites: none

4. Rationale for the revision of prerequisites/corequisites/special requirements:

The required background for MATH 307 or MATH 370 is minimal and it will be covered in one lecture during the course.

5. Effect on completion of major/minor sequence: none

6. Proposed term for implementation: Fall 2021

7. Dates of prior committee approvals:

School of Engineering and Applied Sciences	**11/6/2020**
Ogden College Curriculum Committee	**11/19/2020**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal to Revise a program
Ogden College of Science and Engineering
Physics and Astronomy

Section 1: Proponent Contact Information

1.1 Name/Title: Michael Carini
1.2 Email address:mike.carini@wku.edu
1.3 Phone #56198

Section 2: Program Information

2.1 Current Program reference number: 318

2.2 Current Program title: Astronomy Minor

2.3 Current total number of credits required in the program: 20

Section 3: Proposed program revisions and rationales

The Comprehensive Academic Program Evaluation (CAPE) review process recommended the Astronomy Minor be transformed. Two options have been created, to be more explicit about how the astronomy minor might be attractive to students from a wide range of backgrounds. The expected outcome is that many more students will explore their interest in astronomy and relate it to their major field of study, resulting in an increase of the number of student persisting through the minor.

3.1 Revision and Rationale for expansion reflected in Option A: Recent advances in astronomy have created interdisciplinary connections, such as astrobiology, astrochemistry, astrostatistics, etc. The astronomy minor has previously attracted students seeking to earn any degree related to astronomy. The new elective choices presented with this option will attract new students and will make it more likely that those who initially declare an astronomy minor will complete the requirements.

3.2 Revision and Rationale for expansion reflected in Option B: This new path of study is designed for students pursuing degrees in disciplines other than science. Astronomy captures the interest of the public at large, and this option aims to attract new minors who might find themselves in a position to be communicating science, astronomy in particular, to the public. These students will not need advanced science skills, only a college level introduction to astronomy.

Section 4: Consultations

Do any of the proposed revisions in section 3 above involve or in any other way impact other departments/units? YES

3.1 Biology	**Michael Smith**	**1/24/2020**
3.1 Chemistry	**Rui Zhang**	**1/24/2020**
3.1 Mathematics	**Bruce Kessler**	**1/24/2020**
3.1 Earth, Environmental and Atmospheric Sciences	**Fred Siewers**	**1/24/2020**
3.1 SEAS	**Stacy Wilson/Mark Cambron**	**1/24/2020**
3.2 Communication	**Helen Sterk**	**9/20/2020**
3.2 Recreation Administration	**Ron Ramsing/Raymond Poff**	**1/24/2020**

Section 5: Proposed term for implementation: Fall 2021

Section 6: Approval Flow Dates:

Physics and Astronomy	**21 October 2020**
OCSE College Curriculum Committee:	**11/19/2020**
Professional Education Council:	N/A
Undergraduate Curriculum Committee:	**1-19-2021**
University Senate:	

Section 7: Required Appendices: Current & proposed program descriptions
7.1 <u>Current</u> Program Description:

Minor in Astronomy

The minor in astronomy is designed to provide a background in astronomy, astrophysics, and planetary science for students from a wide range of backgrounds. Students who intend to undertake graduate work in astronomy should complete a major in physics with a minor in mathematics.

A minor in astronomy consists of at least 16 credit hours of required core courses and at least 4 credit hours from the list of restricted electives.

The core requirements are:

- ASTR 214 (4 hrs),
- ASTR 314 (4 hrs); and
- an introductory sequence of classical physics: PHYS 255 / PHYS 256 and PHYS 265 / PHYS 266 (10 hours); or PHYS 201 and PHYS 202 (8 hours); or PHYS 231 / PHYS 232 and PHYS 332 / PHYS 233 (8 hours).

Physics majors must substitute GEOL 111 / GEOL 113 for PHYS 255 / PHYS 256. The actual number of elective credit hours required for an astronomy minor is dependent upon satisfaction of the university requirement that at least one-half of the credits required for each major or minor be earned in courses numbered 300 and above.

The list of restricted electives includes: ASTR 305, ASTR 414, PHYS 316, PHYS 441 / PHYS 404, PHYS 445, PHYS 450, PHYS 465, GEOL 325, GEOL 330, GEOL 350, GEOL 370, GEOL 420 or GEOL 465.

7.2 Proposed Program Description

Minor in Astronomy

The minor in astronomy is designed to provide a background in astronomy for students from a wide range of backgrounds. Science majors can choose from a variety of specializations connecting to other fields (Option A below), such as astrobiology, astrochemistry, astrostatistics, or planetary science. Students in other disciplines may still obtain a firm grounding in basic astronomy and physics, supplemented with relevant courses from other fields (Option B below).

Option A: Required Courses (8)

ASTR 214 (4), ASTR 314 (4)

Option A: Electives (12)

Students choose a specialization area that interests them and take a minimum of two courses (at least 6 hours) from this area, plus enough other courses from the list of general elective courses to reach the 20 hour program option requirement.

Option A: Special Elective Courses (6+)

Astrophysics: ASTR 305 (3), ASTR 414 (4), PHYS 321 (3), PHYS 350 (3)

Astrochemistry: ASTR 305 (3), CHEM 340 (3), CHEM 342 (3), CHEM 420 (3), CHEM 450 (3), CHEM 452 (3)

Astrobiology: ASTR 305 (3), BIOL 316 (3), BIOL 319 (3)

Astronomical Instrumentation: ASTR 305 (3), EE 445 (3), EE 479 (3)

Astrostatistics: ASTR 305 (3), STAT 301 (3), STAT 330 (3)

Planetary Science: ASTR 305 (3), GEOL 325 (3), GEOL 330 (4), GEOL 430 (3), GEOL 465 (3), METR 438 (3), METR 439 (3)

Option A: General Elective Courses

ASTR 305 (3), ASTR 414 (4), PHYS 180 (3), PHYS 231 (3), PHYS 255 (4), PHYS 265 (4), PHYS 321 (3), PHYS 332 (3), PHYS 465 (3)

Option B: Required Courses (10)

ASTR 314 (4)
choose two of: PHYS 103 (3), ASTR 104 (3), ASTR 106 (3)

Option B: Electives (9)

Students choose three unduplicated courses from the following list:

ASTR 104 (3), ASTR 106 (3), ASTR 305 (3), COMM 365 (3), PHYS 103 (3), PHYS 489 (3), REC 434 (3)

Students may petition the department to replace one of the above elective courses with a different 3-hour course with a demonstrable connection to astronomy. The minor must include at least 10 credit hours at the 300 level or above.

7.1: Current Minor in Astronomy

Required courses	Credits	Notes
ASTR 214	4	
ASTR 314	4	
~~PHYS 255/**256** and PHYS 265/**266** or~~	10	Physics majors substitute GEO111/112 for PHYS 255/256
~~**PHYS 201/PHYS 202** or PHYS 231/**232** and PHYS 332/**233**~~	8	

Additional courses from the list of restricted electives to satisfy the university requirement of at least 50% of the credits earned are in courses numbered 300 or above

ASTR 305	3
ASTR 414	4
~~**PHYS 316**~~	~~**3**~~
~~**PHYS 441/PHYS 404**~~	~~**4**~~
~~**PHYS 445**~~	~~**3**~~
~~**PHYS 450**~~	~~**3**~~
~~**PHYS 465**~~	~~**3**~~
GEOL 325	3
GEOL 330	3
~~**GEOL 350**~~	~~**3**~~
~~**GEOL 370**~~	~~**3**~~
~~**GEOL 420**~~	~~**3**~~
GEOL 465	3
Total required credits	20

7.2: Proposed Minor in Astronomy

Required courses	**Credits**
OPTION A	
ASTR 214	4
ASTR 314	4
OPTION B	
ASTR 314	4
Students choose 2 courses from the following list: ASTR 104, ASTR 106, PHYS 103	6
Electives:	

OPTION A: Depending on the student's interest they choose a minimum of 2 courses from one of the following specializations totaling at least 6 hours plus courses from the list of general electives to the reach the minimum 20 hour program requirement.

Astrophysics: ASTR 305, ASTR 414, PHYS 321, PHYS 350

Astrochemistry: ASTR 305, CHEM 340, CHEM 342, CHEM 420, CHEM 450, CHEM 452

Astrobiology: ASTR 305, BIOL 316, BIOL 319

Astronomical Instrumentation: ASTR 305, EE 445, EE 479

Astrostatistics: ASTR 305, STAT 301, STAT 330

Planetary Science: ASTR 305, GEOL 325, GEOL 330, GEOL 430, GEOL 465, METR 438, METR 439

General: ASTR 305, ASTR 414, PHYS 180, PHYS 231, PHYS 255, PHYS 265, PHYS 321, PHYS 332, PHYS 465

OPTION B:

Students choose 3 unduplicated courses from the following:

ASTR 104, ASTR 106, ASTR 305, COMM 365, PHYS 103, PHYS 389, REC 434

Students may petition the department to replace one of the above elective courses with a 3 hour course with a demonstrated connection to Astronomy. The minor must include at least 10 hours at the 300 level or above.

Total required credits: Option A: 20
Total required credits: Option B: 19

Proposal to Revise a Program: Civil Engineering
Ogden College
Department/Unit: School of Engineering and Applied Sciences

Section 1: Proponent Contact Information

1.1 Jason C. Wilson, Instructor
1.2 Email address:Jason.Wilson@wku.edu
1.3 Phone # 270.745.2322

Section 2: Program Information

2.1 Current Program reference number: 534/534P

2.2 Current Program title: Civil Engineering/Civil Engineering Pre-major

2.3 Current total number of credits required in the program: 66

Section 3: Proposed program revisions and rationales

3.1 Delete CE 310 Strength of Materials Lab (1 credit hour) from "CE Program". Material is accomplished in another laboratory. Removing this course eliminates duplicates.

3.2 Move CE 305 from "CE Program Requirement" to "Other Requirements" CE 305 or STAT 301 will replace "Math/Science Elective Requirement" in "Other Requirements" category. CE 305 or STAT 301 will be required for ABET accreditation. (3 hours instead of 3-5 hours)

3.3 Add SEAS 175 & SEAS 176 as options for freshman design courses. (1-2 Hours instead of 1 hour)

3.4 Add CE 383 as alternative to CE 384. This allows some flexibility in the program course offerings to increase efficiency. Additionally, if a student elects to take both one will count as a "CE Tech Elective".

3.5 Add EM 313 as alternative to CE 352. This allows some flexibility in the program course offerings to increase efficiency. Additionally, if a student elects to take both one will count as a "CE Tech Elective".

3.6 Add CE 462 as alternative to CE 461. This allows some flexibility in the program course offerings to increase efficiency. Additionally, if a student elects to take both one will count as a "CE Tech Elective".

Section 4: Consultations
Do any of the proposed revisions in section 3 above involve or in any other way impact other departments/units? YES

Adding STAT 301 would impact the math department and Dr. Bruce Kessler was consulted about this change and agreed upon the change.

Section 5: Proposed term for implementation: Fall 2021

Section 6: Approval Flow Dates:

SEAS:	**11/6/2020**
Ogden College Curriculum Committee:	**11/19/2020**
Undergraduate Curriculum Committee:	**1-19-2021**
University Senate:	

Section 7: Required Appendices: Current & proposed program descriptions:
7.1 Current Program Requirement: 66 hours

CE Current Program		
Course	**Course Title**	**Hrs.**
CE 176 ME 176 EE 101	CE Fresh Design, ME Fresh Design, or EE Design I	1
CE 160	Prin. of Surveying	3
CE 161	Surveying Lab	1
CE 303	Constr. Management	3
CE 305	Risk Analysis	3
CE 310	Strengths Lab	1
CE 316	Equip. & Methods	3
CE 331	Transportation Eng.	3
CE 342	Fluid & Thermal Science	3
CE 352	Intro. to Environmental Engineering	3
CE 370	Materials of Construction	2
CE 371	Matls. of Constr. Lab	1
CE 382	Structural Analysis	3
CE 384	Civil Engineering Structural Design Course	3
CE 410	Soil Mechanics	3
CE 411	Soil Mechanics Lab	1
CE 412	Foundation Eng.	3
CE 461 OR CE 462	Hydrology OR Hydraulic Engineering	3
ENGR 490	Senior Design Seminar	2
ENGR 491	Senior Project	3
CE	**Technical Elective***	**3**
CE	**Technical Elective***	**3**
CE	**Technical Elective***	**3**
AMS 163	Arch. Drafting	3
EM 222	Statics	3
EM 303	Mechanics of Deformable Bodies	3
TOTALS	**Credit Hours**	**66**

*Students are required to complete a total of 9 credit hours of technical electives in civil engineering or a related field. A minimum of 6 credit hours must come from CE prefixed courses.

Other Requirements		
Course	**Course Title**	**Hrs.**
MATH 136	Calculus I	4

MATH 137	Calculus II	4
MATH 237	Multivariable Calculus	4
MATH 331	Differential Equations	3
PHYS 255	University Physics I	4
PHYS 256	Physics I Lab	1
	Science or Math Elective (See list below.)**	3-5
CHEM 120	College Chemistry I	3
CHEM 121	Chemistry I Lab	2
GEOL 111	The Earth	3
GEOL 113	The Earth Lab	1
TOTALS	**Credit Hours**	**32-34**

**Students are required to complete one set of Science or Math Electives.

CE Technical Electives		
Course	**Course Title**	**Hrs.**
CE 300	Floodplain Management	3
CE 378	Boundary Surveying	3
CE 379	Boundary Surveying. Lab	1
CE 380	Route Surveying	3
CE 381	Route Surveying Lab	1
CE 383	Structural Steel Design	3
CE 426	Adv. Construction Matls.	3
CE 432	Traffic Engineering	
CE 440	Masonry Construction	3
CE 444	Bridge Engineering	3
CE 461 OR CE 462	Hydrology OR Hydraulic Engineering	3
CE 474	Civil Eng. Design Project	1-3
CE 475	Sel. Topics in Civil Eng.	3
Additional CE Technical Electives		
AMS 305	Building Codes	3
AMS 325	Surv. of Building Systems	3
CM 363	Constr. Est. and Bidding	3
CM 400	Constr. Administration	3
CM 426	Construction Law	3
EM 313	Dynamics	3
ENGR 400	Systems Engineering	3
GISC 316	Fundamentals of GIS	4
GEOL 310	Global Hydrology	3
GEOL 415	Environmental Geology	3
GISC 317	Geog. Info. Systems	4
ME 220	Eng. Thermodynamics	3

MATH 350	Adv. Engineering Math	3

CE Program:

Students must have a grade of “C” or better in:

- All pre-major courses,
- All math courses,
- Science or math elective,
- EM 303 Mechanics of Deformable Solids,
- All CE courses including technical electives (except for one (1) 300-level or 400-level CE course),

7.2 Proposed Program Requirement: 62-63 hours

CE Current Program		
Course	**Course Title**	**Hrs.**
CE 176 OR ME 176 OR EE 101 OR SEAS 175 & SEAS 176	CE Fresh Design, OR ME Fresh Design, OR EE Design I, OR Freshman Experience I & Freshman Expereince II	1-2
CE 160	Prin. of Surveying	3
CE 161	Surveying Lab	1
CE 303	Constr. Management	3
~~CE 305~~	~~Risk Analysis~~	~~3~~
~~CE 310~~	~~Strengths Lab~~	~~1~~
CE 316	Equip. & Methods	3
CE 331	Transportation Eng.	3
CE 342	Fluid & Thermal Science	3
CE 352 OR EM 313	Intro. to Environmental Engineering OR Dynamics	3
CE 370	Materials of Construction	2
CE 371	Matls. of Constr. Lab	1
CE 382	Structural Analysis	3
CE 383 OR CE 384	Civil Engineering Structural Design Course	3
CE 410	Soil Mechanics	3
CE 411	Soil Mechanics Lab	1
CE 412	Foundation Eng.	3
CE 461	Hydrology	3
ENGR 490	Senior Project I	2
ENGR 491	Senior Project II	3
CE	**Technical Elective***	**3**
CE	**Technical Elective***	**3**
CE	**Technical Elective***	**3**
AMS 163	Arch. Drafting	3
EM 222	Statics	3
EM 303	Mechanics of Deformable Bodies	3
TOTALS	**Credit Hours**	**62-63**

*Students are required to complete a total of 9 credit hours of technical electives in civil engineering or a related field. A minimum of 6 credit hours must come from CE prefixed courses.

Other Requirements		
Course	**Course Title**	**Hrs.**
MATH 136	Calculus I	4
MATH 137	Calculus II	4
MATH 237	Multivariable Calculus	4
MATH 331	Differential Equations	3
PHYS 255	University Physics I	4
PHYS 256	Physics I Lab	1
CE 305 OR STAT 301	Risk Analysis OR Probability/Applied Statistics	3~~-5~~
CHEM 120	College Chemistry I	3
CHEM 121	Chemistry I Lab	2
GEOL 111	The Earth	3
GEOL 113	The Earth Lab	1
TOTALS	**Credit Hours**	**32**

**Students are required to complete one set of Science or Math Electives.

CE Technical Electives		
Course	**Course Title**	**Hrs.**
CE 300	Floodplain Management	3
CE 378	Boundary Surveying	3
CE 379	Boundary Surveying. Lab	1
CE 380	Route Surveying	3
CE 381	Route Surveying Lab	1
CE 383 OR CE 384	Structural Steel Design OR Reinforced Concrete Design	3
CE 426	Adv. Construction Matls.	3
CE 432	Traffic Engineering	
CE 440	Masonry Construction	3
CE 444	Bridge Engineering	3
CE 462	Hydraulic Engineering	3
CE 474	Civil Eng. Design Project	1-3
CE 475	Sel. Topics in Civil Eng.	3
Additional CE Technical Electives		
AMS 305	Building Codes	3
AMS 325	Surv. of Building Systems	3
CM 363	Constr. Est. and Bidding	3
CM 400	Constr. Administration	3
CM 426	Construction Law	3
EM 313 OR CE 352	Dynamics OR Intro. to Environmental Engineering	3
ENGR 400	Systems Engineering	3
GISC 316	Fundamentals of GIS	4
GEOL 310	Global Hydrology	3
GEOL 415	Environmental Geology	3
GISC 317	Geog. Info. Systems	4
ME 220	Eng. Thermodynamics	3
MATH 350	Adv. Engineering Math	3

CE Program:

Students must have a grade of "C" or better in:

- All pre-major courses,
- All math courses,
- Science or math elective,
- EM 303 Mechanics of Deformable Solids,
- All CE courses including technical electives (except for one (1) 300-level or 400-level CE course),

Civil Engineering

Ogden College of Science and Engineering
Western Kentucky University

A Suggested Four-Year Academic Degree Path

FIRST YEAR			
FALL SEMESTER		**SPRING SEMESTER**	
CE176: CE Freshman Design	1	COMM145: Public Speaking	3
AMS163: Architectural Drafting	3	CE160/161: Surveying I and Lab	3/1
MATH136: Calculus I	4	MATH137: Calculus II	4
GEOL 111/113: The Earth and Lab	3/1	PHYS255/256: Physics I and Lab	4/1
ENG100: Intro to College Writing	3		
TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**16**

SECOND YEAR			
FALL SEMESTER		**SPRING SEMESTER**	
CE303: Construction Mgmt.	3	CE 316: Equipment and Methods	3
ENG200: Intro to Literature	3	EM303: Mechanics of Deformable Solids	3
MATH237: Multivariable Calculus	4	MATH331: Differential Equations	3
EM222: Statics	3	CE305: Risk Analysis	3
Arts and Humanities Elective	3	CE 332: Transportation Engineering	3
TOTAL CREDIT HOURS	**16**	**TOTAL CREDIT HOURS**	**15**

THIRD YEAR			
FALL SEMESTER		**SPRING SEMESTER**	
CE382: Structural Analysis	3	CE Technical Elective	3
Social and Behavioral Science Elective	3	CHEM120/121: College Chemistry I and Lab	3/2
CE342: Fluid Thermal Science	3	HIST101 or 102: World History	3
CE370/371:Materials of Const. and Lab	2/1	CE384: Reinforced Concrete	3
ENG300: Writing in Discipline Elective	3	CE461: Hydrology	3
TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**17**

FOURTH YEAR			
FALL SEMESTER		**SPRING SEMESTER**	
CE410/411 Soil Mechanics and Lab	3/1	Connections: Social and Cultural Elective	3
CE Technical Elective	3	CE Technical Elective	3
ENGR490: Senior Design Seminar	2	CE498: Senior Project	3
CE352: Intro to Environmental Engineering	3	Connections: Local to Global	3
Connections: Systems Elective	3	CE412: Foundation Engineering	3
TOTAL CREDIT HOURS	**15**	**TOTAL CREDIT HOURS**	**15**

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Department:	Civil Engineering Program Coordinator Mr. Jason Wilson
Phone:	270-745-2322

Action Item)

Proposal to Create a New Course
College of Health and Human Services
Department of Applied Human Sciences

Section 1: Proponent Contact Information

1.1 Name/Title: Qingfang Song/Assistant Professor
1.2 Email address: qingfang.song@wku.edu
1.3 Phone #: 270-745-4229

Section 2: Course Catalog Information

2.1 Course prefix and number: FACS 277

2.2 Course CIP code: 19.0706

2.3 Course title: Development in Middle Childhood

2.4 Abbreviated Course title: Development Middle Childhood

2.5 Credit hours/Variable credit: 3

2.6 Repeatability: N/A

2.7 Course Term: one term

2.8 Course Catalog Description: Introduction of theories and research on children's physical, cognitive, and social/emotional development during middle childhood years (6-12 years old). Exploration of impact from important developmental contexts in middle childhood, including family, school, community, and other sociocultural factors. Development of interpersonal skills to interact with children in middle childhood years and critical thinking skills to apply course materials to analyze field experiences. Field experiences will be required. Students are responsible for their own transportation.

2.9 Prerequisite/Corequisites/Restrictions: Prerequisite FACS 191

2.10 Additional Enrollment Requirements: N/A

2.11 Other Special Course Requirements: N/A

2.12 Grade Type: a standard A-F final grade

2.13 Schedule Type: Choose the most appropriate descriptor from this list of options:

Applied Learning

Section 3: Description of proposed course

3.1 Course Content Summary:

Students in FACS 277 will be introduced to major theories relevant to middle childhood development. Students will conduct a comprehensive study of physical, cognitive, and social/emotional development in middle childhood years, as well as the impact of developmental contexts (i.e., family, school, community, and sociocultural factors) during the middle childhood period. Students will then apply such knowledge to the field experience by analyzing children's developmental patterns and characteristics, and the interactions of children with the various developmental contexts.

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

- Identify and describe the main ideas of major theories relevant to middle childhood development.
- Describe characteristics of physical, cognitive, and social/emotional development in middle childhood years
- Describe the impact of developmental contexts during middle childhood years
- Develop interpersonal skills to interact with children in middle childhood
- Apply the knowledge to identify the developmental patterns and characteristics of children in hypothetical situations as well in the field experience
- Apply the knowledge to identify and evaluate the impact of various contexts in hypothetical situations as well as in the field experience

3.3 Assessment/Evaluation: Achievement of the above learning outcomes will be evaluated by discussions, quizzes, field experience hours, and analysis papers.

Section 4: Rationale

4.1 Reason for developing this proposed course: Middle childhood represents an important developmental stage, which bridges early childhood and adolescence, and yet is uniquely different from those two stages. In recent years, there are a lot of new studies and findings (after 2015) regarding the development in middle childhood. Those new findings, along with book chapter readings, will be used when teaching the developmental characteristics and the impact of important developmental contexts. This course will use an applied learning approach with the requirement of completing field experience hours, which can provide students opportunities to sharpen interpersonal and critical thinking skills in applying knowledge, thus preparing them for various positions (e.g., elementary school staff,

camp counselor, community service agent) to work with children in this age range and their families.

This course meets the mission of our college, that is, to inspire the discovery and application of knowledge in health and human services. This course disperses classic and recent findings about children in middle childhood, and importantly, helps students to apply such knowledge to analyze their observation and interview experience with children from our communities. Students may find such knowledge and analytical skills beneficial when working with children in health and human services.

This course aims to not only provide students with knowledge of classic and cutting edge research findings but also enhance their skills to serve children and families in the community. It is in alignment with WKU's mission that "prepares students of all backgrounds to be productive, engaged, and socially responsible citizen-leaders of a global society."

4.2 Relationship to similar courses offered by other university departments/units:

Consultation was conducted with the Psychology department: Dr. Steven Wininger and Dr. Pitt Derryberry (10/9/2020); Interdisciplinary Early Childhood Education: Dr. Sylvia Dietrich (10/10/2020); Social Work: Dr. Simon Funge (10/12/2020). All of these departments expressed support to the new course development. The Social Work department indicated that the new course cannot be an adequate substitution for SWRK 330 Human Behavior in the Social Environment I, even though there may be some overlapping between the new course and SWRK 330.

The Psychological Sciences department was consulted (11/05/2020), and the department head, Dr. Madole, inquired about the potential overlapping of some content with PSY/PSYS220 and PSY321. We communicated with the department about the new course's exclusive focus on middle childhood years, the coverage of each specific developmental context, and applied learning approach which requires field experience hours for the application of course materials. The Psychological Sciences department responded back (12/11/2020) that the applied learning approach with the field experience can distinguish this new course proposal from their existing courses. Therefore, the applied learning approach was further highlighted in the course description and learning outcomes.

To our knowledge, this is the only course in the University that utilizes an applied learning approach to focus specifically on human development during middle childhood years (6-12 years). Despite some overlapping regarding certain aspect of the course content, there are important distinctions for the new course: (1) this new course will focus exclusively on middle childhood years (6-12 years old). PSY/PSYS 220 and SWRK 330 provide a more extensive coverage on the whole lifespan from infancy to adulthood, PSY/PSYS 321 on infancy to adolescence, PSY

422/FACS 422 on adolescence, and FACS 191 on prenatal to preschool years. In contrast, the new course will fill in the gap on middle childhood years and cover the development in this important developmental stage at greater depth. Two to 3 weeks will be spent to cover developmental characteristics in each domain (physical, cognitive, socioemotional).

(2) In addition to child developmental characteristics, the new course will cover specific developmental contexts (i.e., family, school, community, sociocultural factors). This goal is unique and important for students who plan to work with children and/or their diverse families in the school setting or other human service organizations.

(3) The new course will use an applied learning approach which requires students to complete field experience hours and apply the knowledge to analyzing their field experience when writing an analysis paper. Students will contact children in middle childhood years, as well as their families and teachers, and use the key concepts & content to reflect on characteristics unique to this developmental stage, as well as the impact from the developmental contexts. Field experience is an important means for students to exercise their professional skills interacting with children, families, and teachers, as well as sharpen their analytical and critical thinking skills in applying course content to real-life situations.

Section 5: Projected Enrollments/Resources

5.1 How many students per section are expected to enroll in this proposed course? 15

5.2 How many sections of this course per academic year will be offered? 1

5.3 How many students per academic year are expected to enroll? 15

5.4 How were these projections calculated? Explain any supporting evidence/data you have for arriving at these projections: The projected enrollment is based on the average class size of electives in the concentration of Child Studies.

5.5 Proposed method of staffing: The course will be taught using existing faculty by rotating different electives in the concentration of Child Studies.

5.6 Instructional technology resources: Current instructional technology resources are sufficient to support this course.

5.7 Library resources: Yes.

Section 6: Proposed term for implementation: Next available

Section 7: Supplemental Documentation (Optional): None.

Department of Applied Human Sciences	10/02/2020
College of Health and Human Services UCC	10/30/2020
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Office of the Registrar

COURSE INVENTORY FORM

Check One **X Create New Course** ☐ **Temporary Course Offering**

1. **Has this course previously been offered on a temporary basis?** ☐ Yes **X** No If yes, indicate the term offered

2. **Subject Area** FACS | **Course Number** 277 | **Course Title** (as it should appear on the transcript; maximum of 30 letters & spaces) Development Middle Childhood

3. **Term for Implementation** (e.g., Spring 2012=201210, Fall 2012=201230) 202120

4. **Official Course Title** Development in Middle Childhood

5. **Offering Unit** (See Table of Code Values.) College HH Department CFS

6. **Credit Hours** Fixed Credit Hours: 3 Variable Credit Hours

7. **Repeat Limit** (See instructions.) 0 **Total Maximum Hours** (See instructions.) 3

8. **Grading** (Check all that apply.) **X** Standard Letter Grading ☐ Pass/Fail Only ☐ No Grade
☐ In Progress – IP (Course is intended to span more than one term.)

9. **Schedule Type** (See Table of Schedule Types.) A

10. **Corequisites** (courses required to be taken **concurrently** with this course)

Subject Area	Course Number	Subject Area	Course Number	Subject Area	Course Number

11. **Equivalent Courses** (Include South Campus [C suffix] courses and other equivalent courses.)

Subject Area	Course Number	Subject Area	Course Number	Subject Area	Course Number

12. **Prerequisites** (See instructions.)

Subject Area	Course Number	Subject Area	Course Number	Subject Area	Course Number
FACS	191				

☐ Other

13. **Course Attribute** ☐ Honors Course **X** Developmental Course

14. **Course Restrictions** ☐ Include/☐ Exclude College Major Major Classification

15. **Course Description** (Indicate exactly as it should appear in the University Catalog. Include pertinent special information, e.g., course fees, pass/fail grading, field trips, transportation requirements, etc.)

Introduction of theories and research on children's physical, cognitive, and social/emotional development during middle childhood years (6-12 years old). Exploration of impact from important developmental contexts in middle childhood, including family, school, community, and other sociocultural factors. Development of interpersonal skills to interact with children in middle childhood years and critical thinking skills to apply course materials to analyze field experiences. Field experiences will be required. Students are responsible for their own transportation.

16. **Approvals for Temporary Course Only:** Department Head Date

College Dean _____ Date _____

Graduate Dean _____ Date _____

Provost Office _____ Date _____

LIBRARY RESOURCES, page 1 of 2
Revised April 2008

Date: September 9, 2020

Proposed Course Name and Number: Development in Middle Childhood FACS 277

Current Library holdings in support of the course are:

__X__ **adequate** _____ **inadequate***

_____ **library resources not needed for course****

*** Inadequate library support will NOT delay approval. If support is adequate, additional materials may still be recommended.**

**** Library is not responsible for supporting course if this option is chosen.**

I. Books/Electronic Resources/Other. Please list key titles, whether or not library already owns; attach course reading list, if any; library materials to be placed on reserve; wish list. If reading list not yet compiled, send asap. Attach additional sheet(s) if needed.

Journals already owned: Child Development, Developmental Psychology, Social Development, International Journal of Behavioral Development, Journal of Applied Developmental Psychology, Child Development Perspectives, Family Relations.

II. Key journal titles needed/recommended:

NONE.

LIBRARY RESOURCES, page 2 of 2

Please submit tentative course proposal to Liaison Librarian before departmental curriculum committee meeting when proposal will be considered. This form will be signed and returned to proponent within three working days.

Find Your Liaison Librarian: http://www.wku.edu/Library/dlps/lia_dept.htm

Questions or problems?

Contact Jack Montgomery, jack.montgomery@wku.edu Coordinator, Collection Services
Or UCC Library Representative http://www.wku.edu/ucc/guidelines.html

Qingfang Song
Faculty Member Proposing Course

Carol Watwood Carol Watwood
Liaison Librarian

Jack Montgomery Jack Montgomery/cw
Coordinator, Collection Services

FACS 277

University Undergraduate Curriculum Proposal Checklist

Please complete the following checklist to ensure your proposal will proceed smoothly and efficiently. Include the checklist as a cover sheet with your proposal. Proposals without the checklist will be returned to the proponent.

☑ For new or revised programs, courses, or course descriptions, what departments/programs have been consulted concerning potential impact (e.g. to possible duplication or conflict, changed corequisite or prerequisite for equivalent courses, etc.)? Please provide names and dates for individuals consulted.

All the following departments are supportive. Psychology: Dr. Steven Wininger & Dr.

☑ What are the potential budget implications for this proposal? If any additional staffing is required, how will it be funded? If not, how will current staffing accommodate the proposed course/program?

No additional staff will be hired to teach the course. The course is planned to be tau

☐ If you are proposing a new undergraduate program or changes to an existing undergraduate program, please include a new or updated four-year degree pathway.

☑ Has the proposal been checked carefully for mechanics, grammar, syntax, and clarity?

Wilson, Travis Digitally signed by Wilson, Travis Date: 2021.01.05 11:44:11 -06'00'

Department Head

Date

Danita Kelley Digitally signed by Danita Kelley DN: cn=Danita Kelley, o=Western Kentucky University, ou=College of Health and Human Services, email=danita.kelley@wku.edu, c=US Date: 2021.01.05 12:02:36 -06'00'

Dean or Designee

01/05/2021

Date

(Action Item)

Proposal to Create a New Course: SPM 320 – Esports Management
College of Health and Human Services
Department/Unit: School of Kinesiology, Recreation & Sport – Sport Management Program

Section 1: Proponent Contact Information

1.1 Name/Title: Dr. William Czekanski
1.2 Email address: william.czekanski@wku.edu
1.3 Phone #: 270-745-4047

Section 2: Course Catalog Information

2.1 Course prefix and number: SPM 320

2.2 Course CIP code: 31.0504

2.3 Course title: Esports Management

2.4 Abbreviated Course title: Esports Management

2.5 Credit hours/Variable credit: 3

2.6 Repeatability: N/A

2.7 Course Term: Is this course intended to span more than a single term?

YES NO

2.8 Course Catalog Description:
This course focuses on the history, culture, issues, and trends of Esports, the levels and governance of Esports, and the process of managing, financing, and promoting Esports competitions.

2.9 Prerequisite/Corequisites/Restrictions: NONE

2.10 Additional Enrollment Requirements: NONE

2.11 Other Special Course Requirements: NONE

2.12 Grade Type: Standard A-F final grade

2.13 Schedule Type: Lecture

Section 3: Description of proposed course

3.1 Course Content Summary:

Introduction to the field of Esports. Special emphasis is placed on the history, culture, issues and trends of Esports, the levels and governance of Esports, and the process of designing, managing, financing, and promoting Esports competitions. Students will be acquainted with issues through discussions of pertinent theories and experiential studies within the world of Esports. A basic course outline is listed below.

- Introduction to Esports
- Levels of Esports – Youth, High School, College, and Professional
- Esports Culture & Issues
- Esports Stakeholders
- Esports Governance
- Esports Federations, Organizations, and Uniqueness
- Esports Marketing and Sponsorships
- Esports Events
- Esports Communication
- Esports Finance and Economics
- The Intersection of Law and Esports
- Esports Team and Player Management
- Esports Careers

3.2 Learning Outcomes:

By the end of the course, students will be able to:

1. Discuss the past, present, and future of the Esports industry.
2. Demonstrate the ability to identify and discuss issues in Esports in class and on appropriate assignments.
3. Identify parts of the Esports industry, their functions and how they operate through assignments and answering exam questions.
4. Explain the intersection of various sport management fields (e.g., sport marketing, sport sponsorship, sport finance, event management, sport law, and venue management) within the Esports industry through comprehensive assignments and exams.
5. Demonstrate understanding of various career opportunities in the field of Esports through experiential assignments.
6. Critically discuss Esports management and analyze the trends and future of the field.

3.3 Assessment/Evaluation:

Students will be evaluated through quizzes, exam assessments, assignments, analyses, and presentations.

Section 4: Rationale

4.1 Reason for developing this proposed course:

This course is being created as requirement of the Esports Management Certificate. According to Newzoo's 2019 Global Esports Market Report, the industry building around global Esports is expected to be more than $1.8 billion by 2022, with an

expected growth of more than 30% per year. The Esports employment site Hitmarker cites that the growth in global Esports industry jobs during 2019 increased by 87% from 2018. This rapid growth has resulted in a shortage of qualified college graduates to meet the industry's needs. Twitch.tv, an interactive streaming platform currently has 98 job positions available, 58 of them involve management and marketing. There are many career opportunities outside of the typical game design and computer coding areas. Examples of potential career paths include those in sales, marketing, HR, product management, event planning, team management, legal, coaching, and training.

The Kentucky High School Athletic Association (KHSAA) has recognized Esports as a varsity program, along with more than 100 other high schools in the United States. This results in an excellent opportunity for recruitment for two colleges.

Students who complete the Esports Management Certificate will be poised to enter the job market with increased employability and a more diverse educational experience. This course is designed to provide students with an introduction to the field of Esports.

4.2 Relationship to similar courses offered by other university departments/units:

- Do any other courses already being offered by other university departments/units share content with this proposed course? YES NO
- Are any of the proposed pre/co-requisites for this course offered by another university department/unit? YES NO
- If the answer to both questions is NO, simply proceed to item 5.

MKT 426: Esports Marketing and Branding, explores the financial, legal, ethical, and operational issues surrounding the Esports industry with an in-depth focus on learning the fundamentals of effective Esports marketing, branding, and promotion. SPM 320 will briefly touch on the marketing, sponsorship, and promotion of Esports as it relates to the governance and management of Esports, but will not cover those topics in-depth. SPM 320 will differ from MKT 426 in that the course focuses on the history, culture, issues, and trends of Esports, the levels and governance of Esports, and the process of managing Esports competitions.

Section 5: Projected Enrollments/Resources

5.1 How many students per section are expected to enroll in this proposed course? 40

5.2 How many sections of this course per academic year will be offered? 1

5.3 How many students per academic year are expected to enroll? 40

5.4 How were these projections calculated? Explain any supporting evidence/data you have for arriving at these projections.

The average enrollment in SPM 300-level courses is 40 students. Because this course will be required for students pursuing the Esports Management certificate and will be accepted as a potential elective for SPM students, we anticipate at least 40 students enrolled each time the course is offered.

5.5 Proposed method of staffing:
The SPM program is currently searching for a new faculty member to fill a new line. As such, the program has the opportunity to pursue the creation a new course that will benefit current students, as well as students pursuing the Esports Management certificate.

5.6 Instructional technology resources:
The current instructional technology resources available to the program are sufficient to support this course.

5.7 Library resources: Will this proposed course require the use of library resources (books, journals, reference materials, audio-visual materials, electronic databases, etc.)? YES NO

If YES, was a Library Resources Form submitted to the appropriate collection development librarian prior to consideration at the college curriculum level?

A Library Resources Form was submitted to Dan Forrest on 11/12/2020 and was returned on 11/17/2020. The completed Library Resources Form was submitted with this proposal.

Section 6: Proposed term for implementation: Fall 2021

School of Kinesiology, Recreation & Sport Sport Management Program	10/27/2020
College of Health and Human Services UCC	12/04/2020
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Section 7: Supplemental/Supporting Documentation:
A proposed syllabus is included with this proposal.
This course will support the Esports Management Certificate, which is currently being proposed by a joint effort between CHHS and GFCB.

LIBRARY RESOURCES, page 1 of 2
Revised April 2008

Date: November 2, 2020

Proposed Course Name and Number: SPM 320: Esports Management

Current Library holdings in support of the course are:

X adequate **_____ inadequate***

_____ library resources not needed for course**

*** Inadequate library support will NOT delay approval. If support is adequate, additional materials may still be recommended.**

**** Library is not responsible for supporting course if this option is chosen.**

I. Books/Electronic Resources/Other. Please list key titles, whether or not library already owns; attach course reading list, if any; library materials to be placed on reserve; wish list. If reading list not yet compiled, send asap. Attach additional sheet(s) if needed.

Textbook/Required Course Reading

- Hedlund, D.P., Fried, G., Smith III, R.C. (2021). *Esports business management.* Human Kinetics. ISBN: **9781718200227**

Wish List

- Collis, W. (2020).*The book of esports*. Rosetta Books, New York: NY. ISBN: 978-1-9481-2257-3
- Andrejkovics, Z. (2020) *A newborn business*: *Esports*. ISBN: 9781723831058
- Scholz, T.M. (2019) *eSports is business: Management in the world of competitive gaming.* Palgrave Pivot, Cham. ISBN: 978-3030111984
- Rogers, R. (2019). *Understanding esport: An introduction to the global phenomenon.* The Rowman & Littlefield Publishing Group Inc. London. UK. ISBN: 978-1-4985-8980-2

II. Key journal titles needed/recommended:

- *Games and culture*
- *Journal of Sport Management*
- *European Journal of Sport Management*
- *Sport Management Review*
- *Communication & Sport*

LIBRARY RESOURCES, page 2 of 2

Please submit tentative course proposal to Liaison Librarian before departmental curriculum committee meeting when proposal will be considered. This form will be signed and returned to proponent within three working days.

Find Your Liaison Librarian: http://www.wku.edu/Library/dlps/lia_dept.htm

Questions or problems?

Contact Jack Montgomery, jack.montgomery@wku.edu Coordinator, Collection Services
Or UCC Library Representative http://www.wku.edu/ucc/guidelines.html

Faculty Member Proposing Course

Liaison Librarian (~~Carol Watwood~~)

Coordinator, Collection Services

Office of the Registrar

COURSE INVENTORY FORM

Check One ☐ **Create New Course** ☐ **Temporary Course Offering**

1. **Has this course previously been offered on a temporary basis?** ☐ Yes ☒ No If yes, indicate the term offered ____

2. | **Subject Area** | **Course Number** | **Course Title** (as it should appear on the transcript; maximum of 30 letters & spaces) |
   |---|---|---|
   | SPM | 320 | Esports Management |

3. **Term for Implementation** (e.g., Spring 2012=201210, Fall 2012=201230) Fall 2021

4. **Official Course Title** Esports Management

5. **Offering Unit** (See Table of Code Values.) College: PHY Department: Sport Management

6. **Credit Hours** Fixed Credit Hours: 3 Variable Credit Hours ____ ____ ____

7. **Repeat Limit** (See instructions.) 0 **Total Maximum Hours** (See instructions.) 3

8. **Grading** (Check all that apply.) ☒ Standard Letter Grading ☐ Pass/Fail Only ☐ No Grade
   ☐ In Progress – IP (Course is intended to span more than one term.)

9. **Schedule Type** (See Table of Schedule Types.) 7 ____ ____

10. **Corequisites** (courses required to be taken **concurrently** with this course)

Subject Area	Course Number	Subject Area	Course Number	Subject Area	Course Number

11. **Equivalent Courses** (Include South Campus [C suffix] courses and other equivalent courses.)

Subject Area	Course Number	Subject Area	Course Number	Subject Area	Course Number

12. **Prerequisites** (See instructions.)

Subject Area	Course Number		Subject Area	Course Number		Subject Area	Course Number

☐ Other ____

13. **Course Attribute** ☐ Honors Course ☐ Developmental Course

14. **Course Restrictions** ☐ Include ☐ Exclude College ____ ~~College~~ ____ Major ____ ~~Major~~ ____ Classification ____

15. **Course Description** (Indicate exactly as it should appear in the University Catalog. Include pertinent special information, e.g., course fees, pass/fail grading, field trips, transportation requirements, etc.)
This courses focuses on the history, culture, and issues of Esports, the levels and governance of Esports, and the process of putting on, managing, financing, and promoting Esports competitions.

16. **Approvals for Temporary Course Only:**
Department Head _____ Date _____
College Dean _____ Date _____
Graduate Dean _____ Date _____
Provost Office _____ Date _____

Office of the Registrar Use			
UCC	University Senate	CIP	Course Desc
Graduate Council _____	Provost _____	Banner Data _____	Evaluate _____

April 2014

University Undergraduate Curriculum Proposal Checklist

Please complete the following checklist to ensure your proposal will proceed smoothly and efficiently. Include the checklist as a cover sheet with your proposal. Proposals without the checklist will be returned to the proponent.

☑ For new or revised programs, courses, or course descriptions, what departments/programs have been consulted concerning potential impact (e.g. to possible duplication or conflict, changed corequisite or prerequisite for equivalent courses, etc.)? Please provide names and dates for individuals consulted.

This course is designed for the Esports Management Certificate, a collaborative certi

☑ What are the potential budget implications for this proposal? If any additional staffing is required, how will it be funded? If not, how will current staffing accommodate the proposed course/program?

The SPM program is in the search process to fill a faculty line. With the new faculty p

☐ If you are proposing a new undergraduate program or changes to an existing undergraduate program, please include a new or updated four-year degree pathway.

☑ Has the proposal been checked carefully for mechanics, grammar, syntax, and clarity?

Digitally signed by Ron Ramsing
DN: cn=Ron Ramsing, o=Western Kentucky University, ou=School of Kinesiology, Recreation & Sport, email=ron.ramsing@wku.edu, c=US
Date: 2020.11.19 12:17:03 -06'00'

Department Head

Date

Danita Kelley
Digitally signed by Danita Kelley
Date: 2020.12.07 10:23:44 -06'00'

Dean or Designee

12/07/2020

Date

Western Kentucky University
School of Kinesiology, Recreation and Sport
SPM 320 –Esports Management (3 credits)
(Insert Term Here)

Professor:
Office:
Office Hours:
Email Address:
Course Website: Blackboard
Office Phone:

Class Number:
Class Location:
Meeting Time:
Quarter, Year:

Course Description

This course focuses on the history, culture, issues, and trends of Esports, the levels and governance of Esports, and the process of managing, financing, and promoting Esports competitions.

Text (Required)

Hedlund, D.P., Fried, G., Smith III, R.C. (2021). *Esports Business Management*. Human Kinetics.
ISBN: **9781718200227**

Course Objectives

Upon successful completion of the course, students should be able to do the following:

1. Understand the history and development of eSport
2. Gain knowledge of the levels of eSport ranging from youth to professional Esports
3. Analyze contemporary issues and topics in Esports and Esports management
4. Identify trends in Esports
5. Gain knowledge of various professional opportunities within the Esports industry, including but not limited to managing, promoting, and sponsorship eSporting events.
6. Understand the application of basic organizational theory and its application in the field of Esports.

Student Learning Outcomes

By the end of the course, the student will be able to:

7. Successfully, discuss the past, present, and future of the Esports industry.

8. Demonstrate the ability to identify and discuss issues in Esports in class and on appropriate assignments.
9. Identify parts of the Esports industry, their functions and how they operate through assignments and answering exam questions.
10. Explain the intersection of various sport management fields (e.g., sport marketing, sport sponsorship, sport finance, event management, sport law, and venue management) within the Esports industry through comprehensive assignments and exams.
11. Demonstrate understanding of various career opportunities in the field of Esports through experiential assignments.
12. Critically discuss Esports management and analyze the future of the field.

Course Policies:

1) **Professionalism is importan**t. Please make yourself familiar with the Professionalism section of this syllabus. Turning assignments in on time also reflects professionalism…see below.
2) **No late work is accepte**d. For detailed policy please see below.
3) All assignments must be submitted via Blackboard in the appropriate areas unless otherwise instructed.
4) Unless otherwise instructed, **writing assignments must be written in APA style**. If sources are used, students must include those sources in a reference list, formatted for APA. For tips on how to do this, visit the Owl Purdue website. Grammar, punctuation, and spelling will be included in the evaluation of assignments (up to 10% of total possible points).
5) **Reading Assignments:** It is required that all class readings be completed on time given that they are part of class lectures, discussions, and assignments.
6) **Exams, etc.** will only be given on the scheduled dates. Exam questions will be taken from the text, lectures, handouts, videos, discussions and assignments. **If a study guide is given, it is no manner an all-inclusive representation of what will be tested on the exam.** Students are responsible for all materials throughout the duration of the semester, regardless of their attendance for the material.
7) **Phones, headphones, and other similar electronics are NOT permitted in class**, unless otherwise specified by the Professor ahead of time. All devices must be switched off and put away at all time during class. If you are caught using a device in class you will be given one (1) warning before being docked points from your participation/professionalism grade. If it becomes a continual problem or a distraction, student may be asked to leave the class and will therefore receive an absence for the day. **Laptops and iPads are permitted, unless you are caught doing work for another class or using it for a purpose other than taking notes or following along with PPT slides.** If you are caught doing so, you lose that privilege for the remainder of the course.

Statement About Grading:

My role includes evaluating and assigning grades for work completed by students. I believe students deserve to receive grades in a timely manner during the course. As a general guideline, I will post grades for your assignments within approximately 1.5 weeks of their respective due dates (not the submission date as I usually grade assignments as a group after the due date). The grading may be earlier some weeks and a little later other weeks, but on average your grades should be up within 1.5 weeks of the due date. It is a student's responsibility to successfully submit all assignments on time and to confirm via Blackboard that the assignment has been submitted before the deadline. Confirmation of submission

(for assignments, quizzes, exams processed in Blackboard) is accomplished by checking Blackboard for a score for a quiz or exam or an "!" or score for an assignment. Students are to keep a copy of all assignments submitted at least until their final course grade has been posted. Blackboard is not immune to crashing, losing, or corrupting files. Having a backup is a good thing.

Late work:
All assignments are due at the BEGINNING of class. If class begins at 1pm, and a student walks in at 1:05 to hand in an assignment that has already been collected, it will be counted as late. This is to avoid the student who runs to the library to print out their work or staple it last minute, while other students have been responsible enough to do so ahead of time.

I DO NOT ACCEPT LATE WORK after the day on which it is due. No exceptions. If you fail to turn in an assignment in hard copy on the day it is due, I will not accept it and the student will receive a 0 for the assignment. If you will be absent due to an excused absence or university sponsored event, you are to turn the assignment into me PRIOR to the due date, **this includes bonus points for Notebook Checks**.

LATE WORK FOR UNEXPECTED EXCUSED ABSENCES: If it is an excused absence that unexpectedly prevents you from making it to campus on a due date, I will accept the assignment on your FIRST day back to campus (not necessarily to class).

> **Example:** If you are sick on Tuesday when we took a test or handed in an assignment, and you bring a doctor's note showing you were sick on TUESDAY, Wednesday I expect the assignment to be turned in in hard copy, and/or to hear from you in regards to when you will make up the test… don't wait for the next class period. It is also a good idea to email the Professor and let them know the situation and when you expect to return.

Academic Integrity
Students who commit any act of academic dishonesty may receive from the instructor a failing grade in a course without possibility of withdrawal. The faculty member may also present the case to the Office of Student Life for disciplinary sanctions." Students who are unfamiliar with the University's policy on plagiarism should consult the most recent edition of the Western Kentucky University Student Handbook. Students uncertain regarding what actions constitute plagiarism should consult the instructor and/or the student handbook

Contacting the professor:
All communication with the professor should be handled in a **professional manner**. During regular academic school periods, on Monday through Friday, the professor will respond to emails within 24-48 hours; thus, please do not send multiple emails inquiring about the same topic within a 48-hour time span, unless otherwise notified.
For e-mail please use the following subject line: [SPM 454] your last name – subject

Important Note: When contacting the professor students should send a formal email addressing the professor as Dr. or Professor, state your name, which course you are in, and then state what your email is concerning. Students should begin getting into the habit of all correspondence being professional and respectful. If it is a question that can be answered from the syllabus, a rubric or instructions that I have handed out, I may simply direct you to that information.

Note about emails: The University will use students' WKU e---mail addresses exclusively for all university communication. Students may forward their WKU e-mail to another e-mail address, Blackboard is

designed to use WKU addresses. If you experience difficulty with your email/Blackboard accounts, please contact WKU's IT Help Desk at 270-745-7000.

Class Participation:

For this to be a rewarding academic experience, everyone must contribute to class discussion. This requires that *EVERYONE* come to class prepared (reading & written assignments completed), attend class regularly/punctually, bring your textbook and actively participate in all assignments and activities. The success of this class depends on your willingness to participate.

Attendance

Attendance will be taken at the beginning of class. The professor will usually take attendance by passing around a sign-in sheet at the beginning of each class, attached to the monthly calendar for the course. It is the responsibility of each student to sign in each class. Failure to sign in will result in being counted as absent from class on the given class. Attendance will be taken at the beginning of every class. You are allowed two unexcused absences with no point deductions. Any classes missed (unexcused) after those two will result in the loss of 5 points for each additional absence (up to 50 points).

By signing in to class, students acknowledge they are present, prepared, and willing to participate. You also acknowledge that you have reviewed and understand the monthly calendar for the course, to which the sign-in sheet is attached. If a student signs in but is evidently unprepared, they are subject to being counted as absent for the day.

Excused absence: Student must bring a doctor's note, police report or university documentation establishing the reason for missing the specific date and time of class. Proof of an excused absence must be given to the professor as soon as reasonably possible once the student has returned back to campus. **No make-ups will be given without proof of an excused absence. A make-up exam, or acceptance of an assignment, will be immediately upon returning from the excused absence. Contact with Professor must be made as soon as is reasonably possible.**

Missed class for either excused or unexcused reasons is the responsibility of the student. Student is responsible for any and all materials, assignments and due work.

STUDENT-ATHLETES:

Athletics and other university sponsored events: Students should inform the professor ahead of time that they will be missing class on said date, **and should turn in any assignments PRIOR to their departure, and should arrange to take any tests/in-class essays or assignments PRIOR to their departure as well, giving the Professor at least 72 hours' notice for the scheduling of a make-up exam prior to the scheduled departure.** Professor reserves the right to not accept work turned in after the student's return… the same goes for exams and other make-ups, if student does not follow the excused absence policy as explained in this syllabus.

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf and

Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment

and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

ADA Accommodation Statement

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Writing Center Assistance: *The Writing Center on the Bowling Green campus* is offering ***only*** remote assistance to writers during the covid-19 pandemic. WKU students may request feedback on their writing via email or arrange a real-time Zoom conference to discuss a paper. See instructions and how-to videos on the website (www.wku.edu/writingcenter) for making online synchronous (Zoom) or asynchronous (email) appointments. Students may also get short writing questions answered via email; just put "Quick question" in the subject line to (writingcenter@wku.edu).

Syllabus Disclaimer:

The enclosed schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning. Total overall points may change due to dropped test questions, changed assignments or Professor discretion.

Below you will find the participation/professionalism rubric, as well as a tentative course calendar for intended subjects and important dates.

Topical Outline (*subject to change*)

Week(s)	Date(s)	Topics/Assignment	Readings	Notes
1		• Course Introduction • Review Syllabus	Syllabus	
		• **Lecture –** *Introduction to Esports* • **Assignment –** *Syllabus Quiz*	Chapter 1	

2		• **Lecture –** *Levels of Esports – Youth, & High School*	Chapter 2	
		• **Lecture –** *Levels of Esports – College & Pro Esports*	Chapter 2	
3		• **Lecture –** *Guest Lecture – WKU's Esports Team*	Chapter 2	
		• **Lecture –** *Esports Culture & Issues*	Chapter 3	
4		• **Lecture –** *Esports Stakeholders*	Chapter 4	
		• **Lecture –** *Stakeholder analysis* • **Blackboard Activity –** Esports Stakeholder Assignment	Chapter 4	Stakeholder assignment due on Blackboard on Sunday at 11:59 PM
5		• **Lecture –** *Esports Governance – Introduction to Governance*	Chapter 5	
		• **Lecture –** *Esports Governance – Federations, organizations, & uniqueness*	Chapter 5	
6		• **Lecture –** Catch-up Day/ Review for Exam 1		
		• **Lecture –** NONE • **EXAM 1**		Exam 1 in class
7		• **Lecture –** *Esports Marketing*	Chapter 6	
		• **Lecture –** *Esports Sponsorship*	Chapter 7	
8		• **Lecture –** *Esports Events*	Chapter 8	
		• **Lecture –** *Esports Events* • **Blackboard Activity –** Esports Event Analysis	Chapters 8	**Event Analysis due on Blackboard at 11:59 PM**
9		• **Lecture –** *Esports Venues*	Chapter 9	
		• **Lecture –** *Esports Communication*	Chapter 10	

10		• **Lecture –** *Esports Finance*	Chapter 11	
		• **Lecture –** *Esports Economics*	Chapter 11	
11		• **Lecture –** *The intersection of Law & Esports*	Chapter 12	
		• **Lecture –** *The intersection of Law & Esports*	Chapter 12	
12		• **Lecture –** *Esports team & player management*	Chapter 13	
		• **Lecture –** *Esports team & player management*	Chapter 13	
13		• **Lecture –** *Esports Careers*	Chapter 14	
		• **Exam 2 on Blackboard**		
14		***NO CLASSES THANKSGIVING BREAK***		
		NO CLASSES THANKSGIVING BREAK		
		NO CLASSES THANKSGIVING BREAK		
15		• **Lecture –** *Video gaming, Esports, & therapeutic recreation*	Online reading	
		• **Lecture –** *The future of Esports*	Online Reading	
16		• **Lecture –** *Student Presentations*		
		• **Lecture –** *Student Presentations*		

Course Evaluation	**Point Total**	**Notes**
Syllabus Quiz	50 points	
Stakeholder Assignment	50 points	
Esports Event Analysis	50 points	
Esports Presentations	100 points	
Exam 1	100 points	* Must be in class
Exam 2	*100 points*	** Must be in class*
Final Exam	150 points	* Must be in class
Participation/Professionalism	50 points	
Total Points	550 points	

Grading Scale

90.00% - 100.00%	**= A**
88.00% - 89.99%	**= B+**
82.00% - 87.99%	**= B**
80.00% - 81.99%	**= B-**
78.00% - 79.99%	**= C+**
72.00% - 77.99%	**= C**
70.00% - 71.99%	**= C-**
68.00% - 69.99%	**= D+**
62.00% - 67.99%	**= D**
60.00% - 61.99%	**= D-**
≤ 59.99%	**= F**

Please Note: Grades will NOT be rounded up due to the opportunity for bonus points. For example, students finishing with an 89.99% will receive a B+.

For all other assignments mentioned in this syllabus, you will receive separate instructions and/or a grading rubric with more detailed expectations and information on Blackboard.

Syllabus Disclaimer:

The above schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning. Please also note the syllabus on BLACKBOARD is the most up-to-date syllabus and the version that we will be following during the course of the semester.

Proposal Date: November 2020

College of Health and Human Services and Gordon Ford College of Business
School of Kinesiology, Recreation & Sport and the Department of Marketing
Proposal to Create a New Certificate Program
(Action Item)

Contact People: Stacey Forsythe (Sport Management), stacey.forsythe@wku.edu, 270-745-4238; Patricia Todd (Marketing), patricia.todd@wku.edu, 270-745-2334

1. Identification of program:

1.1 Program title: Esports Management
1.2 Required hours in program: 15 hours
1.3 Special information: Esports Management is an interdisciplinary certificate including programs from CHHS (Sport Management) and GFCB (Marketing). The certificate will be administered by the School of Kinesiology, Recreation and Sport in CHHS and the Department of Marketing in GFCB. Student enrollment credit will be split evenly between CHHS and GFCB (this split is possible, per 7/6/2020 email confirmation from Dr. Tuesdi Helbig).
1.4 Catalog description: The Esports Management Certificate is designed to prepare students in various majors for careers in Esports Management. This certificate is an interdisciplinary program between the Sport Management program in the School of Kinesiology, Recreation and Sport in the College of Health and Human Services and the Department of Marketing in the Gordon Ford College of Business and aims to equip students with knowledge in the areas of design, marketing, finance, promotion, and management within the Esports industry.
1.5 Classification of Instructional Program Code (CIP): 31.0504

2. Learning outcomes of the proposed certificate program: Students who successfully complete the certificate will:

- Describe the processes and key participants involved in Esports in the areas of design, production, marketing, distribution, usage, and support
- Demonstrate knowledge of the expected and required behaviors and competencies, such as ethical best practices and legal expectations relevant to entry into employment in the Esports industry
- Articulate and apply concepts representing the diverse microcosm of Esports and its effects upon society and culture

3. Rationale:

3.1 Reason for developing the proposed certificate program: The certificate in Esports Management is a collaboration between the Department of Marketing and the School of Kinesiology, Recreation and Sport. Currently, neither Sport Management (SPM) nor Marketing (MKT) have an Esports Management certificate or concentration, though both units have been interested in creating one or more options. This new certificate is a multidisciplinary collaboration to meet the needs of a growing industry. The Esports Management Certificate supports the WKU Strategic Plan by offering innovative academic programming to students while fostering a sense of collaborative learning and instructional opportunities.

According to Newzoo's 2019 Global Esports Market Report, the industry building around global Esports is expected to be more than $1.8 billion by 2022, with an expected growth of more than 30% per year. The Esports employment site Hitmarker cites that the growth in global Esports industry jobs during 2019 increased by 87% from 2018. This rapid growth has resulted in a shortage of qualified college graduates to meet the industry's needs. For example, Twitch.tv, an interactive streaming platform currently has 98 job positions available, 58 of them involve management and marketing. There are many career opportunities outside of the typical game design and computer coding areas. Examples of potential career paths include those in sales, marketing, HR, product management, event planning, team management, legal, coaching, and training.

The Kentucky High School Athletic Association (KHSAA) has recognized Esports as a varsity program, along with more than 100 other high schools in the United States. This results in an excellent opportunity for recruitment for two colleges.

Additionally, the creation of a certificate in Esports Management will complement both the Sport Management and Marketing majors. The Sport Management major is a stand-alone major (63 hours) and does not require a concentration or minor. The Marketing major consists of a choice of three concentrations: Strategic, Social Media, and Sales. Marketing majors take the Business Core plus an additional 30 hours in the major. The Marketing major does not require a minor. Students who complete the Esports Management Certificate will be poised to enter the job market with increased employability and a more diverse educational experience.

According to a report run through Keyword Planner in Google ads on October 23, the competition for an Esports Certificate is low. The low range for top of page bid was 1.34 and the high range for top of page bid was 6.45 indicating an opportunity for program recruitment.

Stacey Forsythe worked with Anna Kerr in the Division of Extended Learning and Outreach (DELO) to pull Job Posting Analytics from the EMSI Q3 2020 Data Set. This report shows there is a wide range of fields in which this certificate can be applied. The top industries show the job postings are within Educational Services, Information, Services and Trade. This shows the certificate can be paired with many different types of degrees as a way to expand job opportunities and experience. There is very little experience needed for a good many of these jobs which can indicate how new the field is within the industries.

The most interesting and telling information in this report would be the "Unique Postings Trend." Data show a significant job opening increase over the last 4 years. The availability of jobs in this field is on the rise in the southeast region of the United States. Regional job postings increased five-fold over the past three years. In August 2017, there were seven unique postings, and by August 2020, there were 36 monthly postings. The full report was submitted with this certificate application.

3.2 Relationship of the proposed certificate program to other programs now offered by the department: Currently there are no other related certificate programs in the Gordon Ford College of Business and the School of Kinesiology, Recreation, and Sport. We anticipate this certificate will add to the options for students in both colleges, as well as introducing non-Sport Management and non-Marketing majors to the area of Esports Management.

3.3 Relationship of the proposed certificate program to certificate programs offered in other departments: The Certificate in Esports Management is a logical complement to the recently approved Certificate in Game Design. While the certificate in Game Design focuses on the design and programming areas of Esports, the Esports Management Certificate will focus on the production, marketing, distribution, usage, and support of Esports participants and venues, as well as best practices in ethics, marketing, player presentation and development, health and wellness, and event planning in Esports.

3.4 Projected enrollment in the proposed certificate program: The current enrollment in the special topics MKT 420 Esports Marketing and Branding course is 29 students. Students currently enrolled in the course come from eight different majors. Fall 2020 enrollment numbers in both MKT 322 Integrated Marketing Communications and SPM 305 Sport Event Management are 60 (two sections of 30 students) and 42 respectively, and are comprised of students from over 14 different majors. Based on this information, projected enrollment the first year would be 30 to 40, with planned potential growth.

3.5 Similar certificate programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions): The University of Kentucky is considering a certificate. The Ohio State University is offering a multidisciplinary major in Esports. In the U.S., colleges including Virginia's Shenandoah University, Becker College in Massachusetts and The Ohio State University offer degrees in Esports. While other programs across the country are creating Esports Management degrees and concentrations; a certificate in Esports Management at WKU will allow our students to pursue a diverse selection of majors across the university while obtaining a specialized certificate to diversify their employability in a competitive, yet flourishing, job market.

3.6 Relationship of the proposed certificate program to the university mission and objectives: A certificate in Esports Management demonstrates WKU's commitment to meeting student needs by providing them the tools necessary to help them compete in today's job market. It provides students a competitive advantage in an industry that is begging for qualified employees. It also exemplifies WKU's forward looking position as being cognizant of future employment needs. The Esports Management Certificate supports the WKU Strategic Plan by offering innovative academic programming to students while fostering a sense of collaborative learning and instructional opportunities. WKU was the first state school in Kentucky to build a varsity Esports program in 2016. There are now 36 players with scholarships across three gaming platforms, along with three student coaches, all learning leadership and teamwork skills. WKU has demonstrated its innovation in the support and growth of the Esports program and can provide further evidence creating a culture for innovation by being among the first in Kentucky to the offer a certificate in Esports Management.

4. Curriculum:

Esports Management Certificate: 15 hours

<u>Marketing (9 hours)</u>

- MKT 220 Basic Marketing Concepts
- MKT 322 Integrated Marketing Communications
- MKT 426 Esports Marketing and Branding

<u>Sport Management (6 hours)</u>

- SPM 305 Sport Event Management

- SPM 320 Esports Management

5. Budget implications: Courses can be staffed with existing faculty, with existing hardware and software, and in existing classrooms in both CHHS and GFCB. Current SPM classes and faculty exist to support the Esports certificate. In addition, a new faculty search was approved for Fall 2021 that will also create support for the SPM courses in the certificate.

6. Proposed term for implementation: Fall 2021

7. Dates of prior committee approvals:

School of Kinesiology, Recreation and Sport	10/27/2020
Department of Marketing	11/17/2020
CHHS College Curriculum Committee	12/04/2020
GFCB College Curriculum Committee	12/16/2020
Contact with Office of Academic Affairs	12/01/2020
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	
Board of Regents	

University Undergraduate Curriculum Proposal Checklist

Please complete the following checklist to ensure your proposal will proceed smoothly and efficiently. Include the checklist as a cover sheet with your proposal. Proposals without the checklist will be returned to the proponent.

☑ For new or revised programs, courses, or course descriptions, what departments/programs have been consulted concerning potential impact (e.g. to possible duplication or conflict, changed corequisite or prerequisite for equivalent courses, etc.)? Please provide names and dates for individuals consulted.

The Esports Management Certificate is a collaborative venture between the School

☑ What are the potential budget implications for this proposal? If any additional staffing is required, how will it be funded? If not, how will current staffing accommodate the proposed course/program?

The GFCB courses included in the Esports Management Certificate are already in e

☐ If you are proposing a new undergraduate program or changes to an existing undergraduate program, please include a new or updated four-year degree pathway.

☑ Has the proposal been checked carefully for mechanics, grammar, syntax, and clarity?

Lukas Forbes Digitally signed by Lukas Forbes Date: 2020.12.18 08:48:26 -06'00'

Department Head

Date

Evelyn Thrasher Digitally signed by Evelyn Thrasher Date: 2020.12.17 14:46:47 -06'00'

Dean or Designee

Date

University Undergraduate Curriculum Proposal Checklist

Please complete the following checklist to ensure your proposal will proceed smoothly and efficiently. Include the checklist as a cover sheet with your proposal. Proposals without the checklist will be returned to the proponent.

☑ For new or revised programs, courses, or course descriptions, what departments/programs have been consulted concerning potential impact (e.g. to possible duplication or conflict, changed corequisite or prerequisite for equivalent courses, etc.)? Please provide names and dates for individuals consulted.

The Esports Management Certificate is a collaborative venture between the School c

☑ What are the potential budget implications for this proposal? If any additional staffing is required, how will it be funded? If not, how will current staffing accommodate the proposed course/program?

The SPM program is in the search process to fill a faculty line. With the new faculty p

☐ If you are proposing a new undergraduate program or changes to an existing undergraduate program, please include a new or updated four-year degree pathway.

☑ Has the proposal been checked carefully for mechanics, grammar, syntax, and clarity?

Digitally signed by Ron Remsing
DN: cn=Ron Remsing, o=Western Kentucky University, ou=School of Kinesiology, Recreation & Sport, email=ron.remsing@wku.edu, c=US
Date: 2020.11.19 12:25:26 -06'00'

Department Head

11.19.2020
Date

Danita Kelley
Digitally signed by Danita Kelley
Date: 2020.12.07 10:24:17 -06'00'

Dean or Designee

12/07/2020
Date

Proposal Date: 10/5/2020

Potter College of Arts & Letters
Department of Music
Proposal to Revise Course Catalog Listing
(Consent Item)

Contact Person: Liza Kelly, liza.kelly@wku.edu, 270-745-2682

1. Identification of course:
1.1 Course prefix: MUS 430
1.2 Course title: Music Literature

2. Current course catalog listing: A variable topic course which may be taken more than once for credit. Typical term sub-titles are as follows: American Music, Band Literature, Baroque Period, Chamber Music, Keyboard Literature, Medieval and Renaissance Music, Opera Literature, Symphonic Literature, Vocal Literature, World Music.

3. Proposed course catalog listing: A variable topic course which may be taken more than once for credit. Potential term sub-titles include: instrument specific repertoire, American Music, Band Literature, Chamber Music, Opera Literature, or Symphonic Literature.

4. Rationale for revision of the course catalog listing: The inclusion of *instrument specific repertoire* enables students to have specialized focus on repertoire pertaining to their instrument of study. This option enables the WKU performance degree to be on par with benchmark institutions and admission requirements for master's degree in music performance programs. Without the revision, students fulfilling the MUS 430 Music Literature requirement potentially will complete an upper level course that has no direct connection to their instrument.

5. Proposed term for implementation: Next Available

6. Dates of prior committee approvals:

Department of Music	**11/20/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Revise Course Catalog Listing
(Consent Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. **Identification of course:**
   1.1 Course prefix (subject area) and number: PJ 333
   1.2 Course title: Lighting Technologies

2. **Current course catalog listing:** Lighting techniques used in the studio and on-location applied through weekly portrait, feature, and picture story assignments. Discussion includes interviewing techniques and ethics. On-location lighting equipment and digital SLR camera required. Note: Permission of instructor

3. **Proposed course catalog listing: (aim for 25 words or less)** Application of techniques using flash and video lighting in the studio and on location. Weekly assignments include portraits, features, and illustrations. Ethical implication of lighting techniques discussed. On-location lighting equipment, off-campus transportation, DSLR or mirrorless camera, and external hard drive required.

4. **Rationale for revision of the course catalog listing:** This updates the catalog description and more accurately and thoroughly describes the course content. It also updates the camera requirement options to include mirrorless technology.

5. **Proposed term for implementation:** Next available

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

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College or Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Revise Course Catalog Listing
(Consent Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. **Identification of course:**
   1.1 Course prefix (subject area) and number: PJ 336
   1.2 Course title: Picture Editing

2. **Current course catalog listing:** A study of the process of making informed and ethical decisions concerning the publication of photographs. Topics include picture choice, design, and photo management.

3. **Proposed course catalog listing: (aim for 25 words or less)** A study of the process of making informed and ethical decisions concerning the publication of still images and video. Topics include picture choice, traditional and online presentation design, and the role of the picture editor in media management.

4. **Rationale for revision of the course catalog listing:** This updates the catalog listing to include the ethical implications of video publication, online design techniques, and the evolving role of the picture editor in contemporary media.

5. **Proposed term for implementation:** Next available

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

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Revise Course Catalog Listing
(Consent Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. **Identification of course:**
   1.1 Course prefix (subject area) and number: PJ 433
   1.2 Course title: Advanced Short Form Documentary

2. **Current course catalog listing:** Web-based narratives course involving weekly assignments using photography, audio, and video. Web ethics explored. Transportation, digital SLR camera, external hard drive, and audio equipment required.

3. **Proposed course catalog listing: (aim for 25 words or less):** An advanced, project-based application of documentary storytelling, editing, narrative structure, and journalistic ethics, with peer review and critique. Weekly assignments direct the student to understand a structured approach to the genre. Requires off-campus transportation, DSLR or mirrorless equipment with video capabilities, audio equipment, and an external hard drive.

4. **Rationale for revision of the course catalog listing:** This change more accurately describes the content of the course and updates the camera requirement options to include mirrorless technology.

5. **Proposed term for implementation:** Next available

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

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Revise Course Catalog Listing
(Consent Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. **Identification of course:**
   1.1 Course prefix (subject area) and number: PJ 436
   1.2 Course title: Projects in Photojournalism

2. **Current course catalog listing:** Capstone for Photojournalism major, emphasis on a long-term project and conceptual assignments. Ethics discussed. In addition to projects, each student will present a final portfolio to reflect mastery of skills. Guest lecturers from the photojournalism field enhance student learning. Transportation, digital SLR camera, and audio equipment required. Video camera recommended.

3. **Proposed course catalog listing: (aim for 25 words or less)** Capstone for Photojournalism major. Emphasis on long-term projects based on critical thinking and journalistic ethical discussion. A student portfolio is presented to reflect mastery of skills. Guest lecturers from the visual industry enhance student learning. Requires off-campus transportation, DSLR or mirrorless equipment with video capabilities, audio equipment, and an external hard drive.

4. **Rationale for revision of the course catalog listing:** This change more accurately describes the content of the course and updates the camera requirement options to include mirrorless technology.

5. **Proposed term for implementation:** Next available

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

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

(Action Item)

Proposal to Create a New Course: GERM 369 Identity in German Cinema
Potter College of Arts & Letters
Department of Modern Languages

Section 1: Proponent Contact Information

1.1 Name/Title: Laura McGee / Professor
1.2 Email address: laura.mcgee@wku.edu
1.3 Phone #: 270-745-2763

Section 2: Course Catalog Information

2.1 Course prefix (subject area) and number: GERM 369

2.2 Course CIP code: 05.0125

2.3 Course title: Identity in German Cinema

2.4 Abbreviated Course title: Identity in German Cinema

2.5 Credit hours/Variable credit: 3/ No

2.6 Repeatability: No

2.7 Course Term: Is this course intended to span more than a single term?

NO

2.8 Course Catalog Description:
A study of the individual and society in Germany through German cinema. Historical and contemporary perspectives on identity and othering. May include religion, race, gender, sexual orientation, mental health, immigration or foreign worker status, socioeconomic status, age, and post-unification East-West identities. Taught in English.

2.9 Prerequisite/Co-requisites/Restrictions: N/A.

2.10 Additional Enrollment Requirements: N/A

2.11 Other Special Course Requirements: N/A

2.12 Grade Type: a standard A-F final grade

2.13 Schedule Type: Lecture

Section 3: Description of proposed course

3.1 Course Content Summary:

- Introduction to the ways film constructs meaning.
- Introduction to ways of talking about (vocabulary) and formats for writing about film (genres).
- Introduction to aspects of recent German history and contemporary German society to provide context for understanding and analysis.
- Viewing and discussion of films chosen based on historical and contemporary representations of identities in cinema, to include identities such as those based on religion, race, gender, sexual orientation, mental health, (dis)ability, immigration or foreign worker status, socioeconomic status, age, and east-west identities.
- Discussions around self and society, dominant vs. marginal(ized) populations, diversity of values, (social) justice, civility and respect, as well as real-world social and cultural problems.

3.2 Learning Outcomes:

Students will investigate ways in which individuals shape, and are shaped by, the societies and cultures within which they live. This course will consider the ethical questions and shared cultural values that shape societal norms and behaviors, the independent and collective or collaborative artistic expression of those values, and/or the role of social and cultural institutions in developing and sustaining norms, values, and beliefs. Students who complete this course will:

1. Analyze the development of self in relation to others and society.
2. Examine diverse values that form civically engaged and informed members of society.
3. Evaluate solutions to real-world social and cultural problems.
4. Develop visual literacy.
5. Demonstrate an understanding of contemporary German society.

3.3 Assessment/Evaluation:

- Contributions to discussion that demonstrate understanding and critical thinking according to the SLOs.
- Short writing assignments and film reviews to develop skills represented in the learning outcomes (formative assessment).
- Culminating product of learning that demonstrates learning outcomes 1-5 (summative assessment).

Section 4: Rationale

4.1 Reason for developing this proposed course:

- The learning in this course contributes to respectful and informed civil dialogue.
- It examines the experience of individuals and social groups who are "othered" (identified as different, and/or as not belonging to the dominant culture (power group) in order – through the visual medium and ensuing

classroom discussion – to see through another's eyes, that is, to expand one's perspective on the human experience that others may be having.
- It provides insights into another culture which is similar and yet different from the dominant "American" one.
- It provides the tools for thoughtful and measured intercultural comparisons and understanding that will be useful in domestic and international contexts.

4.2 Relationship to similar courses offered by other university departments/units:

- Do any other courses already being offered by other university departments/units share content with this proposed course? Yes
  - ANTH 449 Ethnographic Video Production

- Are any of the proposed pre/co-requisites for this course offered by another university department/unit? NO

- If the answer to both questions is NO, simply proceed to item 5.

- If the answer to either of those questions is YES, indicate here who in the affected departments/units was consulted, and the dates of those consultations:
  10/27/2020 Consulted with Folk Studies & Anthropology Department Head Darlene Applegate.

Section 5: Projected Enrollments/Resources

5.1 How many students per section are expected to enroll in this proposed course?

- The expected enrollment for this course is 25 students per offering.

5.2 How many sections of this course per academic year will be offered?

- 1 section every other year

5.3 How many students per academic year are expected to enroll?

- 25 every other year

5.4 How were these projections calculated? Explain any supporting evidence/data you have for arriving at these projections.

- Things have shifted dramatically for German due to the closing of the major and minor, and the opening of a Certificate in German Studies as of fall 2020. This course will serve students completing teach-out of the German major AND provide a sustainable and valuable first experience with German culture for all students. We plan to submit it for inclusion in the Connections, Social-Cultural category of Colonnade. Inquiries indicate it may count as an elective in the Film Studies Minor and International Affairs.

It will be of value to any student of International Affairs or International Business who wants to enhance their understanding of contemporary Germany. The most recent offering of FILM 469 (a Film program specific course), the closest, most comparable course (on a national cinema) had 18 students enrolled in spring 2019.

5.5 Proposed method of staffing:

- The course will be delivered by existing faculty.

5.6 Instructional technology resources: Adequate

5.7 Library resources: Will this proposed course require the use of library resources (books, journals, reference materials, audio-visual materials, electronic databases, etc.)? NO

If YES, was a Library Resources Form submitted to the appropriate collection development librarian prior to consideration at the college curriculum level?

Section 6: Proposed term for implementation: Spring 2022.

Section 7: Supplemental/Supporting Documentation: None.

Dates of prior committee approvals:

Modern Languages Department	**10/13/2020**
Potter College Curriculum Committee	**10/27/2020**
Undergraduate Curriculum Committee	**1-19-2021**
Faculty Senate	

(Action Item)

Proposal to Create a New Course: MUS 330 Introduction to Music as Therapy
Potter College of Arts and Letters
Department of Music

Section 1: Proponent Contact Information

1.1 Name/Title: Dr. Catherine M. Wilson, Assistant Professor
1.2 Email address: Catherine.wilson@wku.edu
1.3 Phone #: 270-745-5925

Section 2: Course Catalog Information

2.1 Course prefix (subject area) and number: MUS 330

2.2 Course CIP code: 51.2305

2.3 Course title: Introduction to Music as Therapy

2.4 Abbreviated Course title: Intro to Music as Therapy

2.5 Credit hours/Variable credit: 3.0

2.6 Repeatability: N/A

2.7 Course Term: Is this course intended to span more than a single term? NO

2.8 Course Catalog Description: An introduction to the history of music therapy and to therapeutic treatment using music as the medium for intervention. Students will study the history, philosophy, and principles of music therapy and its complementary roles in improving the quality of life of clients receiving treatment for physical and mental health concerns, as well as intellectual disabilities.

2.9 Prerequisite/Corequisites/Restrictions: NONE

2.10 Additional Enrollment Requirements: N/A

2.11 Other Special Course Requirements: N/A

2.12 Grade Type: A-F Letter Grade

2.13 Schedule Type: Lecture

Section 3: Description of proposed course

3.1 Course Content Summary: Introduction to Music as Therapy provides students with an introduction to the history of music therapy, and to using music as the medium for interventions for the effective treatment of a variety of people with therapeutic needs. Students will gain the ability to articulate what music therapy is, for whom music therapy may be effective, and why it should be considered. In addition, students will develop an understanding of the rationale for using music interventions, a basic knowledge of the music

therapy profession, music therapy resources, the therapeutic process using music, and ethics in the music therapy field, as well as develop an understanding on how a music therapist collaborates with other school and/or healthcare professionals on an IEP or treatment team to meet the needs of those for whom music therapy has been recommended or prescribed.

3.2 Learning Outcomes:

By successfully completing the course, the student will:

1. Demonstrate an understanding of the history and development of the ever-changing field of music therapy;
2. Demonstrate an understanding on how music can be used in therapeutic settings to meet a variety of needs for people in therapy, and the rationale for using music interventions;
3. Demonstrate a beginning knowledge of music therapy methods;
4. Demonstrate basic knowledge of music therapy terms and strategies;
5. Articulate why music therapy can be effective with various populations;
6. Demonstrate beginning knowledge of ethics and professional practice;
7. Demonstrate an awareness of music therapy resources;
8. Demonstrate an awareness of the therapeutic process (referral, assessment, intervention documentation, termination of treatment); and
9. Demonstrate a basic understanding of how music therapists work on a treatment team with other healthcare professionals.

3.3 Assessment/Evaluation:

- Completed course assignments and discussions
- Demonstration/ presentation of a music therapy intervention
- Midterm and final exam

Section 4: Rationale

4.1 Reason for developing this proposed course:

Students attending Western Kentucky University in the music department seeking bachelor's degrees in music have expressed interest in the music therapy field. Music therapy is an upcoming field with growing opportunities, in which students who want to make their living through music can be gainfully employed in schools, healthcare facilities, counseling centers, and in private practice. Students who seek admission to a music therapy program following graduation are required to complete an introductory music therapy course. In offering this course, we hope that students can determine if music therapy might be a career they would like to pursue, and this course may serve as a foundation for a graduate degree in music therapy at institutions such as University of Louisville or University of Kentucky.

4.2 Relationship to similar courses offered by other university departments/units:

- Do any other courses already being offered by other university departments/units share content with this proposed course? NO, while other departments discuss therapeutic topics, none deal directly with music and music therapy.
- Are any of the proposed pre/co-requisites for this course offered by another university department/unit? NO
- If the answer to both questions is NO, simply proceed to item 5.
- If the answer to either of those questions is YES, indicate here who in the affected departments/units was consulted, and the dates of those consultations:

Section 5: Projected Enrollments/Resources

5.1 How many students per section are expected to enroll in this proposed course? 10-18

5.2 How many sections of this course per academic year will be offered? one every other year

5.3 How many students per academic year are expected to enroll? 10-18 (every other year)

5.4 How were these projections calculated? Explain any supporting evidence/data you have for arriving at these projections. The projection is based on the increasing number of students who have inquired about music therapy training, as discussed by music faculty.

5.5 Proposed method of staffing: This course will utilize current faculty.

5.6 Instructional technology resources: Computer and projector, as available in most classrooms on campus.

5.7 Library resources: Will this proposed course require the use of library resources (books, journals, reference materials, audio-visual materials, electronic databases, etc.)? YES
If YES, was a Library Resources Form submitted to the appropriate collection development librarian prior to consideration at the college curriculum level? YES.

Section 6: Proposed term for implementation: Spring 2022
Section 7: Supplemental/Supporting Documentation: Sample Syllabus Upon Request

(Action Item)

Proposal to Create a New Course: MUS 400 Advanced Music Theory
Potter College of Arts & Letters
Department of Music

Section 1: Proponent Contact Information

1.1 Name/Title: Dr. Matthew Herman, Assistant Professor
1.2 Email address: matthew.herman@wku.edu
1.3 Phone #: 270-745-5400

Section 2: Course Catalog Information

2.1 Course prefix (subject area) and number: MUS 400

2.2 Course CIP code: 50.0904

2.3 Course title: Advanced Music Theory

2.4 Abbreviated Course title: Advanced Music Theory

2.5 Credit hours/Variable credit: 3

2.6 Repeatability: Repeatable once for a total of six credits

2.7 Course Term: Is this course intended to span more than a single term? NO

2.8 Course Catalog Description: A variable topic course that may be repeated once for credit. Typical term sub-titles are as follows: Graphic Analysis, Post-Tonal Analysis, Counterpoint.

2.9 Prerequisite/Corequisites/Restrictions: Prerequisite(s) MUS 201 and 211

2.10 Additional Enrollment Requirements: N/A

2.11 Other Special Course Requirements: N/A

2.12 Grade Type: standard A-F final grade

2.13 Schedule Type: Lecture

Section 3: Description of proposed course

3.1 Course Content Summary: In-depth study of a variable topic related to music theory, focusing on direct application of analytical and/or compositional techniques.

3.2 Learning Outcomes:

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

- Determine the most appropriate analytical tool, based on the time period and style of the music
- Independently utilize analytical techniques to understand the construction of musical works

- Express ideas and opinions about musical works through oral presentations and/or written documents
- Synthesize information about musical techniques by composing original musical excerpts and/or works

3.3 Assessment/Evaluation:

- Analysis assignments
- Composition assignments
- Quizzes
- Final project

Section 4: Rationale

4.1 Reason for developing this proposed course:

The study of music theory is a fundamental aspect of all music degree programs, accreditation, and the intellectual understanding of the art form. A variable topics course (through MUS 400) will allow the department to offer unique course content, above and beyond the existing music theory curriculum, at an advanced level. Music Performance Majors in particular are required to take twelve music elective hours (and at least three elective hours specific to music theory) to complete the degree. Upper-level course options are currently limited and students/faculty have shown an interest in theory topics outside the current offerings. In addition, many graduate programs in music require intensive entrance exams and expect a broad/high level of theoretical music understanding. MUS 400 will provide students an additional advanced/upper-level theory option, help performance majors meet degree requirements, and help students prepare for graduate study in music.

This course would complement MUS 430 Music Literature which is a current variable topics course in Music History and Literature.

4.2 Relationship to similar courses offered by other university departments/units:

- Do any other courses already being offered by other university departments/units share content with this proposed course? NO
- Are any of the proposed pre/co-requisites for this course offered by another university department/unit? NO
- If the answer to both questions is NO, simply proceed to item 5.
- If the answer to either of those questions is YES, indicate here who in the affected departments/units was consulted, and the dates of those consultations:

Section 5: Projected Enrollments/Resources

5.1 How many students per section are expected to enroll in this proposed course? 10-15

5.2 How many sections of this course per academic year will be offered? One every other year

5.3 How many students per academic year are expected to enroll? 10-15

(every other year)

5.4 How were these projections calculated? Explain any supporting evidence/data you have for arriving at these projections. Numbers are based on music major enrollment (specifically Performance Majors) and demonstrated interest through other music theory offerings.

5.5 Proposed method of staffing: current full-time faculty

5.6 Instructional technology resources: N/A

5.7 Library resources: Will this proposed course require the use of library resources (books, journals, reference materials, audio-visual materials, electronic databases, etc.)? NO

Section 6: Proposed term for implementation: Spring 2022
Section 7: Supplemental/Supporting Documentation: N/A

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. Identification of course:

1.1 Current course prefix (subject area) and number: PJ 131

1.2 Course title: Introduction to Digital Photography

2. Revise course title:

2.1 Current course title: Introduction to Digital Photography

2.2 Proposed course title: Fundamentals of Photography

2.3 Proposed abbreviated title: Fundamentals of Photography

2.4 Rationale for revision of course title: This change drops "digital," since using this term is no longer necessary. Using the plural "Fundamentals" instead of "Introduction" is a more effective description of the multiple techniques covered in this course.

3. Revise course number: n/a

3.1 Current course number:

3.2 Proposed course number:

3.3 Rationale for revision of course number:

4. Revise course prerequisites/co-requisites/special requirements: n/a

4.1 Current prerequisites/co-requisites/special requirements: (indicate which)

4.2 Proposed prerequisites/co-requisites/special requirements:

4.3 Rationale for revision of course prerequisites/co-requisites/special requirements:

4.4 Effect on completion of major/minor sequence:

5. Revise course catalog listing:

5.1 Current course catalog listing: Introduces students to the principles of journalistic digital photography through demonstrations, people-oriented photography assignments and class critiques of the photographs. Students must provide their own high quality point-and-shoot or DSLR camera (no camera phones). Note: This course does not qualify for photojournalism major or photojournalism minor credit.

5.2 Proposed course catalog listing: Introduces students to the principles of photography, including exposure, composition, light, and moments, through demonstrations, field assignments, and class critiques. A DSLR, mirrorless

camera, or high-quality, adjustable point-and-shoot camera is required (no cell phone cameras).

5.3 Rationale for revision of course catalog listing: The new description more specifically describes the fundamentals covered in this course. It also reflects the proposed curriculum change that drops the non-majors-only designation of this course, now requiring all Photojournalism majors and minors to take this course as well. The inclusion of mirrorless cameras in the equipment requirement reflects the addition of this new technology to the list of acceptable cameras that can be used for this course.

6. Revise course credit hours: n/a

6.1 Current course credit hours:
6.2 Proposed course credit hours:
6.3 Rationale for revision of course credit hours:

7. Revise schedule type: n/a

7.1 Current schedule type:
7.2 Proposed schedule type:
7.3 Rationale for revision of schedule type:

8. Revise grade type: n/a

8.1 Current grade type:
8.2 Proposed grade type:
8.3 Rationale for revision of grade type:

10. Proposed term for implementation: Next available

11. Dates of prior committee approvals:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. Identification of course:

1.1 Current course prefix (subject area) and number: PJ 261

1.2 Course title: Introduction to Multimedia

2. Revise course title:

2.1 Current course title: Introduction to Multimedia

2.2 Proposed course title: Mobile Media Storytelling

2.3 Proposed abbreviated title: Mobile Media Storytelling

2.4 Rationale for revision of course title: This reflects the move to mobile media devices and applications to complete class assignments.

3. Revise course number: n/a

3.1 Current course number:

3.2 Proposed course number:

3.3 Rationale for revision of course number:

4. Revise course prerequisites/co-requisites/special requirements: n/a

4.1 Current prerequisites/co-requisites/special requirements:

4.2 Proposed prerequisites/co-requisites/special requirements:

4.3 Rationale for revision of course prerequisites/co-requisites/special requirements:

4.4 Effect on completion of major/minor sequence:

5. Revise course catalog listing:

5.1 Current course catalog listing: Journalistic storytelling on the Web and other forms of electronic communication using photographs, words, audio, video, screen design, and navigation. Weekly assignments require transportation, digital SLR camera, audio recording device, and external hard drive.

5.2 Proposed course catalog listing: Online journalistic storytelling using photographs, words, audio, video, screen design, and data visualization. Weekly assignments explore the context of visual outlets, including social media and community engagement. Smartphone required.

5.3 Rationale for revision of course catalog listing: This revision reflects the use of smartphones to gather content for class projects. It also appeals to the student

interested in acquiring a deeper appreciation for visual content and storytelling technique in a mobile media platform.

6. Revise course credit hours: n/a

6.1 Current course credit hours:
6.2 Proposed course credit hours:
6.3 Rationale for revision of course credit hours:

7. Revise schedule type: n/a

7.1 Current schedule type:
7.2 Proposed schedule type:
7.3 Rationale for revision of schedule type:

8. Revise grade type: n/a

8.1 Current grade type:
8.2 Proposed grade type:
8.3 Rationale for revision of grade type:

10. Proposed term for implementation: Next available

11. Dates of prior committee approvals:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. Identification of course:

1.1 Current course prefix (subject area) and number: PJ 330

1.2 Course title: Introduction to Short Form Documentary

2. Revise course title:

2.1 Current course title: Introduction to Short Form Documentary

2.2 Proposed course title: Short Form Documentary

2.3 Proposed abbreviated title: Short Form Documentary

2.4 Rationale for revision of course title: This change more accurately reflects the intensity and the amount of material currently covered in the course.

3. Revise course number: n/a

3.1 Current course number:

3.2 Proposed course number:

3.3 Rationale for revision of course number:

4. Revise course prerequisites/co-requisites/special requirements: n/a

4.1 Current prerequisites/co-requisites/special requirements:

4.2 Proposed prerequisites/co-requisites/special requirements:

4.3 Rationale for revision of course prerequisites/co-requisites/special requirements:

4.4 Effect on completion of major/minor sequence:

5. Revise course catalog listing:

5.1 Current course catalog listing: Fundamentals of documentary storytelling through the use of still photography, audio, and video. Analysis and application of the principles of video editing techniques used in the photojournalism profession. Projects require transportation, a DSLR camera that is video capable, audio recording equipment and an external hard drive. Required off-campus travel. Lecture and lab.

5.2 Proposed course catalog listing: Analysis and hands-on application of visual storytelling, editing techniques, and story structure, primarily used in the documentary video genre. Requires off-campus transportation, DSLR or

mirrorless equipment with video capabilities, audio equipment, and an external hard drive.

5.3 Rationale for revision of course catalog listing: This change more accurately describes the content of the course and updates the camera requirement options to include mirrorless technology.

6. Revise course credit hours: n/a

6.1 Current course credit hours:
6.2 Proposed course credit hours:
6.3 Rationale for revision of course credit hours:

7. Revise schedule type: n/a

7.1 Current schedule type:
7.2 Proposed schedule type:
7.3 Rationale for revision of schedule type:

8. Revise grade type: n/a

8.1 Current grade type:
8.2 Proposed grade type:
8.3 Rationale for revision of grade type:

10. Proposed term for implementation: Next available

11. Dates of prior committee approvals:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. Identification of course:

1.1 Current course prefix (subject area) and number: PJ 334

1.2 Course title: Picture Stories

2. Revise course title:

2.1 Current course title: Picture Stories

2.2 Proposed course title: Photojournalism

2.3 Proposed abbreviated title: Photojournalism

2.4 Rationale for revision of course title: The new name encompasses the broader coverage of the course content.

3. Revise course number: n/a

3.1 Current course number:

3.2 Proposed course number:

3.3 Rationale for revision of course number:

4. Revise course prerequisites/co-requisites/special requirements: n/a

4.1 Current prerequisites/co-requisites/special requirements:

4.2 Proposed prerequisites/co-requisites/special requirements:

4.3 Rationale for revision of course prerequisites/co-requisites/special requirements:

5. Revise course catalog listing:

5.1 Current course catalog listing: Extensive use of the multiple-picture project to help students develop critical skills in visual storytelling, caption writing, and ethics. Digital SLR camera, compact flash cards, and external hard drive required.

5.2 Proposed course catalog listing: The practice of photojournalism as a means of storytelling through multiple-picture fieldwork projects in the community, caption writing, presentation, portfolio development, and ethical decision-making. Off-campus transportation, DSLR or mirrorless camera, and external hard drive required.

5.3 Rationale for revision of course catalog listing: This more accurately and thoroughly describes the course content, as well as updates the camera options to reflect mirrorless technology.

6. Revise course credit hours: n/a

6.1 Current course credit hours:
6.2 Proposed course credit hours:
6.3 Rationale for revision of course credit hours:

7. Revise schedule type: n/a

7.1 Current schedule type:
7.2 Proposed schedule type:
7.3 Rationale for revision of schedule type:

8. Revise grade type: n/a

8.1 Current grade type:
8.2 Proposed grade type:
8.3 Rationale for revision of grade type:

10. Proposed term for implementation: Next available

11. Dates of prior committee approvals:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. Identification of course:

1.1 Current course prefix (subject area) and number: PJ 432

1.2 Course title: Photojournalism Practicum

2. Revise course title:

2.1 Current course title: Photojournalism Practicum

2.2 Proposed course title: Advanced Photojournalism

2.3 Proposed abbreviated title: Advanced Photojournalism

2.4 Rationale for revision of course title: The new name more accurately reflects both the level and intensity of the course.

3. Revise course number: n/a

3.1 Current course number:

3.2 Proposed course number:

3.3 Rationale for revision of course number:

4. Revise course prerequisites/co-requisites/special requirements: n/a

4.1 Current prerequisites/co-requisites/special requirements:

4.2 Proposed prerequisites/co-requisites/special requirements:

4.3 Rationale for revision of course prerequisites/co-requisites/special requirements

4.4 Effect on completion of major/minor sequence:

5. Revise course catalog listing:

5.1 Current course catalog listing: Practical application of concepts and skills introduced in the previous photojournalism courses through work with campus and regional publications, both traditional and online. Emphasis on deadline reporting involving sports, news, and features, and how to work with ethical situations that arise from these events. Transportation, digital SLR camera, and audio equipment required.

5.2 Proposed course catalog listing: Application and development of advanced visual storytelling skills, including multiple-picture projects; covering news, features, sports, and portraits; writing; online presentation; interpersonal communication;

and ethical decision-making. Off campus transportation, DSLR or mirrorless camera, and external hard drive required.

5.3 Rationale for revision of course catalog listing: The new description more thoroughly and accurately describes the subject matter covered in this course. It also updates the camera requirement options to include mirrorless technology.

6. Revise course credit hours: n/a

6.1 Current course credit hours:
6.2 Proposed course credit hours:
6.3 Rationale for revision of course credit hours:

7. Revise schedule type: n/a

7.1 Current schedule type:
7.2 Proposed schedule type:
7.3 Rationale for revision of schedule type:

8. Revise grade type: n/a

8.1 Current grade type:
8.2 Proposed grade type:
8.3 Rationale for revision of grade type:

10. Proposed term for implementation: Next available

11. Dates of prior committee approvals:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

Potter College of Arts & Letters
School of Media
Proposal to Make Multiple Revisions to a Course
(Action Item)

Contact Person: James Kenney, james.kenney@wku.edu, 270-745-6307

1. Identification of course:

1.1 Current course prefix (subject area) and number: PJ 439

1.2 Course title: Advanced Studio Lighting

2. Revise course title:

2.1 Current course title: Advanced Studio Lighting Techniques

2.2 Proposed course title: Advanced Lighting and Contract Photography

2.3 Proposed abbreviated title: Adv Lighting & Contract Photo

2.4 Rationale for revision of course title: The title change includes the contract photography elements that are currently covered in this course.

3. Revise course number: n/a

3.1 Current course number

3.2 Proposed course number:

3.3 Rationale for revision of course number:

4. Revise course prerequisites/co-requisites/special requirements: n/a

4.1 Current prerequisites/co-requisites/special requirements: (indicate which)

4.2 Proposed prerequisites/co-requisites/special requirements:

4.3 Rationale for revision of course prerequisites/co-requisites/special requirements:

4.4 Effect on completion of major/minor sequence:

5. Revise course catalog listing:

5.1 Current course catalog listing: Advanced lighting techniques for studio photography. Techniques applied to portrait and still-life assignments. Advanced interviewing techniques for portrait work. The business of a working studio will be explored. Final project includes a portfolio and business plan. Off campus travel is required.

5.2 Proposed course catalog listing: Advanced lighting techniques applied to contract photography, as well as business practices related to a working studio. Final project includes a lighting portfolio and a business plan. Off campus transportation, DSLR or mirrorless camera, and external hard drive required.

5.3 Rationale for revision of course catalog listing: This more specifically reflects both the lighting and contract photography aspects of the course. It also updates the camera requirement options to include mirrorless technology.

6. Revise course credit hours: n/a

6.1 Current course credit hours:
6.2 Proposed course credit hours:
6.3 Rationale for revision of course credit hours:

7. Revise schedule type: n/a

7.1 Current schedule type:
7.2 Proposed schedule type:
7.3 Rationale for revision of schedule type:

8. Revise grade type: n/a

8.1 Current grade type:
8.2 Proposed grade type:
8.3 Rationale for revision of grade type:

10. Proposed term for implementation: Next available

11. Dates of prior committee approvals:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Proposal Date: 10/20/2020

(Action Item)

Proposal to Revise a program: Photojournalism Major (750)
Potter College of Arts & Letters
School of Media

Section 1: Proponent Contact Information

1.1 Name/Title: James H. Kenney/Professor
1.2 Email address: james.kenney@wku.edu
1.3 Phone #: 270.745.6307

Section 2: Program Information

2.1 Classification of Instructional Program (CIP) reference number: 09.0404

2.2 Current Program title: Major in Photojournalism

2.3 Current total number of credits required in the program: 45

Section 3: Proposed program revisions and rationales

3.1 **Remove PJ 231 and PJ 233 from required coursework for Photojournalism majors**: Removes required courses since they will no longer be offered. All Photojournalism majors will now be taking PJ 131, which will allow for more efficient navigation through the program.

3.2 **Add PJ 131 as a required course for Photojournalism majors:** This is the proposed introductory course for those seeking a major or a minor in the discipline, helping to potentially shorten the amount of time it takes to complete the major. In addition, since this is also a Colonnade course, it allows easier access for students to enter the major or minor without having to complete an additional introductory course.

3.3 **Change course numbers of PJ 331, PJ 430, and PJ 431:** The new course numbers will allow Photojournalism students to have a clearer understanding of the order in which the classes need to be taken to successfully complete the major.

3.4 **Change PJ 330, PJ 331, PJ 333, PJ 336, PJ 430, PJ 431, and PJ 436 prerequisites:** This is a catalog change to reflect the prerequisite course changes that have been previously approved.

3.5 Change PJ 131, PJ 330, PJ 331, PJ 431, and PJ 439 course titles: The new names more accurately reflect both the purpose of each course and the relationship they have to each other in the sequence.

Section 4: Consultations: No consultations necessary.

Section 5: Proposed term for implementation: Next available

Section 6: Approval Flow Dates:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Section 7: Required Appendices: Current & proposed program descriptions:

7.1: Current BA in Photojournalism

Catalog Description:

Specific objectives are to:

- ~~develop~~ the artistic, technical, and personal qualities of those who pursue a professional career in photojournalism
- ~~develop~~ a background for understanding the role of photojournalism in shaping and reflecting contemporary society
- ~~provide~~ instruction in photographic theory, principles and practice for the student in any area of scholarly pursuit where such knowledge is needed to improve understanding and abilities

Admission Requirements:
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:

1. Completion of a minimum of 24 hours of ~~course work~~ applicable to a baccalaureate degree~~;~~
2. A minimum overall grade point average of 2.5~~;~~
3. Completion of ENG 100 with a grade of ~~'C'~~ or better and 9 additional hours in the ~~ColonnadeProgram,~~
4. Completion of the following courses with a grade of ~~'C'~~ or better: ~~SJB 101, SJB 102,~~ ~~PJ 231, and PJ 233.~~ Students not meeting the above admission requirements will not be admitted to the Photojournalism major and cannot register for any additional courses in the major.

Curriculum:
The major in Photojournalism (ref.# 750) requires 45 semester hours and leads to ~~the~~ Bachelor of Arts degree. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements. ~~One-half~~ of the hours in the major must be at the 300~~-~~ or 400-level. Students must take a minimum of 72 semester hours in courses outside of the School of Media ~~unit~~, including the ~~University's~~ Colonnade ~~Program~~ requirements.

In addition to meeting ~~institutional requirements~~ for graduation, the Photojournalism major must have a minor or second major outside of the School of Media and the Film Studies minor that is approved by ~~the~~ major faculty advisor. Students may not select a minor in Film Studies, or those offered within the School, unless taken as a second minor. ~~One-half~~ of the hours must be at the 300- or 400-level.

Required Courses	Credits	Pre-reqs
SOM 101: Understanding Media Content	3	

SOM 102: Media Content, Collaboration and Community	3	
JOUR 202: Introduction to News Writing	3	
~~**PJ 231: Introduction to Photojournalism**~~	3	
~~**PJ 233: Intermediate Photojournalism**~~	3	~~**PJ 231**~~
One of the following two classes		
JOUR 301: Press Law & Ethics	3	PS 110 & SOM 101 & JOUR 202; or permission
BCOM 301: Mass Communication Law & Ethics	3	PS 110 & BCOM 201; or permission
JOUR 302: Intermediate Reporting	3	SOM 101 & JOUR 202; or permission
PJ 330: ~~**Introduction to Short Form Documentary**~~	3	~~**PJ 233; or permission**~~
PJ 333: Lighting Technologies	3	~~**PJ 233 or PJ 261**~~
~~**PJ 334: Picture Stories**~~	3	~~**PJ 336**~~
~~**PJ 433:**~~ Advanced Short Form Documentary	3	~~**PJ 334**~~
Capstone Course		
PJ 436: Photojournalism Projects	3	~~**PJ 362**~~
Diversity Elective - Select one course from the following		Courses may have pre-reqs
SOM 310: Media Diversity	3	
ANTH 448: Visual Anthropology	3	
~~**COMM 463: Intercultural Communication**~~	3	
CRIM 446: Gender, Crime and Justice	3	
FLK 330: Cultural Connections and Diversity	3	
SOCL 355: Sociology of Gender	3	
SOCL 362: Social Institutions: Race. Class and Gender	3	
SOCL 375: Diversity in American Society	3	
SPAN 345: Hispanic Representation in the Media	3	
Restricted Elective - select 2 of the following		
FILM 376: Cinematography	3	BCOM 366 or FILM 282
FILM 377: Film Sound	3	FILM 282 & BCOM 366
JOUR 323: News Editing	3	JOUR 202
JOUR 325: Feature Writing	3	JOUR 302 & JOUR 323; or permission
PJ 336: Picture Editing	3	~~**PJ 233 or PJ 131**~~
PJ 390: Cultural History of Photography	3	
~~**PJ 432: Photojournalism Practicum**~~	~~**3**~~	~~**PJ 362**~~

~~**PJ 439: Advanced Studio Lighting Techniques**~~	3	PJ 333
SOM 402: First Amendment	3	Permission
Total Required Credits	**45**	

7.2: <u>Proposed</u> BA in Photojournalism

Catalog Description:

Specific objectives are to:

- **Develop** the artistic, technical, and personal qualities of those who pursue a professional career in photojournalism.
- **Develop** a background for understanding the role of photojournalism in shaping and reflecting contemporary society.
- **Provide** instruction in photographic theory, principles, and practice for the student in any area of scholarly pursuit where such knowledge is needed to improve understanding and abilities.

Admission Requirements:

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:

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.
3. Completion of ENG 100 with a grade of **C** or better and 9 additional hours in the **Colonnade program.**
4. Completion of the following courses with a grade of **C** or better: **SOM 101, SOM 102**, **PJ 131, and PJ 330 or PJ 331.** Students not meeting the above admission requirements will not be admitted to the Photojournalism major and cannot register for any additional courses in the major.

Curriculum:

The major in Photojournalism (ref.# 750) requires 45 semester hours and leads to **a** Bachelor of Arts degree. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements. **One half** of the hours in the major must be at the 300- or 400-level. Students must take a minimum of 72 semester hours in courses outside of the School of Media, including the **university's** Colonnade **program** requirements.

In addition to meeting **the Colonnade and major requirements** for graduation, the Photojournalism major must have a minor or second major outside of the School of Media that is approved by **a** major faculty advisor. Students may not select a minor in Film Studies, or those offered within the School, unless taken as a second minor. **One half** of the hours must be at the 300- or 400-level.

Required Courses	Credits	Pre-reqs
SOM 101: Understanding Media Content	3	
SOM 102: Media Content, Collaboration and Community	3	
PJ 131: Fundamentals of Photography	3	
JOUR 202: Introduction to News Writing	3	
PJ 330: **Short Form Documentary**	3	**PJ 131; or permission**
PJ 331: Photojournalism	3	**PJ 131; or permission**

PJ 333: Lighting Technologies	3	**PJ 330 or PJ 331; or permission**
JOUR 302: Intermediate Reporting	3	SOM 101 & JOUR 202; or permission
One of the following two classes		
JOUR 301: Press Law & Ethics	3	PS 110 & SOM 101 & JOUR 202; or permission
BCOM 301: Mass Communication Law & Ethics	3	PS 110 & BCOM 201; or permission
PJ 430: Advanced Short Form Documentary	3	**PJ 330 & PJ 331; or permission**
PJ 431: Advanced Photojournalism	3	**PJ 330 & PJ 331; or permission**
Capstone Course		
PJ 436: Photojournalism Projects	3	**PJ 430 & PJ 431; or permission**

Diversity Elective - Select one course from the following		*Courses may have pre-reqs*
AFAM 190: African American Experience	3	
ART 317: Art and Power	3	
ART 390: Contemporary Art	3	
ART 405: Art Theory and Criticism	3	
ANTH 448: Visual Anthropology	3	
COMM 365: Intercultural Communication	3	
CRIM 361: Race, Class, and Crime	3	
CRIM 446: Gender, Crime and Justice	3	
ENG 295: Popular Culture and Gender: Signs & Narratives	3	
FLK 330: Cultural Connections and Diversity	3	
GWS 200: Introduction to Gender and Women's Studies	3	
HIST/AFAM 343: Communities of Struggle	3	
PS 373: Minority Politics	3	
PS 374: Women and Politics	3	
SOCL 355: Sociology of Gender	3	
SOCL 362: Social Institutions: Race. Class and Gender	3	
SOCL 375: Diversity in American Society	3	
SOM 310: Media Diversity	3	
SPAN 345: Hispanic Representation in the Media	3	

Restricted Elective - select 2 of the following		
JOUR 323: News Editing	3	JOUR 202
JOUR 325: Feature Writing	3	JOUR 302 & JOUR 323; or permission
PJ 336: Picture Editing	3	**SOM 102 & PJ 131; or permission**
PJ 390: Cultural History of Photography	3	
PJ 439: **Advanced Lighting and Contract Photography**	3	PJ 333
FILM 376: Cinematography	3	BCOM 366 or FILM 282
FILM 377: Film Sound	3	FILM 282 & BCOM 366
SOM 399: Special Topics in Media –Study Abroad	3	
SOM 402: First Amendment	3	Permission
Total Required Credits	**45**	

Proposal Date: 10/20/2020

(Action Item)

Proposal to Revise a program: Photojournalism Minor (433)
Potter College of Arts & Letters
School of Media

Section 1: Proponent Contact Information

1.1 Name/Title: James H. Kenney/Professor
1.2 Email address: james.kenney@wku.edu
1.3 Phone #: 270.745.6307

Section 2: Program Information

2.1 Classification of Instructional Program (CIP) reference number: 09.0404

2.2 Current Program title: Minor in Photojournalism

2.3 Current total number of credits required in the program: 21

Section 3: Proposed program revisions and rationales

3.1 Remove PJ 231 and PJ 233 from required coursework for Photojournalism minor: These courses will no longer be offered for the minor and PJ 131 and PJ 331 will take their place.

3.2 Add PJ 131 and PJ 331 as a required courses for Photojournalism minor: PJ 131 is now the proposed introductory course for those seeking a minor in the discipline. In addition, since this is also a Colonnade course, it allows easier access for students to enter the minor without having to complete an additional introductory course. PJ 331 is the proposed replacement for PJ 233.

3.3 Update PJ 331, PJ 333, and PJ 336 prerequisites: Updates prerequisite listings to match course changes in the proposed program.

3.4 Add PJ 261, PJ 330, PJ 431, and School of Media classes approved by a Photojournalism faculty advisor as electives: This allows the student a wider variety of elective options for the minor.

Section 4: Consultations: No consultations necessary.

Section 5: Proposed term for implementation: Next available

Section 6: Approval Flow Dates:

Photojournalism Curriculum Committee	**11/09/2020**
School of Media Curriculum Committee	**11/19/2020**
Potter College of Arts & Letters Curriculum Committee	**01/05/2021**
Undergraduate Curriculum Committee	**1-19-2021**
University Senate	

Section 7: Required Appendices: Current & proposed program descriptions:

7.1: Current Minor in Photojournalism

Catalog Description:

The minor in Photojournalism will enable students to obtain technical and aesthetic skills in visual storytelling. Emphasis will be placed on mastering the functions of the camera; learning software pertaining to digital image management, processing, and design; using documentary photographs to tell stories; practicing lighting techniques that contribute to visual content; surveying the historical and cultural aspects of photography; and analyzing the ethical implications of the visual medium. ~~There are two electives in the minor that will enable students to further apply the foundational principles established in the five core courses.~~ ~~Additional electives within the School of Media can be taken in place of one of the electives below with Photojournalism faculty permission.~~

Current MINOR in Photojournalism

Required Courses	Credits	Pre-reqs
~~**PJ 231: Introduction to Photojournalism**~~	3	
~~**PJ 233: Intermediate Photojournalism**~~	3	~~**PJ 231**~~
PJ 333: Lighting Technologies	3	~~**PJ 233 or PJ 261**~~
PJ 336: Picture Editing	3	~~**PJ 233 or PJ 131**~~
PJ 390: Cultural History of Photography	3	
Six hours of electives can be chosen from the following:		
~~**PJ 334: Picture Stories**~~	3	~~**PJ 336**~~
PJ 439: ~~**Advanced Studio Lighting**~~	3	PJ 333
~~**SJB 330: Introduction to Interactive Media**~~	3	~~**SJB 210 or permission of instructor**~~
~~**SJB 495: Collaborative Journalism**~~	3	~~**PJ 362 or JOUR 302 or BCOM 361, 366 or 368 or AD 443 or PR 358**~~
Total Required Credits	21	

7.2: Proposed Minor in Photojournalism

Catalog Description:

A minor in Photojournalism will enable students to obtain technical and aesthetic skills in visual storytelling. Emphasis will be placed on mastering the functions of the camera; learning software pertaining to digital image management, processing, and design; using documentary photographs to tell stories; practicing lighting techniques that contribute to visual content; surveying the historical and cultural aspects of photography; and analyzing the ethical implications of the visual medium. There are **five core courses** and **two electives** required for a total of **21 hours** to complete the minor.

Proposed Photojournalism Minor

Core Courses (15 hours)	Credits	Prerequisites
PJ 131: Fundamentals of Photography	3	
PJ 331: Photojournalism	3	**PJ 131; or permission**
PJ 333: Lighting Technologies	3	**PJ 330 or PJ 331; or permission**
PJ 336: Picture Editing	3	**SOM 102 & PJ 131; or permission**
PJ 390: Cultural History of Photography	3	
Elective Courses (6 hours)		
PJ 261: Mobile Media Storytelling	3	
PJ 330: Short Form Documentary	3	**PJ 131; or permission**
PJ 431: Advanced Photojournalism	3	**PJ 330 and PJ 331; or permission**
PJ 439: **Advanced Lighting and Contract Photography**	3	PJ 333
At least one elective must be chosen from the list above. A second elective can either be selected from this list or chosen from any 200-level or above School of Media course approved by a Photojournalism faculty advisor. Prerequisites for these courses may be required.		
Total Required Credits	21	

(Action Item)

Proposal to Create a New Course: Financial Mathematics
College: Gordon Ford College of Business
Department/Unit: Economics Department

Section 1: Proponent Contact Information

1.1 Name/Title: Alex Lebedinksy, Professor and Chair, Economics department
1.2 Email address: alex.lebedinsky@wku.edu
1.3 Phone #: 270-745-3150

Section 2: Course Catalog Information

2.1 Course prefix (subject area) and number: FIN 334

2.2 Course CIP code: 52.1304 Actuarial Science

2.3 Course title: Financial Mathematics

2.4 Abbreviated Course title: Financial Mathematics

2.5 Credit hours/Variable credit: 3/No

2.6 Repeatability: N/A

2.7 Course Term: Is this course intended to span more than a single term?
NO

2.8 Course Catalog Description: An introduction to fundamental concepts of financial mathematics; Application of present and accumulated value calculations to various streams; Mathematics of valuation, pricing, asset/liability management, investment income, capital budgeting, and contingent cash flows.

2.9 Prerequisites/Corequisites/Restrictions:
Prerequisites:
1. FIN 330 Principles of Finance
2. MATH 136 Calculus I
3. ECON 203 Macroeconomics Principles
4. ECON 206 Statistics OR
   STAT 301 Introductory Probability and Applied Statistics

2.10 Additional Enrollment Requirements: N/A

2.11 Other Special Course Requirements: N/A

2.12 Grade Type: standard A-F final grade

2.13 Schedule Type: Lecture

Section 3: Description of proposed course

3.1 Course Content Summary:
This course will introduce students to fundamental concepts of financial mathematics. During the course, students will develop in-depth understanding of mathematics behind complex financial instruments and will be exposed to various techniques used in valuation of those instruments.

The course will start with foundational topics such as time value of money and will build on that knowledge to understand how those fundamental principles can be used to value more complex financial instruments such as annuities, loans, bonds, and portfolios of fixed-income assets. The course will help students develop in-depth knowledge of how these financial instruments are used for cash flow management through cash flow matching and immunization. The course will employ topics from calculus including limits, derivatives and integrals to describe the concepts and solve the problems covered during this course.

The course will conclude with a study of determinants of interest rates that will examine the role of the Federal Reserve in carrying out fiscal policy and monetary policy and the tools used by the Federal Reserve including targeting the Federal Funds rate, setting reserve requirements, and setting the discount rate.

An important part of this course will be preparing students for careers as actuaries. To become an actuary, students must pass a series of professional administered by either the Casualty Actuarial Society (CAS) or the Society of Actuaries (SOA). This course will help students prepare for the Financial Mathematics (FM) exam, and will provide advice on what steps need to be taken to enter the actuarial job market.

3.2 Learning Outcomes: Upon completion of the course, students will be able to

1. Understand the concepts and perform calculations relating to present value, current value, and accumulated value including interest rate, simple interest, compound interest, accumulation function, future value, current value, present value, net present value, discount factor, discount rate (rate of discount), nominal rate, effective rate, and inflation and real rate of interest; Use derivatives to describe instantaneous interest; Use integrals to evaluate accumulation function.

2. Understand the concepts pertaining to and perform calculations for present value, current value, and accumulated value for sequences of non-

contingent payments including annuity-immediate, annuity due, perpetuity, payable at discrete intervals or payable continuously, level payment annuity, arithmetic increasing/ decreasing annuity, geometric increasing/decreasing annuity, and term of annuity. Use integrals to compute present value of continuously payable annuities and annuities with continuously variable payments.

3. Understand the concepts and perform calculations relating to loans including principal, interest, term of loan, outstanding balance, final payment (drop payment, balloon payment), and amortization.
4. Understand key concepts concerning bonds, and how to perform related calculations for price, book value, amortization of premium, accumulation of discount, redemption value, par value/face value, yield rate, coupon, coupon rate, term of bond.

5. Understand key concepts concerning yield curves, rates of return, and measures of duration and convexity, and how to perform related calculations. Use derivatives to express and compute modified duration. Use Taylor series approximation to estimate the change in price of a portfolio of assets that would result from a given change in interest rates.

6. Understand key concepts concerning cash flow matching and immunization, and how to perform related calculations.

7. Understand key concepts concerning interest rate swaps: swap rate, swap term or swap tenor, notional amount, market value of a swap, settlement dates, settlement period, counterparties, deferred swap, amortizing swap, accreting swap, interest rate swap net payments. Perform related calculations.

8. Understand key concepts concerning the determinants of interest rates, the
components of interest, and how to perform related calculations. Explain the roles of the Federal Reserve and the FOMC in carrying out fiscal policy and monetary policy and the tools used by the Federal Reserve and the FOMC including targeting the Federal Funds rate, setting reserve requirements, and setting the discount rate. Identify the real interest and the nominal interest rate in the context of loans with and without inflation protection and calculate the effect of changes in inflation on loans with inflation protection.

3.3 Assessment/Evaluation:

The course lends itself to being divided into a sequence of weekly units, each with a distinct topic. At the end of each unit, students' knowledge will be assessed with an assignment and a quiz. The course will conclude with a comprehensive exam.

Section 4: Rationale

4.1 Reason for developing this proposed course:

This course is being proposed by the Economics department but will be listed with the FIN prefix. The reasons for this are the target audience and the subject matter of the course: The course will serve primarily the students in the Mathematical Economics major with Actuarial Concentration, but the subject matter and the topic coverage align most closely with Finance.

This course will be required for all of the students in in the Actuarial Sciences concentration of the Mathematical Economics major (reference number 731). The primary goal for developing this course is to prepare students for the Financial Mathematics (FM) actuarial exam. To become an actuary, one has to take a series of professional exams administered by the Society of Actuaries (SOA). Those who pursue successful carriers as actuaries usually pass two or more of these exams before they graduate from college.

Actuarial students at WKU have not been adequately prepared for these exams due to lack courses directly aimed at the material covered on these exams. Currently, students at WKU are sufficiently prepared for only one of these exams – the P (Probability) exam – which almost exactly overlaps the topics covered in MATH 382 - Probability and Statistics I. Universities with successful actuarial sciences programs typically offer at least two courses to help students prepare for actuarial exams.

This course will also include a significant career preparation component. Student will be advised on when they should take actuarial exams, when and how to apply for internships, and what kind of jobs they should apply for after completing their degrees.

In addition to helping students prepare for the FM exam and for the job market, this course will allow the Actuarial Sciences program at WKU to be listed on the SOA website as a designated University with Actuarial Program. This designation will give the program access to resources provided at SOA such as training materials and job market opportunities and could potentially be used as a recruitment tool.

4.2 Relationship to similar courses offered by other university departments/units:

- **Do any other courses already being offered by other university departments/units share content with this proposed course?**

  NO

- **Are any of the proposed pre/co-requisites for this course offered by another university department/unit?**

  YES, Economics department, Finance Department, and Mathematics Department

- If the answer to both questions is NO, simply proceed to item 5.

- If the answer to either of those questions is YES, indicate here who in the affected departments/units was consulted, and the dates of those consultations:

  - Dr. Bruce Kessler, the chair of the Mathematics Department was consulted on October 16th and was supportive of the course.
  - Dr. Indudeep Chhachhi, the chair of the Finance Department, was consulted on November 6th and was supportive of the course.
  - Dr. Alex Lebedinsky, the chair of the Economics department, is the proponent of this course.

Section 5: Projected Enrollments/Resources

5.1 How many students per section are expected to enroll in this proposed course? 20-25

5.2 How many sections of this course per academic year will be offered?
One per year. For the foreseeable future, this will be enough to accommodate the students in the program.

5.3 How many students per academic year are expected to enroll? 20-25

5.4 How were these projections calculated? Explain any supporting evidence/data you have for arriving at these projections.
This class will be required for all Actuarial Sciences majors. While it will be open to other majors as well, it's unlikely that a large of students outside the major will enroll in this course.
The enrollment projections are based on the total number of students in program (60-65) and average number of new students who enter the program every year (around 20).

5.5 Proposed method of staffing:
No additional staffing is required. While the course will be listed as a Finance course, it will be staffed by the faculty in the Economics department. The rationale for the proposed method of staffing is based on the fact that Mathematical Economics major with Actuarial Sciences concentration is housed jointly in the Economics and Mathematics departments, and this course would be required for and primarily taken by the students in this major. While the

students taking this course would be almost exclusively the students in this major, the topic coverage most closely aligns with finance.
Economics department can stuff this course with available faculty.

5.6 Instructional technology resources:
No additional resources are required.

5.7 Library resources: Will this proposed course require the use of library resources (books, journals, reference materials, audio-visual materials, electronic databases, etc.)? NO

Section 6: Proposed term for implementation: Fall 2021

Section 7: Supplemental/Supporting Documentation: Sample Syllabus

Office of the Registrar

COURSE INVENTORY FORM

Check One ☒ **Create New Course** ☐ **Temporary Course Offering**

1. **Has this course previously been offered on a temporary basis?** ☐ Yes ☒ No If yes, indicate the term offered

2. **Subject Area** FIN **Course Number** 334 **Course Title** (as it should appear on the transcript; maximum of 30 letters & spaces) FINANCIAL MATHEMATICS

3. **Term for Implementation** (e.g., Spring 2012=201210, Fall 2012=201230) 202130

4. **Official Course Title** FINANCIAL MATHEMATICS

5. **Offering Unit** (See Table of Code Values.) College BU Department FIN

6. **Credit Hours** Fixed Credit Hours: 3 Variable Credit Hours 0.00

7. **Repeat Limit** (See instructions.) 0 **Total Maximum Hours** (See instructions.)

8. **Grading** (Check all that apply.) ☒ Standard Letter Grading ☐ Pass/Fail Only ☐ No Grade
☐ In Progress – IP (Course is intended to span more than one term.)

9. **Schedule Type** (See Table of Schedule Types.)

10. **Corequisites** (courses required to be taken **concurrently** with this course)

Subject Area	Course Number	Subject Area	Course Number	Subject Area	Course Number

11. **Equivalent Courses** (Include South Campus [C suffix] courses and other equivalent courses.)

Subject Area	Course Number	Subject Area	Course Number	Subject Area	Course Number

12. **Prerequisites** (See instructions.)

Subject Area	Course Number		Subject Area	Course Number		Subject Area	Course Number
MATH	136	AND	ECON	203	AND	FIN	330

AND Other ECON 206 OR STAT 301

13. **Course Attribute** ☐ Honors Course ☐ Developmental Course

14. **Course Restrictions** ☐ Include/☐ Exclude College College Major Major Classification

15. **Course Description** (Indicate exactly as it should appear in the University Catalog. Include pertinent special information, e.g., course fees, pass/fail grading, field trips, transportation requirements, etc.)
An introduction to fundamental concepts of financial mathematics; Application of present and accumulated value calculations to various streams; Mathematics of valuation, pricing, asset/liability management, investment income, capital budgeting, and contingent cash flows.

16. **Approvals for Temporary Course Only:**
Department Head _____ Date _____
College Dean _____ Date _____
Graduate Dean _____ Date _____
Provost Office _____ Date _____

Office of the Registrar Use
UCC _____ University Senate _____ CIP _____ Course Desc _____

University Undergraduate Curriculum Proposal Checklist

Please complete the following checklist to ensure your proposal will proceed smoothly and efficiently. Include the checklist as a cover sheet with your proposal. Proposals without the checklist will be returned to the proponent.

☑ For new or revised programs, courses, or course descriptions, what departments/programs have been consulted concerning potential impact (e.g. to possible duplication or conflict, changed corequisite or prerequisite for equivalent courses, etc.)? Please provide names and dates for individuals consulted.

Department of Finance - Dr. Indudeep Chhachhi (chair) was consulted on November 6, 2020 and was supportive of creating the FIN 334 course.

☑ What are the potential budget implications for this proposal? If any additional staffing is required, how will it be funded? If not, how will current staffing accommodate the proposed course/program?

This course - FIN 334 (Financial Mathematics) - will be added to the Actuarial Science concentration of the Mathematical Economics major. Based on the number of the students in the major, one section per year of this course will be sufficient to meet the demand for the foreseeable future. This course will be taught by the Economics faculty, and can be covered with existing staffing, so no additional resources are needed to offer this course.

☐ If you are proposing a new undergraduate program or changes to an existing undergraduate program, please include a new or updated four-year degree pathway.

☑ Has the proposal been checked carefully for mechanics, grammar, syntax, and clarity?

Alex Lebedinsky Digitally signed by Alex Lebedinsky Date: 2021.01.08 12:29:10 -06'00'

Department Head

1/8/2021

Date

Thrasher, Evelyn Digitally signed by Thrasher, Evelyn Date: 2021.01.08 13:17:00 -06'00'

Dean or Designee

1/8/2021

Date