



**ACADEMIC AFFAIRS  
COMMITTEE**

**April 14, 2023**

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**GRADUATE CERTIFICATE IN ENTERPRISE MANAGEMENT**

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**REQUEST:** Approval of a graduate certificate in Enterprise Management through GFCB Interdisciplinary Programs within Gordon Ford College of Business.

**FACTS:** The WKU MBA program has more than doubled in the past three years, in large part due to a focused strategy on the adult and non-traditional learners. We have recognized the need for a graduate certificate in Enterprise Management when meeting with potential students in recruiting and advising sessions, and through skill-sensing activities with business leaders and owners. In the 2021 Deloitte Global Human Capital Trends survey, (41%) executives reported that building workforce capability through upskilling, reskilling, and mobility is a critical action they are taking or will take to transform work. The Enterprise Management certificate supports our region (and state) in skilling and reskilling workforce members for managerial and advanced business roles in organizations and can be embedded in the MBA, if a student decides to pursue a master's degree.

The demand for business decision makers will increase during the next few years due to changing demographics. There is a demand to skill and reskill employees to meet the succession planning needs of organizations of all sizes. This certificate prepares students with a basic understanding of key business functions and tools for designing, developing, and managing impactful initiatives in these areas.

**Required Courses (12 hours)**

BA 517	Advanced Marketing (3)
BA 560	Contemporary Human Resources Management (3)
BA 515	Managerial Accounting (3)
BA 546	Sustainable Business Operations Management (3)
BA 596	GFCB Graduate Certificate Portfolio (0)

**Total Hours: 12**

**BUDGETARY IMPLICATIONS:** The graduate certificate in Enterprise Management will use existing faculty and some part-time faculty.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of a graduate certificate in Enterprise Management to be implemented Fall 2023.

**MOTION:** Approval to establish a graduate certificate in Enterprise Management with implementation Fall 2023.

# : ENTERPRISE MANAGEMENT

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## In Workflow

- a. 99BU Approval (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- b. BU Dean (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- c. BU Curriculum Committee (evelyn.thrasher@wku.edu)
- d. Graduate Curriculum Committee (andrea.paganelli@wku.edu)
- e. Graduate Council (martha.day@wku.edu; dana.sullivan@wku.edu)
- f. University Senate (antonia.szymanski@wku.edu)
- g. Provost (beth.laves@wku.edu)
- h. Board of Regents (all)
- i. CPE (rheanna.plemons@wku.edu; beth.laves@wku.edu)
- j. Program Inventory (jennifer.hammonds@wku.edu)

## Approval Path

- a. Fri, 18 Nov 2022 17:03:02 GMT  
Dana Cosby (dana.cosby): Approved for 99BU Approval
- b. Fri, 18 Nov 2022 17:03:50 GMT  
Dana Cosby (dana.cosby): Approved for BU Dean
- c. Mon, 21 Nov 2022 21:49:31 GMT  
Dana Cosby (dana.cosby): Approved for BU Curriculum Committee
- d. Thu, 01 Dec 2022 20:29:28 GMT  
Andrea Paganelli (andrea.paganelli): Approved for Graduate Curriculum Committee
- e. Fri, 09 Dec 2022 15:16:22 GMT  
Dana Sullivan (dana.sullivan): Approved for Graduate Council
- f. Thu, 09 Feb 2023 17:26:52 GMT  
Antonia Szymanski (antonia.szymanski): Approved for University Senate
- g. Fri, 10 Feb 2023 18:13:31 GMT  
Robert Fischer (robert.fischer): Approved for Provost
- h. Fri, 10 Feb 2023 18:57:56 GMT  
Elizabeth Laves (beth.laves): Rollback to Provost for Board of Regents
- i. Mon, 20 Feb 2023 23:06:13 GMT  
Robert Fischer (robert.fischer): Approved for Provost

## New Program Proposal

Date Submitted: Fri, 18 Nov 2022 17:01:20 GMT

Viewing: : Enterprise Management

Last edit: Fri, 17 Feb 2023 15:21:40 GMT

Changes proposed by: dnm79223

### Proposed Action

Active

### Contact Person

Name	Email	Phone
Joanna Melancon	joanna.melancon@wku.edu	270-843-7479

### Term of Implementation

2023-2024

### Academic Level

Graduate

### Program Type

Certificate - Graduate

### Department

GFCB Interdisciplinary Programs

**College**

Business

**Program Name (eg. Biology)**

Enterprise Management

**CIP Code**

52.0201 - Business Administration and Management, General.

**Will this program lead to teacher certification?**

No

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

**Catalog Content****Program Overview (Catalog field: Overview tab)**

The Enterprise Management graduate certificate provides business acumen needed for general management roles in contemporary organizations.

**Admission Requirements (Catalog field: Program Admission)****Program Admission**

- Students must have a bachelor's degree with a GPA of 2.75 or more;
- Professional experience of 3 - 5 years in a business or related discipline role.

**Curriculum Requirements (Catalog field: Program Requirements)****Program Requirements (12 hours)**

Code	Title	Hours
BA 517	Advanced Marketing	3
BA 560	Contemporary Human Resources Management	3
BA 515	Managerial Accounting	3
BA 546	Sustainable Business Operations Management	3
BA 596	GFCB Graduate Certificate Portfolio	0
<b>Total Hours</b>		<b>12</b>

**Will this program be managed or owned by more than one department?**

No

**Does this program include courses from outside your department?**

No

**Relation to Mission and Strategic Plan****Explain how the proposed program relates to the institutional mission and academic strategic plan.**

The WKU Strategic Plan 2018 - 2028 includes a charge to "Serve as a Regional Lighthouse to Provide Resources, Attract Talent, and Nurture Intellectual Capital in the Communities We Serve." In the 2021 Deloitte Global Human Capital Trends survey, (41%) executives reported that building workforce capability through upskilling, reskilling, and mobility is a critical action they are taking or will take to transform work. The Enterprise Management certificate supports our region (and state) in skilling and reskilling workforce members for managerial and advanced business roles in organizations.

**Explain how the proposed program addresses the state's postsecondary education strategic agenda**

The state's postsecondary strategic agenda includes a Priority Area for Talent. The Kentucky Chamber of Commerce estimates the state has 90,000 to 100,000 vacancies open each month, with 65-85% requiring training, credentials, and degrees. The Enterprise Management certificate will support the reskilling and skilling of the workforce to assist in meeting the demand.

## Program Quality and Demand

Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

### Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Students will be able to develop a marketing plan, adopting best practices for product, price, placement and promotion.	Portfolio item development - Create a marketing plan that includes a well-defined and quantifiable marketing master plan that includes market study, best practices, and return on investment.
SLO 2	Students will be able to discuss best practices in contemporary marketing, including customer relationship management practices, digital marketing, and strategic marketing elements.	Case study analysis
SLO 3	Students will be able to describe the alignment of the human resources system with organizational goals and initiatives.	Portfolio item development - Create an Employee Life Cycle strategy and pull through plan for a contemporary organization.
SLO 4	Students will be able to analyze a company's operating performance goals to identify operational capabilities and solve practical business problems for improved performance.	Case study analysis

Assessment Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### Upload Assessment Plan

Enterprise Management Assessment Plan new\_program\_2020-21\_asl\_template - Copy.docx  
Enterprise Management Rubrics Certificate Program - Copy.docx

**Change in Discipline (If the program is being proposed to meet changes in the academic discipline, please outline those changes and explain why they necessitate development of a new program.)**

N/A

### Specify any distinctive qualities of the program.

The demand for business decision makers will increase during the next few years due to changing demographics. In particular, there is a demand to skill and reskill employees to meet the succession planning needs of organizations of all size. This certificate prepares students with a basic understanding of key business functions and tools for designing, developing, and managing impactful initiatives in these areas.

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

Yes

### Please explain

This program offers students focused curriculum in business-essential areas in a short-term, digestible format geared for the working professional.

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

Yes

### Please explain

This program targets non-traditional students in meeting needs for career progression.

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

N/A

**Describe student demand data for this program.**

The WKU MBA program has more than doubled in the past three years, in a large part due to a focused strategy on the adult and non-traditional learners. We have recognized the need for this certificate in recruiting and advising sessions with potential students, and also through skill-sensing activities with business leaders and owners.

Organizations have a demonstrated demand for managers and other professional roles that require business acumen and management skills. The career outcomes for this program include (1) mobility within an organization to managerial and/or advanced business professional roles; (2) new skills for change in industry roles; and (3) skills needed to move from a professional specialist to a general management roles.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

**Program Demand Data and Support Documents**

WEF\_Future\_of\_Jobs\_2020.pdf

20 Years in the Making - Kentucky's Workforce Crisis\_2.pdf

**Delivery Mode**

**Is 25% or more of this program offered at a location other than main campus?**

No

**Is 50% or more of this program offered by distance education (online asynchronous, online synchronous, connected classrooms, etc.)?**

Yes

**Do you plan to offer 100% of this program online?**

Yes

**Do you plan to offer 100% of this program face-to-face?**

No

**If no, enter the percentage of the program that is taught face-to-face**

0

**Do you plan to offer at least 25% of this program as a direct assessment competency-based educational program?**

No

See the SACSCOC Policy on Direct Assessment Competency-based Educational Programs.  
<https://www.sacscoc.org/pdf/081705/DirectAssessmentCompetencyBased.pdf>

**Rationale for the program proposal?**

The Enterprise Management certificate provides working professionals who seek to progress in business careers with the competencies needed as part of career advancement and growth.

**Budgetary Implications**

Budget Template:

[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

**Budget Spreadsheet**

Enterprise Mgt Certificate Budget 02152023.xlsx

**Reviewer Comments**

**Elizabeth Laves (beth.laves) (Fri, 10 Feb 2023 18:57:56 GMT):** Rollback: Waiting on Assessment Plan and Projected Budget. Please contact Beth Laves and she will upload these.

Key: 359

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**GRADUATE CERTIFICATE IN EXECUTIVE DECISION MAKING**

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**REQUEST:** Approval of a graduate certificate in Executive Decision Making through GFCB Interdisciplinary Programs within Gordon Ford College of Business.

**FACTS:** Kentucky's postsecondary agenda includes a Priority Area for Talent. The proposed Executive Decision Making certificate supports the cultivation of decision making capabilities through better understanding of business decision context, drivers, and risk assessment. The certificate promotes career development and lifelong learning for business professionals.

Organizations have a demonstrated demand for managers and other professional roles that require business acumen and management skills. The career outcomes for this program include (1) mobility within an organization to managerial and/or advanced business professional roles; (2) new skills for change in industry roles; and (3) skills needed to move from a professional specialist to general management roles.

**Required Courses (12 hours)**

BA 511	Applied Economic Theory (3)
BA 519	Advanced Managerial Finance (3)
BA 520	Critical Thinking and Business Ethics (3)
BA 555	Strategic Leadership (3)
BA 596	GFCB Graduate Certificate Portfolio (0)

**Total Hours: 12**

**BUDGETARY IMPLICATIONS:** The graduate certificate in Executive Decision Making will use existing faculty and some part-time faculty.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of a graduate certificate in Executive Decision Making to be implemented Fall 2023.

**MOTION:** Approval to establish a graduate certificate in Executive Decision Making with implementation Fall 2023.

# : EXECUTIVE DECISION MAKING

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## In Workflow

- a. 99BU Approval (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- b. BU Dean (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- c. BU Curriculum Committee (evelyn.thrasher@wku.edu)
- d. Graduate Curriculum Committee (andrea.paganelli@wku.edu)
- e. Graduate Council (martha.day@wku.edu; dana.sullivan@wku.edu)
- f. University Senate (antonia.szymanski@wku.edu)
- g. Provost (beth.laves@wku.edu)
- h. Board of Regents (all)
- i. CPE (rheanna.plemons@wku.edu; beth.laves@wku.edu)
- j. Program Inventory (jennifer.hammonds@wku.edu)

## Approval Path

- a. Sun, 20 Nov 2022 03:39:49 GMT  
Dana Cosby (dana.cosby): Approved for 99BU Approval
- b. Sun, 20 Nov 2022 03:40:11 GMT  
Dana Cosby (dana.cosby): Approved for BU Dean
- c. Mon, 21 Nov 2022 21:52:38 GMT  
Dana Cosby (dana.cosby): Approved for BU Curriculum Committee
- d. Thu, 01 Dec 2022 20:36:44 GMT  
Andrea Paganelli (andrea.paganelli): Approved for Graduate Curriculum Committee
- e. Fri, 09 Dec 2022 15:16:26 GMT  
Dana Sullivan (dana.sullivan): Approved for Graduate Council
- f. Thu, 09 Feb 2023 17:27:02 GMT  
Antonia Szymanski (antonia.szymanski): Approved for University Senate
- g. Fri, 10 Feb 2023 18:13:45 GMT  
Robert Fischer (robert.fischer): Approved for Provost
- h. Fri, 10 Feb 2023 18:58:10 GMT  
Elizabeth Laves (beth.laves): Rollback to Provost for Board of Regents
- i. Mon, 20 Feb 2023 23:06:18 GMT  
Robert Fischer (robert.fischer): Approved for Provost

## New Program Proposal

Date Submitted: Sun, 20 Nov 2022 03:27:58 GMT

Viewing: : Executive Decision Making

Last edit: Fri, 17 Feb 2023 15:30:08 GMT

Changes proposed by: dnm79223

### Proposed Action

Active

### Contact Person

Name	Email	Phone
Joanna Melancon	joanna.phillips@wku.edu	270-7456581

### Term of Implementation

2023-2024

### Academic Level

Graduate

### Program Type

Certificate - Graduate

### Department

GFCB Interdisciplinary Programs



**College**

Business

**Program Name (eg. Biology)**

Executive Decision Making

**CIP Code**

52.0201 - Business Administration and Management, General.

**Will this program lead to teacher certification?**

No

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

**Catalog Content****Program Overview (Catalog field: Overview tab)**

The Executive Decision Making graduate certificate provides students with tools and frameworks needed for evaluating business challenges and opportunities.

**Admission Requirements (Catalog field: Program Admission)****Program Admission**

- Bachelor's degree with a 2.75 grade point average or better;
- Professional experience of 3-5 years in a business or related discipline.

**Curriculum Requirements (Catalog field: Program Requirements)****Program Requirements (12 hours)**

Code	Title	Hours
BA 511	Applied Micro Economic Theory	3
BA 519	Advanced Managerial Finance	3
BA 520	Critical Thinking and Business Ethics	3
BA 555	Strategic Leadership	3
BA 596	GFCB Graduate Certificate Portfolio	0
<b>Total Hours</b>		<b>12</b>

**Will this program be managed or owned by more than one department?**

No

**Does this program include courses from outside your department?**

No

**Relation to Mission and Strategic Plan****Explain how the proposed program relates to the institutional mission and academic strategic plan.**

The WKU Strategic Plan 2018-2028 includes a charge to "Serve as a Regional Lighthouse to Provide Resources, Attract Talent, and Nurture Intellectual Capital in the Communities We Serve." In the 2021 Deloitte Global Human Capital Trends survey, 41% of executives reported that building workforce capability through upskilling, reskilling, and mobility is a critical action they are taking or will take to transform work. Changes in labor force participation post-COVID will expedite the need for capabilities needed for critical top management roles in organizations. The Executive Decision Making certificate supports adult learner needs in our region by providing the competencies and skills needed for succession planning and new roles in small and mid-to-large organizations.

**Explain how the proposed program addresses the state's postsecondary education strategic agenda**

The state's postsecondary agenda includes a Priority Area for Talent. The proposed Executive Decision Making certificate supports the cultivation of decision making capabilities through better understanding of business decision context, drivers, and risk assessment. The certificate promotes career development and life long learning for business professionals.

## Program Quality and Demand

Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

### Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Students will understand decision-making frameworks and how they can be used in moral reasoning in business applications.	Case Study
SLO 2	Students will investigate ethical dilemmas in business and explore approaches in making ethically defensible decisions.	Case Study
SLO 3	Students will gain understanding of the context of business decisions through the lens of micro-economic concepts and applications.	Case Study

Assessment Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### Upload Assessment Plan

Executive Decision Making ASL 2023-24 rev 1.docx

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

Yes

### Please explain

This program targets adult learners and working professionals.

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

Yes

### Please explain

This program targets working professionals (non-traditional students).

**Is access to existing programs limited?**

Yes

### Please explain

No other programs are designed with these courses and the alignment with the WKU MBA.

**Describe student demand data for this program.**

The WKU MBA program has more than doubled in the past three years, in a large part due to a focused strategy on the adult and non-traditional learners. We have recognized the need for this certificate in recruiting and advising sessions with potential students, and also through skill-sensing activities with business leaders and owners.

Organizations have a demonstrated demand for managers and other professional roles that require business acumen and management skills. The career outcomes for this program include (1) mobility within an organization to managerial and/or advanced business professional roles; (2) new skills for change in industry roles; and (3) skills needed to move from a professional specialist to a general management roles.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

### Program Demand Data and Support Documents

\_State\_of\_the\_Industry\_PDF\_Download.pdf

\_hr-today\_trends-and-forecasting\_research-and-surveys\_Documents\_SHRM%20Chamber%20Training%20and%20Development%20Report.pdf

## Delivery Mode

Is 25% or more of this program offered at a location other than main campus?

No

Is 50% or more of this program offered by distance education (online asynchronous, online synchronous, connected classrooms, etc.)?

Yes

Do you plan to offer 100% of this program online?

Yes

Do you plan to offer 100% of this program face-to-face?

Yes

Do you plan to offer at least 25% of this program as a direct assessment competency-based educational program?

No

See the SACSCOC Policy on Direct Assessment Competency-based Educational Programs.

<https://www.sacscoc.org/pdf/081705/DirectAssessmentCompetencyBased.pdf>

### Rationale for the program proposal?

The demand for business decision makers will increase during the next few years due to changing demographics. In particular, there is a demand to skill and reskill employees to meet the succession planning needs of organizations of all size. This certificate prepares students with a basic understanding of key business functions and tools for designing, developing, and managing impactful initiatives in these areas.

## Budgetary Implications

Budget Template:

[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

### Budget Spreadsheet

Executive Decision Making Budget information.xlsx

### Additional Attachments

MEMORANDUM re BA 555 & BA 556 for Grad Curriculum 112922 FINAL.docx

Executive Decision Making ASL 2023-24.docx

### Additional information or attachments

Assessment plan and estimated budget added (BL).

### Reviewer Comments

**Elizabeth Laves (beth.laves) (Fri, 10 Feb 2023 18:58:10 GMT):** Rollback: Waiting on Assessment Plan and Projected Budget. Please contact Beth Laves and she will upload these.

Key: 364

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**UNDERGRADUATE CERTIFICATE IN SALES**

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**REQUEST:** Approval of an undergraduate certificate in Sales through the Department of Marketing within the Gordon Ford College of Business.

**FACTS:** This certificate will meet the high demand for sales professionals that the faculty currently see from corporations engaging with the Gordon Ford College of Business. U.S. Bureau of Labor indicates 41% of all US jobs have a selling component. This certificate will serve as a third option for students along with the Sales Concentration in the Marketing Major and Sales Minor. WKU is the only Bachelor of Science program in Kentucky with a fully certified sales program through University Sales Center Alliance (USCA). This certificate should expand interest in this area for WKU four-year students as well as transfer students.

**Required Courses (12 hours)**

MKT 220      Basic Marketing Concepts (3)  
MKT 325      Personal Selling (3)  
MKT 425      Advanced Personal Selling Strategies (3)  
Any Marketing elective to include MKT 490 (3)

**Total Hours: 12**

**BUDGETARY IMPLICATIONS:** The undergraduate certificate in Sales will utilize existing faculty and some part-time faculty.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of an undergraduate certificate in Sales to be implemented Fall 2023.

**MOTION:** Approval to establish an undergraduate certificate in Sales with implementation Fall 2023.

# 999: SALES CERTIFICATE

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## In Workflow

- MKT Approval (lukas.forbes@wku.edu)
- BU Dean (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- BU Curriculum Committee (evelyn.thrasher@wku.edu)
- Undergraduate Curriculum Committee (sheila.flener@wku.edu)
- University Senate (antonia.szymanski@wku.edu)
- Provost (beth.laves@wku.edu)
- Board of Regents (all)
- CPE (rheanna.plemons@wku.edu; beth.laves@wku.edu)
- Program Inventory (jennifer.hammonds@wku.edu)

## Approval Path

- Fri, 21 Oct 2022 18:25:22 GMT  
Lukas Forbes (lukas.forbes): Approved for MKT Approval
- Mon, 24 Oct 2022 14:43:01 GMT  
Christopher Shook (christopher.shook): Approved for BU Dean
- Thu, 03 Nov 2022 13:47:11 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Curriculum Committee
- Tue, 24 Jan 2023 23:18:22 GMT  
Sheila Flener (sheila.flener): Approved for Undergraduate Curriculum Committee
- Thu, 02 Mar 2023 18:19:55 GMT  
Antonia Szymanski (antonia.szymanski): Approved for University Senate
- Thu, 02 Mar 2023 21:25:45 GMT  
Robert Fischer (robert.fischer): Approved for Provost

## New Program Proposal

Date Submitted: Fri, 21 Oct 2022 18:25:01 GMT

**Viewing: 999 : Sales Certificate**

**Last edit: Mon, 06 Feb 2023 20:00:32 GMT**

Changes proposed by: lks68658

### Proposed Action

Active

### Contact Person

Name	Email	Phone
Lukas Forbes	lukas.forbes@wku.edu	2707452993

### Term of Implementation

2023-2024

### Program Reference Number

999

### Academic Level

Undergraduate

### Program Type

Certificate - Undergraduate

### Department

Marketing

### College

Business

### Program Name (eg. Biology)

Sales Certificate

**Will this program have concentrations?**

No

**CIP Code**

52.1899 - General Merchandising, Sales, and Related Marketing Operations, Other.

**Will this program lead to teacher certification?**

No

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

**Catalog Content****Program Overview (Catalog field: Overview tab)**

The certificate in sales will prepare students to learn about the field of professional selling while obtaining skills in communication, negotiation and sales.

**Curriculum Requirements (Catalog field: Program Requirements)****Program Requirements (12 hours)**

Code	Title	Hours
MKT 220	Basic Marketing Concepts	3
MKT 325	Personal Selling	3
MKT 425	Advanced Personal Selling Strategies	3
And any marketing elective to include MKT 490		3
<b>Total Hours</b>		<b>12</b>

Sales certificates must earn a "C" or higher in all marketing classes (MKT prefix) used as part of the certificate.

**Will this program be managed or owned by more than one department?**

No

**Does this program include courses from outside your department?**

No

**Relation to Mission and Strategic Plan****Explain how the proposed program relates to the institutional mission and academic strategic plan.**

This certificate will allow WKU to recruit additional students to campus while also allowing WKU to retain students due to having knowledge in a high demand career field.

**Explain how the proposed program addresses the state's postsecondary education strategic agenda**

This certificate will specifically address the state goal of state goal "to raise the percentage of Kentuckians with a high-quality postsecondary degree or certificate to 60 percent by the year 2030"

**Program Quality and Demand**

**Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.**

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

**Learning Outcomes and Measurement Plan**

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Successful understanding of the steps in the selling process	Completion of MKT325 with a C grade or higher
SLO 2	Application of sales knowledge by conducting role play in selling	Completion of MKT425 with a C grade or higher

Assessment Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### Upload Assessment Plan

new\_program\_Sales Certificate Forbes.docx

**Change in Discipline (If the program is being proposed to meet changes in the academic discipline, please outline those changes and explain why they necessitate development of a new program.)**

NA

### Specify any distinctive qualities of the program.

This certificate will meet the high demand for sales professionals that we currently see from corporations engaging with the college of business. US Bureau of Labor indicates 41% of all US jobs have a selling component. This certificate will serve as a 3rd option for students along with our Sales Major and Sales Minor

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

Yes

### Please explain

Will provide a certificate option for students interested in sales.

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

No

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

WKU is the only program in the state with a fully certified sales program. This program has had up to 275 students enrolled. This certificate should expand interest in this area for WKU students and also transfer students.

**Describe student demand data for this program.**

Student demand is very high for our sales classes and marketing class, and we currently have over 600 majors and minors. This certificate should expand enrollment.

Sales is one of the most critical, and hardest to fill, positions for most corporations. There is large demand to recruit and hire sales trained students.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

### Program Demand Data and Support Documents

Marketing Department Certificate in Sales.docx

### Delivery Mode

**Is 25% or more of this program offered at a location other than main campus?**

No

**Is 50% or more of this program offered by distance education (online asynchronous, online synchronous, connected classrooms, etc.)?**

Yes

**Do you plan to offer 100% of this program online?**

No

**If no, enter the percentage of the program that will be taught online.**

50

**Do you plan to offer 100% of this program face-to-face?**

Yes

**Do you plan to offer at least 25% of this program as a direct assessment competency-based educational program?**

No

See the SACSCOC Policy on Direct Assessment Competency-based Educational Programs.  
<https://www.sacscoc.org/pdf/081705/DirectAssessmentCompetencyBased.pdf>

**Rationale for the program proposal?**

Expand opportunities in sales for WKU students.

**Budgetary Implications**

Budget Template:

[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

**Budget Spreadsheet**

certificate-budget-spreadsheet Sales Certificate.xlsx

Key: 361



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## UNDERGRADUATE CERTIFICATE IN EXECUTIVE INFLUENCE IN ORGANIZATIONS

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**REQUEST:** Approval of an undergraduate certificate in Executive Influence in Organizations through the Department of Management within Gordon Ford College of Business.

**FACTS:** The Department of Management currently offers a Bachelor of Science in Management with a business administration concentration and a minor, but no credentials specifically targeted to the influence of decision-making as an employee (bottom-up) or as a C-suite executive (top-down). As such, we believe this is an important opportunity for both the department and our students to brand the work that we do to prepare problem solvers and critical thinkers, who understand motivation and human behavior, along with targeted skills of their choosing, such as talent management, negotiation, legal issues, management across cultures, etc. The faculty developed this certificate in response to the advisory council of professionals who indicated the need for this offering.

This certificate will provide more students with the opportunity to explore these courses and develop critical skillsets for advancing in their careers. At present, our business administration minor is 30 hours. This will assist students in getting core and marketable skills without expending 30 hours. This smaller certificate will allow more students the opportunity to gain a targeted and marketable skillset as part of their undergraduate experience.

**Required Courses (12 hours)**

MGT 210      Organization and Management (3)

MGT 417      Organizational Behavior (3)

BA 495        Career Development Attendance (0)

Choose one of the following:

MGT 311      Human Resource Management (3)

MGT 326      Managing Projects in Organizations (3)

MGT 419      Management of Organizational Conflict (3)

MGT 313      Decision Modeling (3)

Choose one of the following:

MGT 301      Business Law (3)

MGT 405      Business Negotiation (3)

MGT 316      International Management (3)

**Total Hours: 12**

**BUDGETARY IMPLICATIONS:** The undergraduate certificate in Executive Influence in Organizations uses existing faculty and some part-time faculty.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of an undergraduate certificate in Executive Influence in Organizations to be implemented Fall 2023.

**MOTION:** Approval to establish an undergraduate certificate in Executive Influence in Organizations with implementation in Fall 2023.

# 999: EXECUTIVE INFLUENCE IN ORGANIZATIONS

## In Workflow

- MGT Approval (whitney.peake@wku.edu)
- BU Dean (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- BU Curriculum Committee (evelyn.thrasher@wku.edu)
- Undergraduate Curriculum Committee (sheila.flener@wku.edu)
- University Senate (antonia.szymanski@wku.edu)
- Provost (beth.laves@wku.edu)
- Board of Regents (all)
- CPE (rheanna.plemons@wku.edu; beth.laves@wku.edu)
- Program Inventory (jennifer.hammonds@wku.edu)

## Approval Path

- Tue, 29 Nov 2022 22:05:24 GMT  
Whitney Peake (whitney.peake): Approved for MGT Approval
- Wed, 30 Nov 2022 13:28:59 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Dean
- Wed, 30 Nov 2022 13:58:57 GMT  
Evelyn Thrasher (evelyn.thrasher): Rollback to Initiator
- Wed, 30 Nov 2022 14:39:32 GMT  
Whitney Peake (whitney.peake): Approved for MGT Approval
- Wed, 30 Nov 2022 14:40:50 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Dean
- Tue, 06 Dec 2022 20:27:24 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Curriculum Committee
- Tue, 24 Jan 2023 23:18:14 GMT  
Sheila Flener (sheila.flener): Approved for Undergraduate Curriculum Committee
- Thu, 02 Mar 2023 18:19:48 GMT  
Antonia Szymanski (antonia.szymanski): Approved for University Senate
- Tue, 07 Mar 2023 20:28:09 GMT  
Robert Fischer (robert.fischer): Approved for Provost

## New Program Proposal

Date Submitted: Wed, 30 Nov 2022 14:37:50 GMT

Viewing: 999 : Executive Influence in Organizations

Last edit: Tue, 07 Mar 2023 14:55:25 GMT

Changes proposed by: wht41724

### Proposed Action

Active

### Contact Person

Name	Email	Phone
Whitney Peake	whitney.peake@wku.edu	2707452913

### Term of Implementation

2023-2024

### Program Reference Number

999

### Academic Level

Undergraduate

### Program Type

Certificate - Undergraduate

### Department

Management

**College**

Business

**Program Name (eg. Biology)**

Executive Influence in Organizations

**Will this program have concentrations?**

No

**CIP Code**

52.0201 - Business Administration and Management, General.

**Will this program lead to teacher certification?**

No

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

**Catalog Content****Program Overview (Catalog field: Overview tab)**

The certificate in Executive Influence in Organizations will prepare students with knowledge of general management principles, as well as more specific understanding of human motivation and behavior. With the optional courses, students can enhance their talent management, negotiation, project management, global management, and decision-making skills, along with their capability to problem solve and think critically.

**Curriculum Requirements (Catalog field: Program Requirements)****Program Requirements (12 hours)**

<b>Code</b>	<b>Title</b>	<b>Hours</b>
MGT 210	Organization and Management	3
MGT 417	Organizational Behavior	3
BA 495	Career Development Attendance	0
<b>Choose 1 course from the following</b>		<b>3</b>
MGT 311	Human Resource Management	
MGT 326	Managing Projects in Organizations	
MGT 419	Management of Organizational Conflict	
MGT 313	Decision Modeling	
<b>Choose 1 course from the following</b>		<b>3</b>
MGT 301	Business Law	
MGT 405	Business Negotiation	
MGT 316	International Management	
<b>Total Hours</b>		<b>12</b>

**Will this program be managed or owned by more than one department?**

No

**Does this program include courses from outside your department?**

No

**Relation to Mission and Strategic Plan****Explain how the proposed program relates to the institutional mission and academic strategic plan.**

WKU's mission as an institution centered on applied learning, centers on enriching "the quality of life for those within its reach." This program will better equip students to meet industry needs with applied experiences and enhanced decision-making skills; thus, better preparing them for their careers. As such, we are preparing students by addressing a culture of innovation and ensuring our students graduate with skills to thinking critically, solve problems, and engage as influential decision-makers beyond the confines of our campus.

\* A Culture of Innovation - Review current teaching methodologies, integrate appropriate best practices to offer students cutting edge curriculum, as recommended by our advisory council.

\*Regional Lighthouse - Ensure WKU students graduate with skills to think critically, solve problems, and engage effectively with others.

### **Explain how the proposed program addresses the state's postsecondary education strategic agenda**

The proposed program ties to the following CPE strategic agenda items, in particular:

#7 Ensure academic offerings are high quality, relevant and inclusive; #8 Improve career outcomes of postsecondary graduates (career-relevant experience)

Since our advisory council of professionals indicated the need for our proposed certificate offerings, the program ensures that our academic offerings are increasingly high-quality, relevant, and inclusive, based on the diversity of our majors with regards to race, first generation, and low income students.

## **Program Quality and Demand**

**Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.**

**Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes**

### **Learning Outcomes and Measurement Plan**

	<b>List all student learning outcomes of the program.</b>	<b>Measurement Plan</b>
SLO 1	Develop a basic comprehension of managerial planning and decision making.	Via assessment instrument from MGT 210.
SLO 2	Understand how human behavior affects organizational outcomes.	Assessment instrument(s) from MGT 417.

Assessment Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### **Upload Assessment Plan**

Executive Influence in Organizations ASL Template.docx

**Change in Discipline (If the program is being proposed to meet changes in the academic discipline, please outline those changes and explain why they necessitate development of a new program.)**

Not applicable.

### **Specify any distinctive qualities of the program.**

We have a business administration and minor, but no credentials specifically targeted to the influence of decision-making as an employee (bottom-up) or as a C-suite executive (top-down). As such, we believe this is an important opportunity for both the department and our students to brand the work that we do to prepare problem solvers and critical thinkers, who understand motivation and human behavior, along with targeted skills of their choosing, such as talent management, negotiation, legal issues, managing across cultures, etc.

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

Yes

### **Please explain**

Through the certificate credential, it will provide more students an opportunity to explore these courses and come away with a critical skillset for advancing in their careers. At present, our business administration minor is 30 hours. This will assist students in getting core and marketable skills without expending 30 hours. Business students will also have the opportunity to access the certificate, which will give them a targeted and marketable skillset.

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

No

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

The proposed program will articulate in the same way our major has in the past. Given the course structure, this credential could be obtained online or face-to-face, just like our major; thus, making this fully accessible for our PLUS-2 and regional students as well.

**Describe student demand data for this program.**

The Management Major, which offers all courses in the list has over 640 majors. With a decline in minors across programs, we see trends of students moving into certificate programs; thus making this a more attractive option. Management 210 is required for many majors across campus and makes this an accessible certificate to supplement nearly any degree program with specific and important business-related skills.

The Management Advisory Council indicated that there is an unmet industry need for students to be better prepared in problem-solving, critical thinking, and motivation-oriented skillsets. These are highly timely and relevant skills. For example, Forbes Magazine in April 2022, indicated that the Top 10 Most in-Demand Skills for the Next 10 Years includes: Critical Thinking, Creativity, Collaboration, and Curiosity and Continuous Learning, all of which are covered in some capacity through the courses in this certificate program. Training our students to seek opportunities, ask questions, and think critically are skills the marketplace values.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

**Program Demand Data and Support Documents**

Justification and Data.docx

**Delivery Mode**

**Is 25% or more of this program offered at a location other than main campus?**

No

**Is 50% or more of this program offered by distance education (online asynchronous, online synchronous, connected classrooms, etc.)?**

Yes

**Do you plan to offer 100% of this program online?**

Yes

**Do you plan to offer 100% of this program face-to-face?**

Yes

**Do you plan to offer at least 25% of this program as a direct assessment competency-based educational program?**

No

See the SACSCOC Policy on Direct Assessment Competency-based Educational Programs.  
<https://www.sacscoc.org/pdf/081705/DirectAssessmentCompetencyBased.pdf>

**Rationale for the program proposal?**

This program, as mentioned in the prior sections will expand opportunities for students to gain competencies in an area with high demand skills. It will create a market-respected competency and help students identify and leverage those skills for the workplace.

**Budgetary Implications**

Budget Template:  
[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

**Budget Spreadsheet**

Certificate Budgets.xlsx

**Reviewer Comments**

**Evelyn Thrasher (evelyn.thrasher) (Wed, 30 Nov 2022 13:58:58 GMT):** Rollback: Adjusting SLOs

Key: 366

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## UNDERGRADUATE CERTIFICATE IN MANAGING INCLUSIVE ORGANIZATIONS

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**REQUEST:** Approval of an undergraduate certificate in Managing Inclusive Organizations through the Department of Management within Gordon Ford College of Business.

**FACTS:** This certificate will better equip students to meet industry needs with applied experiences and enhanced decision-making skills related to integrating inclusivity in management; thus, better preparing them for their careers. As such, we are preparing students by addressing a culture of innovation and ensuring our students graduate with skills to think critically, solve problems, and engage as professionals beyond the confines of our campus. The faculty developed three certificates in response to the advisory council of professionals who indicated the need for these proposed certificate offerings. The program ensures that our academic offerings are increasingly high-quality, relevant, and inclusive, based on the diversity of our majors regarding race, first-generation, and low-income students.

**Required Courses (15 hours)**

MGT 200	Legal Environment of Business (3)
MGT 210	Organization and Management (3)
MGT 305	Ethics and Critical Thinking (3)
MGT 311	Human Resource Management (3)
MGT 400	Employment Law (3)
BA 495	Career Development Attendance (0)

**Total Hours: 15**

**BUDGETARY IMPLICATIONS:** The undergraduate certificate in Managing Inclusive Organizations will utilize existing faculty.

**IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of an undergraduate certificate in Managing Inclusive Organizations to be implemented Fall 2023.

**MOTION:** Approval to establish an undergraduate certificate in Managing Inclusive Organizations with implementation Fall 2023.

# 999: MANAGING INCLUSIVE ORGANIZATIONS

## In Workflow

- MGT Approval (whitney.peake@wku.edu)
- BU Dean (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- BU Curriculum Committee (evelyn.thrasher@wku.edu)
- Undergraduate Curriculum Committee (sheila.flener@wku.edu)
- University Senate (antonia.szymanski@wku.edu)
- Provost (beth.laves@wku.edu)
- Board of Regents (all)
- CPE (rheanna.plemons@wku.edu; beth.laves@wku.edu)
- Program Inventory (jennifer.hammonds@wku.edu)

## Approval Path

- Tue, 29 Nov 2022 22:05:27 GMT  
Whitney Peake (whitney.peake): Approved for MGT Approval
- Wed, 30 Nov 2022 13:29:02 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Dean
- Wed, 30 Nov 2022 13:59:09 GMT  
Evelyn Thrasher (evelyn.thrasher): Rollback to Initiator
- Wed, 30 Nov 2022 14:39:34 GMT  
Whitney Peake (whitney.peake): Approved for MGT Approval
- Wed, 30 Nov 2022 14:40:52 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Dean
- Tue, 06 Dec 2022 20:29:36 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Curriculum Committee
- Tue, 24 Jan 2023 23:18:18 GMT  
Sheila Flener (sheila.flener): Approved for Undergraduate Curriculum Committee
- Thu, 02 Mar 2023 18:19:51 GMT  
Antonia Szymanski (antonia.szymanski): Approved for University Senate
- Tue, 07 Mar 2023 20:28:11 GMT  
Robert Fischer (robert.fischer): Approved for Provost

## New Program Proposal

Date Submitted: Wed, 30 Nov 2022 14:37:13 GMT

Viewing: 999 : Managing Inclusive Organizations

Last edit: Tue, 07 Mar 2023 14:57:48 GMT

Changes proposed by: wht41724

### Proposed Action

Active

### Contact Person

Name	Email	Phone
Whitney Peake	whitney.peake@wku.edu	270.745.2913

### Term of Implementation

2023-2024

### Program Reference Number

999

### Academic Level

Undergraduate

### Program Type

Certificate - Undergraduate

### Department

Management

**College**

Business

**Program Name (eg. Biology)**

Managing Inclusive Organizations

**Will this program have concentrations?**

No

**CIP Code**

520201 - 520201

**Will this program lead to teacher certification?**

No

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

**Catalog Content****Program Overview (Catalog field: Overview tab)**

The certificate in Managing Inclusive Organizations will prepare students with knowledge about creating an inclusive workplace culture through knowledge and skills development related to legal foundations and implications, ethics and critical thinking, and talent management.

**Curriculum Requirements (Catalog field: Program Requirements)****Program Requirements (15 hours)**

Code	Title	Hours
MGT 200	Legal Environment of Business	3
MGT 210	Organization and Management	3
MGT 305	Ethics and Critical Thinking	3
MGT 311	Human Resource Management	3
MGT 400	Employment Law	3
BA 495	Career Development Attendance	0
<b>Total Hours</b>		<b>15</b>

**Will this program be managed or owned by more than one department?**

No

**Does this program include courses from outside your department?**

No

**Relation to Mission and Strategic Plan****Explain how the proposed program relates to the institutional mission and academic strategic plan.**

WKU's mission as an institution centered on applied learning, centers on enriching "the quality of life for those within its reach." This program will better equip students to meet industry needs with applied experiences and enhanced decision-making skills related to the integration of inclusivity in management; thus, better preparing them for their careers. As such, we are preparing students by addressing a culture of innovation and ensuring our students graduate with skills to think critically, solve problems, and engage as professionals beyond the confines of our campus.

\* A Culture of Innovation - Review current teaching methodologies, integrate appropriate best practices to offer students cutting edge curriculum, as recommended by our advisory council.

\*Regional Lighthouse - Ensure WKU students graduate with skills to think critically, solve problems, and engage effectively with others.

**Explain how the proposed program addresses the state's postsecondary education strategic agenda**

The proposed program ties to the following CPE strategic agenda items, in particular:



#7 Ensure academic offerings are high quality, relevant and inclusive; #8 Improve career outcomes of postsecondary graduates (career-relevant experience)

Since our advisory council of professionals indicated the need for our proposed certificate offerings, the program ensures that our academic offerings are increasingly high-quality, relevant, and inclusive, based on the diversity of our majors with regards to race, first generation, and low income students.

## Program Quality and Demand

**Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.**

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

### Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Identify basic legal concepts for business.	Artifacts from MGT 200.
SLO 2	Understand laws related to hiring, firing, and discrimination.	Examinations and assessments from MGT 311 and/or MGT 400.
SLO 3	Students will be able to articulate the importance of working in diverse teams to create successful outcomes.	Artifacts from MGT 305.

Assessment Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### Upload Assessment Plan

Inclusive Organizations ASL Template.docx

**Change in Discipline (If the program is being proposed to meet changes in the academic discipline, please outline those changes and explain why they necessitate development of a new program.)**

Not applicable.

### Specify any distinctive qualities of the program.

We have a business administration and minor, but no credentials specifically targeted to the inclusivity as a practice to improve management and workplace culture. As such, we believe this is an important opportunity for both the department and our students to brand the work that we do to prepare problem solvers and critical thinkers, who understand the importance of inclusivity in talent management, as well as legal foundations and implications of diversity equity, and inclusion.

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

Yes

### Please explain

Through the certificate credential, it will provide more students an opportunity to explore these courses and come away with a critical skillset for advancing in their careers. At present, our business administration minor is 30 hours. This will assist students in getting core and marketable skills without expending 30 hours. Business students will also have the opportunity to access the certificate, which will give them a targeted and marketable skillset.

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

No

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

The proposed program will articulate in the same way our major has in the past. Given the course structure, this credential could be obtained online or face-to-face, just like our major; thus, making this fully accessible for our PLUS-2 and regional students as well.

**Describe student demand data for this program.**

The Management Major, which offers all courses in the list has over 640 majors. With a decline in minors across programs, we see trends of students moving into certificate programs; thus making this a more attractive option. MGT 200 and MGT 210 are required for many majors across campus and makes this an accessible certificate to supplement nearly any degree program with specific and important business-related skills.

The Management Advisory Council indicated that there is an unmet industry need for students to be better prepared in understanding and fostering inclusive management practices within organizations. The skills related to this certificate are timely and highly relevant. For example, Forbes Magazine in September 2020, argues that diversity and inclusion practices are essential to business success (Cole, 2020), as such practices enhance creativity, yield a happier work environment, increase productivity, and widens available skills. Training our students to understand how to foster an inclusive organization will create market ready graduates with value-added skills for the workplace. This will allow students who are passionate about inclusivity to brand and market themselves accordingly.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

**Program Demand Data and Support Documents**

Justification and Data.docx

**Delivery Mode**

**Is 25% or more of this program offered at a location other than main campus?**

No

**Is 50% or more of this program offered by distance education (online asynchronous, online synchronous, connected classrooms, etc.)?**

Yes

**Do you plan to offer 100% of this program online?**

Yes

**Do you plan to offer 100% of this program face-to-face?**

Yes

**Do you plan to offer at least 25% of this program as a direct assessment competency-based educational program?**

No

See the SACSCOC Policy on Direct Assessment Competency-based Educational Programs.  
<https://www.sacscoc.org/pdf/081705/DirectAssessmentCompetencyBased.pdf>

**Rationale for the program proposal?**

This program, as mentioned in the prior sections will expand opportunities for students to gain competencies in an area with high demand skills. It will create a market-respected competency and help students identify and leverage those skills for the workplace.

**Budgetary Implications**

Budget Template:  
[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

**Budget Spreadsheet**

Certificate Budgets.xlsx

**Reviewer Comments**

**Evelyn Thrasher (evelyn.thrasher) (Wed, 30 Nov 2022 13:59:09 GMT):** Rollback: Adjusting SLOs

Key: 367

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**UNDERGRADUATE CERTIFICATE IN CREATIVITY AND  
INNOVATION MANAGEMENT**

---

**REQUEST:** Approval of an undergraduate certificate in Creativity and Innovation Management through the Department of Management within Gordon Ford College of Business.

**FACTS:** We have an entrepreneurship concentration and minor, but no credentials specifically targeted to creativity and innovation management - marketable and relevant skills. As such, we believe this is an important opportunity for both the department and our students to brand the work that we do to prepare students to be opportunity identifiers, problem solvers, and critical thinkers to manage innovation either in start-up or corporate contexts. The faculty developed three certificates in response to the advisory council of professionals who indicated the need for this proposed certificate offering. This certificate will showcase students' abilities to identify opportunities and manage the innovation process to solve problems in the context of both new and established firms; skills that experts laud as critical for college graduates.

**Required Courses (12 hours)**

MGT 200	Legal Environment of Business (3)
MGT 305	Ethics and Critical Thinking (3)
MGT 312	Entrepreneurship (3)
MGT 308	Innovation Management (3)
BA 495	Career Development Attendance (0)

**Total Hours: 12**

**BUDGETARY IMPLICATIONS:** The undergraduate certificate in Creativity and Innovation Management uses existing faculty.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of an undergraduate certificate in Creativity and Innovation Management to be implemented Fall 2023.

**MOTION:** Approval to establish an undergraduate certificate in Creativity and Innovation Management with implementation Fall 2023.

# 999: CREATIVITY AND INNOVATION MANAGEMENT

## In Workflow

- MGT Approval (whitney.peake@wku.edu)
- BU Dean (christopher.shook@wku.edu; evelyn.thrasher@wku.edu; dana.cosby@wku.edu)
- BU Curriculum Committee (evelyn.thrasher@wku.edu)
- Undergraduate Curriculum Committee (sheila.flener@wku.edu)
- University Senate (antonia.szymanski@wku.edu)
- Provost (beth.laves@wku.edu)
- Board of Regents (all)
- CPE (rheanna.plemons@wku.edu; beth.laves@wku.edu)
- Program Inventory (jennifer.hammonds@wku.edu)

## Approval Path

- Tue, 29 Nov 2022 22:05:21 GMT  
Whitney Peake (whitney.peake): Approved for MGT Approval
- Wed, 30 Nov 2022 13:28:56 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Dean
- Wed, 30 Nov 2022 13:58:44 GMT  
Evelyn Thrasher (evelyn.thrasher): Rollback to Initiator
- Wed, 30 Nov 2022 14:39:30 GMT  
Whitney Peake (whitney.peake): Approved for MGT Approval
- Wed, 30 Nov 2022 14:40:45 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Dean
- Tue, 06 Dec 2022 20:16:51 GMT  
Evelyn Thrasher (evelyn.thrasher): Approved for BU Curriculum Committee
- Tue, 24 Jan 2023 23:18:10 GMT  
Sheila Flener (sheila.flener): Approved for Undergraduate Curriculum Committee
- Thu, 02 Mar 2023 18:19:45 GMT  
Antonia Szymanski (antonia.szymanski): Approved for University Senate
- Tue, 07 Mar 2023 20:28:05 GMT  
Robert Fischer (robert.fischer): Approved for Provost

## New Program Proposal

Date Submitted: Wed, 30 Nov 2022 14:39:16 GMT

**Viewing: 999 : Creativity and Innovation Management**

**Last edit: Tue, 07 Mar 2023 14:53:55 GMT**

Changes proposed by: wht41724

### Proposed Action

Active

### Contact Person

Name	Email	Phone
Whitney Peake	whitney.peake@wku.edu	2707452913

### Term of Implementation

2023-2024

### Program Reference Number

999

### Academic Level

Undergraduate

### Program Type

Certificate - Undergraduate

### Department

Management

**College**

Business

**Program Name (eg. Biology)**

Creativity and Innovation Management

**Will this program have concentrations?**

No

**CIP Code**

52.0201 - Business Administration and Management, General.

**Will this program lead to teacher certification?**

No

**Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements**

No

**Catalog Content****Program Overview (Catalog field: Overview tab)**

The certificate in creativity and innovation management will prepare students to learn about legal and ethical implications of innovation and intellectual property development, while obtaining skills in creativity, problem-solving, opportunity identification, and innovation processes.

**Curriculum Requirements (Catalog field: Program Requirements)****Program Requirements (12 hours)**

Code	Title	Hours
MGT 200	Legal Environment of Business	3
MGT 305	Ethics and Critical Thinking	3
ENT 312	Entrepreneurship	3
ENT 308	Innovation Management	3
BA 495	Career Development Attendance	0
<b>Total Hours</b>		<b>12</b>

**Will this program be managed or owned by more than one department?**

No

**Does this program include courses from outside your department?**

No

**Relation to Mission and Strategic Plan****Explain how the proposed program relates to the institutional mission and academic strategic plan.**

WKU's mission as an institution centered on applied learning, centers on enriching "the quality of life for those within its reach." This program will better equip students to meet industry needs with applied experiences; thus, better preparing them for their careers. As such, we are preparing students by addressing a culture of innovation and ensuring our students graduate with skills to thinking critically, solve problems, and engage as professionals beyond the confines of our campus.

\* A Culture of Innovation - Review current teaching methodologies, integrate appropriate best practices to offer students cutting edge curriculum, as recommended by our advisory council.

\*Regional Lighthouse - Ensure WKU students graduate with skills to think critically, solve problems, and engage effectively with others.

**Explain how the proposed program addresses the state's postsecondary education strategic agenda**

The proposed program ties to the following CPE strategic agenda items, in particular:

#7 Ensure academic offerings are high quality, relevant and inclusive; #8 Improve career outcomes of postsecondary graduates (career-relevant experience)

Since our advisory council of professionals indicated the need for our proposed certificate offerings, the program ensures that our academic offerings are increasingly high-quality, relevant, and inclusive, based on the diversity of our majors with regards to race, first generation, and low income students.

## Program Quality and Demand

**Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.**

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

### Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Identify legal terms associated with intellectual property development and protection.	Examinations, assignments, and/or other artifacts from MGT 200 and/or ENT 312.
SLO 2	Understand ethical concerns related to innovation and intellectual property.	Examinations, assignments, and/or other artifacts from MGT 305
SLO 3	Recognize the creative process.	Examinations, assignments, and/or other artifacts from ENT 312.
SLO 4	Identify principles of innovation Management.	Examinations, assignments, and/or other artifacts from ENT 308.

Assessment Template: [https://www.wku.edu/academicaffairs/ee/assurance\\_learning\\_resources.php](https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php)

### Upload Assessment Plan

Creativity and Innovation Management Assessment Plan.docx

**Change in Discipline (If the program is being proposed to meet changes in the academic discipline, please outline those changes and explain why they necessitate development of a new program.)**

Not applicable.

### Specify any distinctive qualities of the program.

We have an entrepreneurship concentration and minor, but no credentials specifically targeted to creativity and innovation management - marketable and relevant skills. As such, we believe this is an important opportunity for both the department and our students to brand the work that we do to prepare opportunity identifiers, problem solvers and critical thinkers to manage innovation either in start-up or corporate contexts.

**Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?**

Yes

### Please explain

This will provide a certificate credential in creativity and innovation, which will showcase students' abilities to identify opportunities and manage the innovation process, both in the context of new and established firms.

**Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?**

No

**Is access to existing programs limited?**

No

**Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.**

The proposed program will articulate in the same way our major has in the past. Only one of the courses currently in the certificate has not yet been offered online, and that course will be offered online in the future, making this fully accessible for our PLUS-2 and regional students.

**Describe student demand data for this program.**

The Management Major, which offers all courses in the list has over 640 majors. Of those, just more than 75 students are enrolled in the entrepreneurship concentration under the Management Major and we also enroll approximately 60 minors. With a decline in minors, we see trends of students moving into certificate programs; thus making this a more attractive option. Further, ENT 312 is a Colonnade Systems course, which also makes this certificate a highly achievable credential for students across campus.

The Management Advisory Council indicated that there is an unmet industry need for students to be better prepared in creativity and innovation management. This includes skills such as opportunity-identification, critical-thinking, problem-solving, intellectual property management, and managing legal and ethical considerations of intellectual property development. These are highly timely and relevant skills. For example, Forbes Magazine in April 2022, indicated that the Top 10 Most in-Demand Skills for the Next 10 Years includes: Critical Thinking, Creativity, Collaboration, and Curiosity and Continuous Learning, all of which are covered in some capacity through this certificate program. Training our students to seek opportunities, ask questions, and think critically are skills the marketplace values.

**Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?**

No

#### **Program Demand Data and Support Documents**

Justification and Data.docx

#### **Delivery Mode**

**Is 25% or more of this program offered at a location other than main campus?**

No

**Is 50% or more of this program offered by distance education (online asynchronous, online synchronous, connected classrooms, etc.)?**

Yes

**Do you plan to offer 100% of this program online?**

Yes

**Do you plan to offer 100% of this program face-to-face?**

Yes

**Do you plan to offer at least 25% of this program as a direct assessment competency-based educational program?**

No

See the SACSCOC Policy on Direct Assessment Competency-based Educational Programs.  
<https://www.sacscoc.org/pdf/081705/DirectAssessmentCompetencyBased.pdf>

#### **Rationale for the program proposal?**

This program, as mentioned in the prior sections will expand opportunities for students to gain competencies in an area with high demand skills. It will create a market-respected competency and help students identify and leverage those skills for the workplace.

#### **Budgetary Implications**

Budget Template:  
[https://www.wku.edu/academicaffairs/pd/process\\_overview.php](https://www.wku.edu/academicaffairs/pd/process_overview.php)

#### **Budget Spreadsheet**

Certificate Budgets.xlsx

#### **Reviewer Comments**

**Evelyn Thrasher (evelyn.thrasher) (Wed, 30 Nov 2022 13:58:44 GMT):** Rollback: Adjusting SLOs

Key: 365

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**ACADEMIC PROGRAM SUSPENSION**

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**REQUEST:** Approval for academic program suspension for the following program: Folk Studies, Master of Arts.

**FACTS:** The Faculty have made the decision to close The Master of Arts in Folk Studies to new admissions due to low enrollment. The Chair, Dean, and Provost support the faculty's decision. Academic programs which are suspended will continue to support current students through completion of their program.

The program faculty made the decision to stop admitting students, and they informed currently enrolled students and other departmental faculty and staff of their decision in the fall of 2022. The College and University are committed to providing instruction to all students who were admitted prior to the implementation of the program suspension and who choose to remain in the program, assisting them through completion of their programs of study as close to originally intended as possible. The program faculty, Dean, Graduate School, and Academic Affairs will work together to ensure a smooth process in providing the instructional needs for current students within the program.

**BUDGETARY IMPLICATIONS:** Closing this academic program to new admissions will have a positive or neutral impact on the University Budget because of the efficiencies created by greater utilization of faculty in higher demand programs.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of the above listed academic program closure to be implemented Spring 2023.

**MOTION:** Approval to suspend Folks Studies, Master of Arts with implementation in Spring 2023.



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**ACADEMIC PROGRAM SUSPENSION**

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**REQUEST:** Approval for academic program suspension for the following programs: Agriculture, Bachelor of Science (605).

**FACTS:** The Agriculture Faculty currently support two Bachelor of Science in Agriculture degrees. They voted to close the Bachelor of Science in Agriculture program that requires a second major or minor and keep the primary, stand-alone Bachelor of Science in Agriculture degree.

The courses related to the closing Bachelor of Science in Agriculture (second major or minor required) will be incorporated into the primary bachelor degree program new concentration in General Agriculture. Because the courses in the program to be closed will continue to be offered as part of the primary bachelor degree program, current students will have access to all courses required to complete their degrees with no additional fees or impact on students, faculty or staff.

**BUDGETARY IMPLICATIONS:** Closing this academic program to new admissions will have a neutral impact on the University Budget because of the efficiencies created by a single bachelor's degree in Agriculture.

**RECOMMENDATION & IMPLEMENTATION DATE:** President Timothy C. Caboni recommends approval of the above listed academic program suspension for Agriculture B.S. to be implemented Fall 2023.

**MOTION:** Approval to suspend Agriculture, Bachelor of Science (605) to be implemented in Fall 2023.

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**EMERITUS  
APPOINTMENTS**

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**REQUEST:** Approval of faculty emeritus status for Dr. Anthony (Tony) Paquin.

**FACTS:** Listed below is a faculty member who has been recommended by tenured faculty, their department chair, and their college dean to be awarded emeritus status. The individual has served the university for at least ten years and has a distinguished record of achievement and service.

*College of Education and Behavioral Sciences*

Dr. Anthony (Tony) Paquin, Associate Professor of Psychology, Emeritus

**BUDGETARY IMPLICATIONS:** No funds requested.

**RECOMMENDATION:** President Timothy C. Caboni recommends awarding Dr. Anthony (Tony) Paquin emeritus status.

**MOTION:** Approval of emeritus status awarded for Dr. Anthony (Tony) Paquin.