

Rec. # 2013-03-02 UNIVERSITY SENATE RECOMMENDATION TO THE PROVOST
The University Senate recommends the Undergraduate Curriculum Committee Report dated
February 2013, and approved in the Senate to the Provost for endorsement.

Approved 3/25/13



**Undergraduate Curriculum Committee
Western Kentucky University**

Report to the University Senate
Date: February, 2013
From: John White, Chair

The Undergraduate Curriculum Committee submits the following items from the 28th February 2013, meeting for approval by the University Senate:

Information Item Report:

- I. Revise a Course Title:
Supply Chain Management (MKT) 423
- II. Revise Course Number:
HMD 111

Consent Item Report:

- I. Create a New Course :
CE 301
ME 332
ME 333
International Human Resource Management (MGT) 413
IDFM 260 Kitchen & Bath Design Studio
IDFM 262 Advanced Kitchen & Bath Design Studio
IDFM 263 Kitchen & Bath Internship
- II. Make Multiple Revisions to a Course :
ME 176
- III. Revise a Program :
361 Minor in Floodplain Management
543 Mechanical Engineering
International Business 569
Mathematical Economics 731
Sales Minor 452
#533, Major in Construction Management
524 Bachelor of Science in Dental Hygiene

716 Major in News/Editorial Journalism

726 Major in Broadcasting

727 Major in Advertising

750 Major in Photojournalism

763 Major in Public Relations

288 Business

IV. Create a New Certificate Program:
Kitchen and Bath Certificate

Proposal Date: January 23, 2013

**Gordon Ford College of Business
Department of Marketing and Sales
Proposal to Revise Course Title
(Consent Item)**

Contact Person: Rick Shannon, 5-2483, rick.shannon@wku.edu

- 1. Identification of course:**
 - 1.1 Current course prefix (subject area) and number: MKT 423
 - 1.2 Current course title: Purchasing and Physical Distribution
 - 1.3 Credit hours: 3

- 2. Proposed course title: Supply Chain Management**

- 3. Proposed abbreviated course title: Supply Chain Management
(max. of 30 characters including spaces)**

- 4. Rationale for the revision of course title: This better reflects the material covered in the course.**

- 5. Proposed term for implementation: Fall 2013**

- 6. Dates of prior committee approvals:**

_Marketing and Sales_Department:	_____ 1/17/13 _____
_GFCOB_Curriculum Committee	_____ 2/06/13 _____
Undergraduate Curriculum Committee	_____ 02/28/2013 _____
University Senate	_____

Attachment: Course Inventory Form

Proposal Date: November 15, 2012

College of Health and Human Services
Department of Family and Consumer Sciences
Proposal to Revise Course Number
(Consent Item)

Contact Person: Dr. Heather Payne-Emerson, heather.payne-emerson@wku.edu, 5-6356

1. Identification of course:

- 1.1 Current course prefix and number: HMD 111
- 1.2 Title: Human Nutrition
- 1.3 Credit hours: 3

2. Proposed course number: 211

3. Rationale for the revision of course number: Fifteen benchmark institutions offer an introductory nutrition course comparable to HMD 111. Eleven of these universities offer the course as 200 level or above (e.g. AHS 221 Principles of Human Nutrition , Indiana State University; BMS 240 Introduction to Nutrition, Missouri State University; FCSFN 275 Personal Nutrition, Ball State; DTC 202 Principles of Human Nutrition, Eastern Michigan University) . Similarly, seven Kentucky universities offer a comparable course, four of which offer the course as 200 level or above (NFA 201 Essentials of Nutrition, EKU; NTN 230 Nutrition, Murray State University; NFS 212 Introductory Nutrition, UK; HSS 303 Human Nutrition, U of L). Changing the course number from 111 to 211 will better align the course with those taught at benchmark institutions and other Kentucky universities. In addition, adequately meeting current course objectives regarding the physiology of digestion, absorption and metabolism of nutrients requires the course to be taught at a higher level than is typical for a 100 level class. Revising the course number to a 200 level will better reflect the difficulty of the course and thus more appropriately set student expectations. No changes to course objectives are necessary to justify the change.

4. Proposed term for implementation: Fall 2013

5. Dates of prior committee approvals:

Family & Consumer Sciences Department	<u>November 16, 2012</u>
CHHS Undergraduate Curriculum Committee	<u>January 11, 2013</u>
Professional Education Council	<u>February 13, 2012</u>
Undergraduate Curriculum Committee	<u>02/28/2013</u>
University Senate	<u></u>

Attachment: Course Inventory Form

**Ogden College of Science and Engineering
Department of Engineering
Proposal to Create a New Course
(Action Item)**

Contact Person: Warren Campbell, warren.campbell@wku.edu, 5-8988

1. Identification of proposed course:

- 1.4 Course prefix (subject area) and number: CE 301
- 1.5 Course title: Field Experience in Floodplain Management
- 1.6 Abbreviated course title: Field Exp Floodplain Mgmt
- 1.7 Credit hours and contact hours: 3 credit hours 50 contact hours
- 1.8 Type of course: C
- 1.9 Prerequisites/corequisites: Junior standing
- 1.10 Course catalog listing: Field study and mitigation techniques for river flooding, karst flooding, flash flooding, alluvial fan flooding, tropical storms or a combination of these. Course involves travel.

2. Rationale:

- 2.1 Reason for developing the proposed course: This course was delivered as a selected topics course once, and is being offered again in January 2013. It provides students interested in water resources and floodplain management the opportunity to see the subjects of lectures, meet and learn from professionals working in the field, network with potential employers, and learn in a way that is impossible in the classroom. One student in the 2012 Study Away course said that he learned more in two weeks than in a year in the classroom.

This course supports the university mission by providing students an authentic field experience in the human and technical aspects of flooding, preparing them to be productive, engaged, and socially responsible engineers and citizens in a global society. In addition this course exposes students to opportunities to observe and participate in both research and service activities related to their professional interests. The floodplain management program produces graduates who steward a high quality of life, especially related to safety of people and property, in our own region and the regions where its graduates go to work.

- 2.2 Projected enrollment in the proposed course: 8 to 12 per year, based on previous offerings
- 2.3 Relationship of the proposed course to courses now offered by the department: CE 301 shares some content with CE 300 Floodplain Management, but CE 300 focuses on floodplain regulations and minimally on floodplain science. CE 301 will focus on floodplain science, flood history, and practical administration of floodplain programs.

- 2.4 Relationship of the proposed course to courses offered in other departments: This course will have some overlap with the following courses: GEOG 121 Meteorology, GEOG 207 Hurricanes, GEOG 208 Floods and Droughts, GEOG 209/209C Natural Disasters, GEOG 420 Geomorphology, GEOG 421 Advanced Geomorphology, GEOG 427 Water Resources, and GEOG 461 Karst Environments. The overlap with any one course is minimal.
- 2.5 Relationship of the proposed course to courses offered in other institutions: Only a few universities offer courses in floodplain management. Some that do include the University of Washington, the University of Tennessee, and the University of North Texas. However, none of these courses is field based; we believe that our course is unique in the United States.

3. Discussion of proposed course:

- 3.1 Course objectives: The course will introduce students to flood mitigation approaches that have been successful and those that have failed. Students will develop an appreciation for physical, economic, and emotional tolls of flooding. They will learn the politics of flood response, water law, and ethics. In flood mitigation and water resources management they will learn approaches to emulate and those to avoid.
- 3.2 Content outline: The outline varies from one offering to the next. The following is an abbreviated example from the CE 475 Total Immersion Floodplain Management Course.
- Maricopa County, Arizona Flood Control District: one day of presentations by staff, half day of field trip led by staff of the flood control district.
 - Boulder City and Hoover Dam
Boulder City tour (built for workers of Hoover Dam) (2 hours)
Hoover Dam tours and lectures (6 hours)
 - Clark County Flood Control District
Presentations by flood control district staff (1/2 day)
Field trip (1/2 day)
 - Death Valley
Field trip: alluvial fans, tectonics and climate change (4 hours)
Field trip: alluvial fans, canyon tours, endangered species habitat (1 day)
 - Los Angeles Aqueduct and the California Water Wars
Lone Pine, the aqueduct, and center of unrest (2 hours)
Site of Saint Francis Dam Disaster (4 hours)
 - Salton Sea (150 square mile) lake created by floods on the Colorado River in the early 1900s and the San Andreas Fault zone (1 hour)
 - Anza Borrego Desert Park field trip: alluvial fan flooding and debris flows (4 hours)
 - Large detention pond tour: Hansen Dam in Los Angeles (2 hours)
 - Alluvial fan flood solution, Magnesia Canyon debris basin, Rancho Mirage, California field trip (2 hours)
 - Whitewater River stream gage and field trip: Indio, California (1 hour)
 - Tide pools and ecosystems tour: La Jolla, California (3 hours)

- Cliff erosion and ocean swell physics (8 hours)

3.3 Student expectations and requirements: Instructor evaluates students' journals and Op Ed pieces related to issues observed during the course. Students are required to display professional behavior in all interactions with hosts during the tour. They are graded on course participation, which includes asking good questions of our hosts and the instructor, and participating actively in discussions. Sometimes the course also will require lab experiences such as measuring stream flow rates and/or measuring stream suspended loads and bed load.

3.4 Tentative texts and course materials: For the 2012 course, I provided a set of notes, and no text was required. For the 2013 course, the required text is *The Great Deluge* by historian Douglas Brinkley, which deals with events leading up to, during and following Hurricane Katrina. Notes and text requirements will depend on the specific sites visited during the course.

4. Resources:

- 4.1 Library resources: None required
- 4.2 Computer resources: None required. Personal lap top or tablet desirable.

5. Budget implications:

- 5.1 Proposed method of staffing: Offered during Summer or Winter terms by existing faculty. Will not conflict with any required or elective courses during the Fall and Spring terms.
- 5.2 Special equipment needed: Varies from offering to offering, but may include current meters, pH, conductivity, and dissolved oxygen probes (owned by the Department)
- 5.3 Expendable materials needed: None
- 5.4 Laboratory materials needed: None

6. Proposed term for implementation: Fall 2013

7. Dates of prior committee approvals:

Engineering Department:	<u>11/13/2012</u> _____
Ogden College Curriculum Committee	<u>12/06/2012</u> _____
Undergraduate Curriculum Committee	<u>02/28/2013</u> _____
University Senate	_____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

**Ogden College of Science and Engineering
Department of Engineering
Proposal to Create a New Course
(Action Item)**

Contact Person: Joel Lenoir, joel.lenoir@wku.edu, 270-745-6858

1. Identification of proposed course:

- 1.1 Course prefix (subject area) and number: ME 332
- 1.2 Course title: Fluid Mechanics Laboratory
- 1.3 Abbreviated course title: Fluid Mechanics Laboratory
- 1.4 Credit hours and contact hours: 1 credit hour, 2 contact hours weekly
- 1.5 Type of course: B, Lab
- 1.6 Corequisites: ME 330
- 1.7 Course catalog listing:
An applied laboratory in the modeling, prediction, and measurement of fluid mechanics components and systems, with emphasis on the preparation of engineering reports, uncertainty analysis, and the experimental design plan process. System level experiments include fluid property measurements, pipe flow and turbomachinery characteristics.

2. Rationale:

- 2.1 Reason for developing the proposed course:
The topical coverage of the to-be suspended ME 440 Thermal Fluid Systems Laboratory is being divided into two labs, coupled to their respective engineering science courses. ME 332 will be coupled in spring semesters with ME 330 Fluid Mechanics, and ME 333 will be coupled in fall semesters with ME 325 Heat Transfer. Both lab courses will also retain some of the design of experiments plan material from ME 440.
This course improves the student experience and the sustainability of the mechanical engineering program. It provides the student with a direct linkage to ME 330 and creates a more integrated and streamlined ME junior year in engineering laboratory practices. The course focuses on fluid mechanics and supports the ABET requirement of a balance between both stems of the curriculum.

This course supports the university mission as a strong laboratory-based experience in mechanical engineering, leading to well-prepared and productive professionals ready to contribute to the economic development of the region as engineers and citizens. As the region's economy develops, partly because of more graduates in engineering and other programs, the quality of life improves for those within the reach of WKU.

- 2.2 Projected enrollment in the proposed course: 24 based on current enrollments in ME 330.
- 2.3 Relationship of the proposed course to courses now offered by the department:

As outlined in 2.1, this course contains the fluid mechanics topics from ME 440 and provides laboratory experiences to enhance ME 330.

2.4 Relationship of the proposed course to courses offered in other departments: None

2.5 Relationship of the proposed course to courses offered in other institutions:
Similar laboratory courses are offered at numerous institutions as stand-alone fluid mechanics laboratories. Other institutions also couple a discrete laboratory course with a specific fluid mechanics engineering science lecture course.
Examples include:

Purdue University: ME31900: Fluids Mechanics Lab, 1 hr. credit

University of Memphis: ME 3335: Fluid Mechanics Lab, 1 hr credit.

California Polytechnic State University: ME 347: Combined Fluid Mechanics and Lab, 4 hrs.

3. **Discussion of proposed course:**

3.1 Course objectives:

Equip students to plan, conduct, and evaluate the results of measurement and testing of fluid mechanics systems as well as develop the capability to produce professional engineering reports. The basic theory and objective of each experiment, including the theory and application of fluid measurements and instrumentation, is presented. Students will apply and compare fundamental knowledge of fluid mechanics, and at times thermodynamics, to experimental results.

3.2 Content outline:

Design of Experiments Plan Topics:

- Experimental planning
- Methods of measurement
- Selection of instrumentation
- Prediction of uncertainty
- Analysis of data and results
- Estimation of error
- Reporting of experimental results

List of Selected Experiments:

- Viscosity of a fluid
- Fluid flow measurements
- Fluid Bernoulli test bed – conservation of energy
- Impact of a jet – momentum transfer
- Hydrostatic forces on planar and curved surfaces
- Viscous internal flow – laminar and turbulent regimes
- Pump characteristics and similarity

3.3 Student expectations and requirements:

Students are expected to plan, conduct, and evaluate the results of measurement and testing of fluid mechanics systems as well as develop the capability to produce professional engineering reports, all of which will be evaluated by the instructor.

3.4 Tentative texts and course materials:

No required textbook. Laboratory handouts will be provided. Textbooks used in ME220, ME 310 and ME 330 will serve as reference sources for the course.

4. Resources:

- 4.1 Library resources: None
- 4.2 Computer resources: Computer hardware and software are available in the thermal fluids laboratory and ME student design center to support the course.

5. Budget implications:

- 5.1 Proposed method of staffing: Current staffing adequate
- 5.2 Special equipment needed: None
- 5.3 Expendable materials needed: Limited and currently managed through foundation funds
- 5.4 Laboratory materials needed: Limited and currently managed through foundation funds

6. Proposed term for implementation: Spring 2014

7. Dates of prior committee approvals:

Engineering Department:	<u>15 Nov. 2012</u>
OCSE Curriculum Committee	<u>06 Dec. 2012</u>
Undergraduate Curriculum Committee	<u>02/28/2013</u>
University Senate	_____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

**Ogden College of Science and Engineering
Department of Engineering
Proposal to Create a New Course
(Action Item)**

Contact Person: Joel Lenoir, joel.lenoir@wku.edu, 270-745-6858

1. Identification of proposed course:

- 1.1 Course prefix (subject area) and number: ME 333
- 1.2 Course title: Heat Transfer Laboratory
- 1.3 Abbreviated course title: Heat Transfer Laboratory
- 1.4 Credit hours and contact hours: 1 credit hour, 2 contact hours weekly
- 1.5 Type of course: B, Lab
- 1.6 Corequisites: ME 325
- 1.7 Course catalog listing:
An applied laboratory in the modeling, prediction, and measurement of fluid mechanics components and systems, with emphasis on the preparation of engineering reports, uncertainty analysis, and the experimental design plan process. System level experiments include heat transfer measurements and heat transfer component characteristics.

2. Rationale:

- 2.1 Reason for developing the proposed course:
The topical coverage of the to-be suspended ME 440 Thermal Fluid Systems Laboratory is being divided into two labs, coupled to their respective engineering science courses. ME 332 will be coupled in spring semesters with ME 330 Fluid Mechanics, and ME 333 will be coupled in fall semesters with ME 325 Heat Transfer. Both lab courses will also retain some of the design of experiments plan material from ME 440. ME 333 provides the student with a direct linkage to ME 325 and creates a more integrated and streamlined ME senior year in engineering laboratory practices. The course focuses on heat transfer and supports the ABET requirement of a balance between both stems of the curriculum.

This course supports the university mission as a strong laboratory-based experience in mechanical engineering, leading to well-prepared and productive professionals ready to contribute to the economic development of the region as engineers and citizens. As the region's economy develops, partly because of more graduates in engineering and other programs, the quality of life improves for those within the reach of WKU.

- 2.2 Projected enrollment in the proposed course: 24 based on the current enrollments in ME 325.
- 2.3 Relationship of the proposed course to courses now offered by the department:

As outlined in 2.1, this course contains the heat transfer topics from ME 440 and provides laboratory experiences to enhance ME 325.

2.4 Relationship of the proposed course to courses offered in other departments: None

2.5 Relationship of the proposed course to courses offered in other institutions:
Similar laboratory courses are offered at numerous institutions as stand-alone fluid mechanics laboratories. Other institutions also couple a discrete laboratory course with a specific fluid mechanics engineering science lecture course.

Examples include:

Purdue University: ME32200: Heat Transfer Lab, 1 hr. credit

University of Memphis: ME 3355: Thermo/Heat Transfer Lab, 1 hr credit.

California Polytechnic State University: ME 346: Heat Transfer and Thermodynamics Lab, 1 hr.

3. Discussion of proposed course:

3.1 Course objectives:

Equip students to plan, conduct, and evaluate the results of measurement and testing of thermal-fluid systems as well as develop the capability to produce professional engineering reports. The basic theory and objective of each experiment, including the theory and application of thermal-fluid measurements and instrumentation, is presented in lectures either in the lab or during the ME325 class. Students will apply and compare fundamental knowledge of heat transfer, and at times thermodynamics and fluid mechanics, to experimental results.

3.2 Content outline:

Design of Experiments Plan Topics:

- Experimental planning
- Methods of measurement
- Selection of instrumentation
- Prediction of uncertainty
- Analysis of data and results
- Estimation of error
- Reporting of experimental results

List of Selected Experiments:

- Thermodynamic 1st Law application
- Pipe-in-pipe, shell & tube, and plate & frame heat exchangers
- Conduction heat transfer experiment
- Convection heat transfer experiment
- Radiation heat transfer experiment
- Vapor compression cycles – refrigeration and heat pump

3.3 Student expectations and requirements:

Students are expected to plan, conduct, and evaluate the results of measurement and testing of fluid mechanics systems as well as develop the capability to produce professional engineering reports, all of which will be evaluated by the instructor.

3.4 Tentative texts and course materials:

No required textbook. Laboratory handouts will be provided. Textbooks used in ME220, ME 310, ME 325 and ME330 will serve as reference sources for the course.

4. Resources:

- 4.1 Library resources: None
- 4.2 Computer resources: Computer hardware and software are available in the thermal fluids laboratory and ME student design center to support the course.

5. Budget implications:

- 5.5 Proposed method of staffing: Current staffing adequate
- 5.1 Special equipment needed: None
- 5.2 Expendable materials needed: Limited and currently managed through foundation funds
- 5.3 Laboratory materials needed: Limited and currently managed through foundation funds

6. Proposed term for implementation: Spring 2014

7. Dates of prior committee approvals:

Engineering Department:	<u>15 Nov. 2012</u>
OCSE Curriculum Committee	<u>06 Dec. 2012</u>
Undergraduate Curriculum Committee	<u>02/28/2013</u>
University Senate	_____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

**Department of Management
Proposal to Create a New Course
(Action Item)**

Contact Person: Dana M. Cosby, Dana.Cosby@wku.edu 270-745-5813

1. Identification of proposed course:

- 1.1 Course prefix (subject area) and number: MGT 413
- 1.2 Course title: International Human Resource Management
- 1.3 Abbreviated course title: International HRM
- 1.4 Credit hours: 3.0
- 1.5 Type of course: L -- Lecture
- 1.6 Prerequisites: MGT 311: Human Resource Management
- 1.7 Course catalogue listing: Covers issues involved with managing human resources globally. Compares customs and regulations among various countries in the core areas of human resource management, including selection, development, compensation, performance management, and labor relations.

2. Rationale:

2.1 Reason for developing the proposed course: In line with WKU's mission of internationalization, this course develops competencies needed to function as a human resource manager in the global environment. Western Kentucky University has identified internationalization as a key institutional priority as it seeks to become a leading American university with international reach. There is also a directed effort by the business school's accreditation body, the Association to Advance Collegiate Schools of Business (AACSB International), to provide international education as part of the curriculum. This course will equip our students to understand and address issues related to human resource functions such selection, performance appraisal, compensation, training & development and others. Bowling Green and the surrounding region is home to several international companies from countries such as Japan, Finland, Canada, India, to name a few. Knowledge of HR functions in an international context prepares our students to work efficiently in workplaces such as these and also to work for them in their overseas locations.

2.6 Projected enrollment in the proposed course: 20 students

2.7 Relationship of the proposed course to courses now offered by the department: The international business major currently requires 39 hours in the business core and 15 hours in international business. The Department of Management currently offers the following international business courses: MGT 303 International Business, MGT 316 International Management, MGT 390 Value Creation in Emerging Markets, and ENT 425 International Entrepreneurship. The proposed course does not duplicate these courses; rather, it complements to the topics covered in them providing a holistic view/approach.

2.8 Relationship of the proposed course to courses offered in other departments: Because the specific focus of MGT 413 is to develop student understanding of

the differences in management practices specifically relating to human resource management, it duplicates no other courses offered at the university.

- 2.9 Relationship of the proposed course to courses offered in other institutions: The course is offered at Middle Tennessee State University (International Human Resources), Eastern Kentucky University (International Management, covering Human Resources as a major course component), Northern Kentucky University (Comparative International Management), Northern Illinois (Multinational Management)

3. Discussion of proposed course:

- 3.5 Course objectives: The objectives of this course are to help students develop the understanding of (1) the complexities involved in managing employees on foreign assignments; (2) core human resource systems practices around the world; and (3) the role of corporate and social responsibility in human resources practices abroad.

- 3.6 Content outline:

Objective One: Understand and identify complexities involved in managing employees on foreign assignments:

- Introduction to Human Resource Management and Globalization
- National Culture and Organizational Life
- Global Staffing
- Expatriate Assignment Management

Objective Two: Compare and discuss core human resource systems and practices around the world and discuss design implications on strategy:

- Comparative Human Resource Management Practices
 - Recruitment and selection
 - Benefits and rewards
 - Training and development
 - Performance management
 - Labor relations

Objective Three: Examine and apply the role of corporate and social responsibility in human resource practices abroad:

- Corporate and Social Responsibility Standards
 - Fair Labor Standards
 - International Business Ethics
- Sustainability Issues in Promoting Employee Engagement
- Human Resources Role in CSR Reporting to Stakeholders

- 3.7 Student expectations and requirements:

- (A) Exams corresponding with each of the major course objectives
(B) Individual research paper addressing national origin and cultural implications for management
(C) Student team presentations designing human resource systems in assigned country

3.8 Tentative texts and course materials:
Brewster, C., Sparrow, P.R., Vernon, C. and Houldsworth, L. (2011)
International human resource management. 3rd Edition. London:
Chartered Institute of Personnel and Development. ISBN: 978-1-84398-
266-1.

4. Resources:

4.3 Library resources: No additional library materials are needed.

4.4 Computer resources: Not applicable.

5. Budget implications:

5.5 Proposed method of staffing: This course will be offered as an elective for both the International Business and Human Resource Management programs. This course will be taught by existing faculty and will be worked into the teaching rotation for that individual (replacing a current elective course being taught by this instructor).

5.6 Special equipment needed: Not applicable

5.7 Expendable materials needed: Not applicable

5.8 Laboratory materials needed: Not applicable

6. Proposed term for implementation: Fall 2013

7. Dates of prior committee approvals:

 MGT Department/Division: 01/28/13

 GFCOB Curriculum Committee 02/06/13

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

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College of Health and Human Services
Department of Family and Consumer Sciences
Proposal to Create a New Course
(Action Item)

Contact Person: Amy Bodell-Hersch, amy.hersch@wku.edu, 745-4229

1. Identification of proposed course:

- 1.11 Course prefix (subject area) and number: IDFM 260
- 1.12 Course title: Kitchen & Bath Design Studio I
- 1.13 Abbreviated course title: Kitchen & Bath Design Studio I
- 1.14 Credit hours and contact hours: 3
- 1.15 Type of course: Lecture/Lab
- 1.16 Prerequisites: IDFM 201 Interior Design II
- 1.17 Course catalog listing: Examination of the technical aspects and accessibility issues of designing kitchens. Development of drawings for the kitchen & bath including floor plans, electrical and lighting plans, elevations, and cabinet sections using NKBA (National Kitchen and Bath Association) guidelines and graphic presentation standards.

2. Rationale:

- 2.10 Reason for developing the proposed course: Required course content by the NKBA. This course is the first in a series for the kitchen and bath certificate program. It covers the basics for the kitchen & bath specialization in new construction and the remodeling industry and incorporates all the components required by the kitchen and bath industry. It will help meet accreditation requirements by the National Kitchen and Bath Association (NKBA). This course as part of the curriculum supports the university mission statement. It provides a career pathway for non-traditional students as well as giving first time students an advantage of a secondary certificate along with the bachelor's degree, and providing the public with professionals that will support the health, safety and welfare of the general public.
- 2.11 Projected enrollment in the proposed course: After this program is advertised expected enrollment will be 15-20 students per year based on expressed interest.
- 2.12 Relationship of the proposed course to courses now offered by the department: This course relates to IDFM 201 (Interior Design Studio I) and IDFM 300 (Interior Design Studio II). IDFM 260 expands on the design of kitchens and baths whereas IDFM 201 and IDFM 300 focus more on the design of the home.
- 2.13 Relationship of the proposed course to courses offered in other departments: This course relates to AMS 369 (Architectural Design Studio I). IDFM 260 expands on the design of kitchens and baths whereas AMS 369 focuses on the design of buildings.

2.5 Relationship of the proposed course to courses offered in other institutions: The proposed course will focus on kitchen & bath design specialization in new construction and remodeling industry. Indiana State University is the only benchmark institution that has a Kitchen and Bath Accredited program in their curriculum. It is a 127-credit certificate that is part of the 4-year interior design degree. The in-state institutions that have Kitchen and Bath accredited programs are Murray State University and Sullivan University of Technology and Design. At Murray *IDT 301 Architectural Drawing and Residential Planning* is the course with the emphasis in residential. The course at Sullivan is *IDD240 Kitchen & Bath*.

Benchmark School	NKBA School	Residential Courses
Ball State University		222 Interior Design Studio 1
California State University - Chico		IDES 452 Residential Design
California State University - Fresno		ID 71 Residential Interior Design
University of Central Missouri		ART 2310 Interior Design Studio I
Eastern Illinois University		FCS 3280 - Interior Design
Eastern Michigan University		No design program
Florida Atlantic University		IDE 120 Interior Design Studio II
Indiana State University	Yes	4 Year Program 127 hours for NKBA Certificate
Middle Tennessee State University		IDES 3730 RESIDENTIAL DESIGN I
Montclair State University		No design program
Northern Arizona University		ID 362 - Interior Design II
Oakland University		No design program
Missouri State University		HID 241 Residential Design I
Stephen F. Austin State University		HMS 312 - Residential Design
Towson University		No design program
University of Northern Iowa		INTDSGN 2125 Design II
Western Illinois University		No design program
Wichita State University		Architecture Program only
Youngstown State University		Family Housing and Technology

3. Discussion of proposed course:

3.9 Course objectives: The students will be able to

- Identify standard interior and architectural symbols
 - Produce the following drawings using NKBA guidelines and graphic presentation standards:
 - Residential kitchen & bath plan(s) and elevations,
 - Kitchen & bath electrical, lighting
 - Mechanical plans,
 - Cabinet elevations
 - Apply the building codes, accessibility requirements and NKBA guidelines to the development of the designs and drawings
 - Evaluate the use of various mechanical systems used in the designs
 - Determine the advantages and disadvantages of kitchen & bath materials, appliances and plumbing
 - Utilize the development of cabinetry, appliance and fixture specifications
 - Explore and distinguish between different types of sustainable methods and materials used in kitchen & bath design
- 3.10 Content outline:
- Kitchen & bath mechanical systems
 - Kitchen & bath equipment and materials
 - Planning standards and safety criteria using NKBA guidelines
 - Accessible design components
 - Current issues in kitchen & bath renovation
 - Accessible design and clearance requirements
 - Drawing and presentation standards using NKBA guidelines
- 3.3 Students will be evaluated on the quality of final presentation (both graphic and oral) of each project, the evolution of the design process, exploration of ideas and class participation. There will be numerous, short design projects and presentations and exams.
- 3.4 Tentative texts and course materials:
NKBA Professional Resource Library Second Edition 2009, New Jersey, National Kitchen & Bath Association, copyright 2006 (New revised editions will be out by the end of 2013 and ready for students in 2014).

4. Resources:

- 4.5 Library resources: Adequate
4.6 Computer resources: Adequate

5. Budget implications:

- 5.9 Proposed method of staffing: Current faculty member is a certified kitchen and bath designer. Course has been offered as one time only and will be offered on a rotating basis, therefore fit in the current faculty workload.
- 5.10 Special equipment needed: Computer lab and software currently provided by college and department
- 5.11 Expendable materials needed: Miscellaneous supplies required by the instructor, i.e. original documents reproductions, etc. will be covered by the department

5.12 Laboratory materials needed: None

6. Proposed term for implementation: Fall 2013

7. Dates of prior committee approvals:

Family and Consumer Sciences Department November 16, 2012

CHHS Curriculum Committee February 4, 2013

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

Proposal Date: 11/08/2012

College of Health and Human Services
Department of Family and Consumer Sciences
Proposal to Create a New Course
(Action Item)

Contact Person: Amy Bodell-Hersch, amy.hersch@wku.edu, 745-4229

1. Identification of proposed course:

- 1.1 Course prefix (subject area) and number: IDFM 262
- 1.2 Course title: Advanced Kitchen and Bath Design
- 1.3 Abbreviated course title: Advanced Kitchen & Bath Design
- 1.4 Credit hours: 3
- 1.5 Type of course: Lecture/Lab
- 1.6 Prerequisites: IDFM 260
- 1.7 Course catalog listing: Application of advanced technical and special design processes of kitchen and bath, as well as ancillary residential spaces for which kitchen and bath designers plan and specify cabinets. Addresses sustainable methods for residential kitchen and bath design, LEED metrics, inclusive design, and cultural implications facing kitchen and bath designers in the modern world.

2. Rationale:

- 2.1 Reason for developing the proposed course: Required by NKBA, and will support full accreditation by the NKBA as we are currently a supported program. This course is the third in a series for the kitchen and bath certificate program. It covers advanced information for kitchen and bathroom specialization in residential new construction and the remodeling industry and incorporates all the components required by the NKBA. It will meet accreditation requirements by the NKBA (National Kitchen and Bath Association). This course is in line with the university mission and goals. It is providing a career pathway for non-traditional students as well as giving first time students an advantage of a secondary certificate along with their bachelor's degree, and providing the public with professionals that will support the health, safety and welfare of the general public who they work for and with.
- 2.2 Projected enrollment in the proposed course: 15 – 20 students per year based on expressed interest.
- 2.3 Relationship of the proposed course to courses now offered by the department: IDFM 262 expands content presented in IDFM 260 Kitchen & Bath Design Studio I, adding in new content components of the professional aspects of kitchen and bath design, budgets, contracts, and billing issues.
- 2.4 Relationship of the proposed course to courses offered in other departments: There are no Kitchen and Bath Design courses offered by other departments.
- 2.5 Relationship of the proposed course to courses offered in other institutions: The proposed course will focus on advanced kitchen and bath specialization in new construction and remodeling industry. The only benchmark institution that has a

Kitchen and Bath program in their curriculum is Indiana State University. The in-state institutions that have Kitchen and Bath accredited programs are Murray State University and Sullivan University of Technology and Design. At Murray *IDT 301 Architectural Drawing and Residential Planning* is the course with the emphasis in residential other than a series of Studio's. The course at Sullivan is *IDD380 Advanced Kitchen & Bath*.

Benchmark School	NKBA School	Residential Courses
Ball State University		222 Interior Design Studio 1
California State University - Chico		IDES 452 Residential Design
California State University - Fresno		ID 71 Residential Interior Design
University of Central Missouri		ART 2310 Interior Design Studio I
Eastern Illinois University		FCS 3280 - Interior Design
Eastern Michigan University		No design program
Florida Atlantic University		IDE 120 Interior Design Studio II
Indiana State University	Yes	4 Year Program 127 hours for NKBA Certificate
Middle Tennessee State University		IDES 3730 RESIDENTIAL DESIGN I
Montclair State University		No design program
Northern Arizona University		ID 362 - Interior Design II
Oakland University		No design program
Missouri State University		HID 241 Residential Design I
Stephen F. Austin State University		HMS 312 - Residential Design
Towson University		No design program
University of Northern Iowa		INTDSGN 2125 Design II
Western Illinois University		No design program
Wichita State University		Architecture Program only
Youngstown State University		Family Housing and Technology

3. Discussion of proposed course:

- 3.1 Course objectives: The students will be able to
- Prepare design contracts
 - Identify legal business documents needed to run a Kitchen and Bath Design practice
 - Examine the designer's roll during programming, design development, installation, and post occupancy evaluation.
 - Identify the risks management techniques
 - Identify the various job opportunities within the field of interior design.

3.2 Content outline:

- Kitchen and Bath design as a profession
- Business formations
- Initial contact with the client
- Analysis of scope of services
- Programming Documents
- Letter of agreement
- Confirmation of contract proposals
- Methods of determining fees and compensations
- Budget management
- Billing, collecting and taxes
- Post Occupancy evaluation
- Legal Issues
- Using consultants
- Sustainable metrics
- Inclusive design

3.3 Student expectations and requirements: Students will be evaluated on the quality of final presentation (both graphic and oral) of each project, the evolution of the design process, exploration of ideas and class participation. There will be numerous, short design projects and presentations and exams.

3.4 Tentative texts and course materials:

Wilkening, Anastasia, Residential Kitchen and Bath Design, 1st Edition, Fairchild Books, 2012. ISBN # 9781609011253

4. Resources:

- 4.1 Library resources: Adequate
4.2 Computer resources: Adequate

5. Budget implications:

- 5.1 Proposed method of staffing: Current faculty who is a certified kitchen designer. This does not impact the current load. This course has been offered as a one time only in the fall 2012 semester
- 5.2 Special equipment needed: None
- 5.3 Expendable materials needed: Miscellaneous supplies required by the instructor, i.e. original documents reproductions, etc. will be covered by the department
- 5.13 Laboratory materials needed: None

6. Proposed term for implementation: Fall 2013

7. Dates of prior committee approvals:

Family and Consumer Sciences Department Nov. 16, 2012

CHHS Curriculum Committee Jan. 11, 2013

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

College of Health and Human Services
Department of Family and Consumer Sciences
Proposal to Create a New Course
(Action Item)

Contact Person: Amy Bodell-Hersch, amy.hersch@wku.edu, 745-4229

1. Identification of proposed course:

- 1.1 Course prefix (subject area) and number: IDFM 263
- 1.2 Course title: Kitchen and Bath Internship
- 1.3 Abbreviated course title: Kitchen and Bath Internship
- 1.4 Credit hours: 3
- 1.5 Type of course: Internship
- 1.6 Prerequisites: IDFM 262 or consent of Instructor
- 1.7 Course catalog listing: Students will work with professionals in approved residential design firms, retail stores, wholesale stores and showrooms specializing in kitchen and bath design and related products. Internship will expose students to various aspects of the kitchen and bath design field.

2. Rationale:

- 2.1 Reason for developing the proposed course: Required course by the NKBA. This course is the last one in a series for the kitchen and bath certificate program. It allows students to practice their skills in a kitchen and bath design related entity. Students will have hands on experience with all the components required by the kitchen and bath industry. It will meet accreditation requirements by the National Kitchen and Bath Association (NKBA) because all accredited NKBA programs require a Kitchen and Bath internship.
- 2.2 Projected enrollment in the proposed course: up to 10 – 15 per year based on expressed interest.
- 2.3 Relationship of the proposed course to courses now offered by the department: FACS department offers a senior level general internship, FACS 410 Internship. IDFM 263 has a focus on internship experiences and assignments specific to kitchen and bath design.
- 2.4 Relationship of the proposed course to courses offered in other departments: There are numerous internships required across campus with content specific criteria. IDFM 263 will be specific to the Kitchen and Bath Design certificate program.
- 2.5 Relationship of the proposed course to courses offered in other institutions: The following Kentucky institutions; Murray State University and Sullivan University of Technology and Design have courses in kitchen and bath design. There are no benchmark institutions that have this specific course.

3. Discussion of proposed course:

3.1 Course objectives: After completion of the course the students will be able to:

- Document 160 hours of internship at a kitchen and bath related business, under the supervision of design professionals and the faculty advisor.
- Demonstrate competencies and skills necessary for the Kitchen and Bath Professional.
- Develop professional documents and portfolio focused on the projects developed while working with the professional in the internship.

3.2 Content outline:

- Preparation for the job search
- Development of a learning contract between the student and the employer
- Internship reports and time sheets
- Employer review process
- Portfolio expectations
- Professional documentation
- Apply previously acquired knowledge in skill areas

3.3 Student expectations and requirements: Successful completion of 160 hours of work experience. The employer and the instructor will do evaluation on the basis of the student's individual progress and growth.

3.4 Tentative texts and course materials: No textbook is required for this course.

4. Resources:

4.1 Library resources: Adequate

4.2 Computer resources: Adequate

5. Budget implications:

5.1 Proposed method of staffing: Existing certified kitchen and bath design faculty.

5.2 Special equipment needed: None

5.3 Expendable materials needed: will be covered by the department

5.4 Laboratory materials needed: None

6. Proposed term for implementation: Fall 2013

7. Dates of prior committee approvals:

Family and Consumer Sciences Department Nov. 16, 2012

CHHS Undergraduate Curriculum Committee Jan. 11, 2013

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

Attachment: Bibliography, Library Resources Form, Course Inventory Form

**Ogden College of Science and Engineering
Department of Engineering
Proposal to Make Multiple Revisions to a Course
(Action Item)**

Contact Person: Joel Lenoir, joel.lenoir@wku.edu, 745-6858

1. Identification of course:

- 1.1 Current course prefix (subject area) and number: ME 176
- 1.2 Course title: Mechanical Engineering Freshman Design
- 1.3 Credit hours: 1.0

2. Revise course title: N/A

- 2.1 Current course title:
- 2.2 Proposed course title:
- 2.3 Proposed abbreviated title:
- 2.4 Rationale for revision of course title:

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/corequisites/special requirements:

- 4.1 Current prerequisites:
For transfer or change of major students who have earned at least 24 semester hours of credit or have completed a course equivalent to the basic topics of the generic WKU University Experience
- 4.2 Proposed prerequisites:
MATH 116 or higher
- 4.3 Rationale for revision of course prerequisites:
The original prerequisite was intended to limit this course to transfer and change-of-major students when a program-specific University Experience course was in place. The Department of Engineering has moved to an optional ENGR 175 University Experience – Engineering course. ME 176 is now to be required to ensure each ME student has the foundational course in engineering design as well as the basic departmental safety training.
- 4.4 Effect on completion of major/minor sequence:
None, the program has always accepted either ME 175 or 176 for credit.

5. Revise course catalog listing:

- 5.1 Current course catalog listing:
An introduction to Mechanical Engineering. The design process and basic professional tools are introduced through multiple projects. A replacement for

ME 175 for transfer or change of major students. Permission of instructor only.
Course Fee

5.2 Proposed course catalog listing:

An introduction to Mechanical Engineering. The design process and basic professional tools are introduced through multiple projects. Course fee.

5.3 Rationale for revision of course catalog listing:

The catalog listing is being changed to remove the transfer/change of major intent of the course; no topical changes are being made to the 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. Proposed term for implementation: Fall 2013

8. Dates of prior committee approvals:

Department of Engineering

15 Nov. 2012

OCSE Curriculum Committee

06 Dec. 2012

Undergraduate Curriculum Committee

02/28/2013

University Senate

Attachment: Course Inventory Form

**Ogden College of Science and Engineering
Department of Engineering
Proposal to Revise A Program
(Action Item)**

Contact Person: Warren Campbell, warren.campbell@wku.edu, 5-8988

1. Identification of program:

- 1.1 Current program reference number: 361
- 1.2 Current program title: Minor in Floodplain Management
- 1.3 Credit hours: 22 hours minimum
(elective choices could lead to more credit hours)

2. Identification of the proposed program changes:

Changes include adding courses to the list of electives and changing one required course.

3. Detailed program description:

Required Courses in Existing Curriculum	Proposed Courses In new Curriculum
CE 160/161	CE 160/161
CE 300	CE 300
GEOG 317 or GEOG 318	GEOG 316
CE 461 or GEOG/GEOL 310	CE 461 or GEOG/GEOL 310
Elective Courses	Elective Courses
GEOG 121, 207, 208, 209, 391, 414, 433, 416	GEOG 121, 207, 208, 209, 391, 414, 433, 416
GEOG 417, 419, 437, and 438	GEOG 317, 318 , 417, 419, 437, 438
GEOG/GEOL 420, GEOG 422, 424, 426, 427	GEOG/GEOL 420, GEOG 422, 424, 426, 427
GEOG 431, 445, 455, 474, 477	GEOG 431, 445, 455, 474, 477
GEOL 111, 113, CE 351, CE 380/381, CE 461	GEOL 111, 113, CE 351, CE 380/381, CE 461
CE 480/481	CE 480/481, CE 301
	JOUR 201, 202

4. Rationale for the proposed program change:

Regarding the change from GEOG 317 and 318 to 316, these courses have been rearranged so that an engineering student can no longer take GEOG 317 without 316. These have been moved to electives. CE 301 Field Experience in Floodplain Management is a new course. Regarding the journalism classes, the Association of State Floodplain Managers, the largest U.S. floodplain management professional society

surveyed its members two years ago. This survey had more than 1200 respondents and it indicated that floodplain managers often must deal with media. Having an understanding of how media affect public perceptions and understanding how media outlets operate is useful to floodplain managers.

5. Proposed term for implementation: Fall 2013

6. Dates of prior committee approvals:

Engineering Department:	<u>11/13/2012</u>
Ogden College Curriculum Committee	<u>12/06/2012</u>
Undergraduate Curriculum Committee	<u>02/28/2013</u>
University Senate	_____

Proposal Date: 10/18/2012

**Ogden College of Science and Engineering
Department of Engineering
Proposal to Revise a Program
(Action Item)**

Contact Person: Joel Lenoir email: joel.lenoir@wku.edu, 745-6858

1. Identification of program

- 1.1 Reference Number: 543
- 1.2 Current Program Title: Mechanical Engineering
- 1.3 Credit Hours: 60.5

2. Identification of proposed changes

Courses and Curriculum

- Remove the option of ME 175 or 176 and replace with ME 176 only
- Replace existing chemistry sequence CHEM 120/121 with the sequences CHEM 116/106 or 120/121
- Replace the existing required mathematics elective with a mathematics/science elective chosen from a list, with a required minimum of 32 hours of mathematics and science beginning with MATH 136
- Replace the required electrical engineering course EE 350 with EE 210
- Delete the currently required courses ME 285 and ME 416 from the program
- Replace the required ME 321 with an additional technical elective for a total of four
- Replace the two upper division lab courses ME 440/445 with new labs ME 332/333

Credit Hours: Program required technical course hours change from 68 hours to 60.5 hours. Other required mathematics and science hours will change from a fixed 33 hours to a minimum of 32 hours. Students are required to satisfy the WKU General Education requirements.

Program Academic Policy

Revision of Program Academic Standards: Removing HIST 119/120 from the Pre-Major requirements. Addition of EM 221, MATH 237, and PHYS 265/266 to the list of required courses. Inclusion of CHEM 116/106 as an option to CHEM 120/121. Replacement of mathematics elective with a list of mathematics and science electives.

Catalog statement of existing policy:

Academic Standards for the WKU/UK Joint Mechanical Engineering Program:

Students are admitted as a Pre-Major in Mechanical Engineering. In order to transition from Pre-Major to Major and to graduate with a degree in Mechanical Engineering, students must earn a GPA of 2.5 in the following courses and a grade of "C" or better in

each course in the list. This requirement must be completed before enrolling in ME 300: Junior Design.

ME 175: University Experience 2/1hrs (or ME 176 for transfers)
ENG 100: Freshman English 3 hrs
HIST 119 or 120: Western Civilization 3 hrs
COMM 145 or 161: 3 hrs
MATH 136: Calculus and Analytic Geometry I 4 hrs
MATH 137: Calculus and Analytic Geometry II 4 hrs
ME 180: Freshman Design II 3 hrs
PHYS 255/256: University Physics I and Laboratory 5 hrs
CHEM 120/121: College Chemistry I and Laboratory 5 hrs
ME 240/241: Materials and Methods of Manufacturing 4 hrs
TOTAL HRS 36/35 hrs

After satisfying the requirements to transition from Pre-Major to Major in Mechanical Engineering, the student must also earn a grade of C or better in the following courses required of the major: EM 221, 303, ME 200, 220, 310, 330, 347, MATH 237, MATH 331.

Each Mechanical Engineering student's transcript must include at least 16 hours of credit in the major taught by UK faculty members.

Each Mechanical Engineering student must also take at least one mathematics elective. This elective must meet three criteria:

- It must be a course offered by the Department of Mathematics
- It must not be a course repeating subject matter already covered in a required course.
- It must be of a level greater than or equal to the required courses in mathematics.

Catalog statement of proposed policy:

Academic Standards for the WKU/UK Joint Mechanical Engineering Program:

Students are admitted as a Pre-Major in Mechanical Engineering. In order to transition from Pre-Major to Major and to graduate with a degree in Mechanical Engineering, students must satisfy the requirements below. All courses listed below must have a grade of C or better.

Written and Oral Communication

- ENG 100 or equivalent credit 3 hrs.
- COMM 145 or 161 or equivalent credit 3 hrs.

Engineering Design

- ME 176: Mechanical Engineering Freshman Design 1 hr.
- ME 180: Freshman Design II 3 hrs.

Mathematics and Science

- MATH 136: Calculus I or equivalent credit 4 hrs.
- MATH 137: Calculus II or equivalent credit 4 hrs.
- MATH 237: Multivariable Calculus 4 hrs.
- PHYS 255/256: University Physics I/LAB 5 hrs.
- PHYS 265/266: University Physics II/LAB 5 hrs.
- CHEM 116/106 or CHEM 120/121 4 or 5 hrs.

Engineering Science

- ME 240/241: Materials and Methods of Manufacturing 3/1 hrs.
- EM 221 or EM 222: Statics 3 hrs.

TOTAL HOURS: 43 or 44 hours

These Pre-Major eligibility requirements MUST be completed before enrolling ME 300: Junior Design. Check iCAP for progress towards meeting these requirements.

After satisfying the requirements to transition from Pre-Major to Major in Mechanical Engineering, the student must also earn a grade of C or better in the following courses required of the major: EM 303, ME 200, 220, 310, 330, 347, and MATH 331.

Each Mechanical Engineering student's transcript must include at least 16 hours of credit in the major taught by UK faculty members.

Each Mechanical Engineering student must also take at least one mathematics/science elective, for a total of a minimum of 32 hours of mathematics and science beginning at MATH 136. This elective must be chosen from the following list :

- PH 280: INTRODUCTION TO ENVIRONMENTAL SCIENCE. (Equivalent to AGRI 280, CHEM 280, ENV 280, and GEOG 280)
- ASTR 214: GENERAL ASTRONOMY
- BIOL 120/121: BIOLOGICAL CONCEPTS: CELLS METABOLISM AND GENETICS
- BIOL 122/123: BIOLOGICAL CONCEPTS: EVOLUTION, DIVERSITY, AND ECOLOGY
- BIOL 207/207C: GENERAL MICROBIOLOGY
- CHEM 222/223: COLLEGE CHEMISTRY II
- GEOG 121: METEOROLOGY
- GEOL 111: THE EARTH
- GEOL 112: EARTH HISTORY
- PHYS 316: COMPUTATIONAL PHYSICS
- PHYS 318: DATA ACQUISITION USING LABVIEW
- PHYS 320: INTRODUCTORY MODERN PHYSICS I
- MATH 305: INTRODUCTION TO MATHEMATICAL MODELING
- MATH 307: INTRODUCTION TO LINEAR ALGEBRA
- MATH 310: INTRODUCTION TO DISCRETE MATHEMATICS

- MATH 370: APPLIED TECHNIQUES IN MATHEMATICS
- STAT 301: INTRODUCTORY PROBABILITY AND APPLIED STATISTICS

3. Detailed program description:

<u>Current Technical Courses</u>		<u>Proposed Technical Courses</u>	
ME175	University Experience – ME	ME176	Freshman Design
	or ME 176 Freshman Design		1
	2 or 1		
	(transfers/change majors, credits > 24 hrs)		
ME 180	Freshman Design II	ME 180	Freshman Design II
	3		3
ME 240	Materials and Methods	ME 240	Materials and Methods
	3		3
ME 241	Materials and Methods LAB	ME 241	Materials and Methods LAB
	1		1
EM 221	UK Statics	EM 221	UK Statics
	3		3
EE 350	Fundamentals of El. Engr.	EE 210	Circuits & Networks I
	4		3.5
ME 285	Fundamentals Ind. Auto.	ME 200	Sophomore Design
	1		3
ME 200	Sophomore Design	EM 313	Dynamics
	3		3
EM 313	Dynamics	EM 303	WKU Mechs. of Def. Solids
	3		3
EM 303	WKU Mechs. of D. Solids	ME 347	Mech. Systems Lab.
	3		1
ME 347	Mech. Systems Lab.	ME 220	Engineering Thermo. I
	1		3
ME 220	Engineering Thermo. I	ME 344	Mechanical Design
	3		3
ME 344	Mechanical Design	ME 300	Junior Design
	3		2
ME 300	Junior Design	ME 310	Eng. Instru. & Exp.
	2		3
ME 310	Eng. Instru. & Exp.	ME Technical Elective	3
	3	ME 330	Fluid Mechanics
ME 321	Eng. Thermo. II		3
	3	ME 325	Heat Transfer
ME 330	Fluid Mechanics		3
ME 325	Heat Transfer	ME 400	Mech. Engr. Design
	3		2
ME 416	UK Dyn. Systems Elective	ME 332	Fluid Mechanics Laboratory
	3		1
ME 400	Mech. Engr. Design	ME 333	Heat Transfer Laboratory
	2		1
ME 440	Therm/Fluids Lab	ME 412	ME Senior Project
	2		3
ME 445	Dynamic Systems Lab	ME Technical Elective	3
	2	ME Technical Elective	3
ME 412	ME Senior Project	ME Technical Elective	3
	3	ME Technical Elective	3
ME Technical Elective	3		
ME Technical Elective	3		
ME Technical Elective	3		
ME Technical Elective	3		
Technical Course Total:	68 or 67	Technical Course Total:	60.5
<u>Other Requirements:</u>		<u>Other Requirements:</u>	
CHEM 120	College Chemistry 1	CHEM 120/121	College Chem 1/Lab
	4		5
CHEM 121	College Chemistry I Lab	OR CHEM 116/106	Int Coll Chem/Lab
	1		4
PHYS 255	University Physics I	PHYS 255	University Physics I
	4		4
PHYS 256	University Physics I Lab	PHYS 256	University Physics I Lab
	1		1
PHYS 265	University Physics II	PHYS 265	University Physics II
	4		4
PHYS 266	University Physics II Lab	PHYS 266	University Physics II Lab
	4		1

PHYS 266 University Physics II Lab	1	MATH 136 Calculus I	4
MATH 136 Calculus I	4	MATH 137 Calculus II	4
MATH 137 Calculus II	4	MATH 237 Multivariable Calculus	4
MATH 237 Multivariable Calculus	4	MATH 331 Differential Equations	3
MATH 331 Differential Equations	3		
Mathematics Elective	3	Mathematics/Science Elective	3
		Other Required Mathematics	
Other Required Mathematics and Science Hours:	33	Other Required Mathematics and Science Hours: A minimum of 32 hours beginning with MATH 136	
Students must also satisfy the WKU General Education requirements		Students must also satisfy the WKU General Education requirements	

4. Rationale of proposed program revisions:

- Remove the option of ME 175 or 176 and replace with ME 176 only

The ME program has moved away from a required ME 175 University Experience course for new students. The existing ME 176, which was originally the option for transfer and change-of-major students, will now be the beginning course in the program. The department has an optional ENGR 175 for those students desiring a University Experience course in engineering.

- Replace existing chemistry sequence CHEM 120/121 with the sequences CHEM 116/106 or 120/121

The accreditation agency for engineering, ABET, has recently modified the mathematics and science requirements for mechanical engineering. The requirement of a minimum of 32 hours of mathematics and science remains, with Calculus I and II, Multivariable Calculus, and Differential Equations being the only specified courses. Programs are able to specify the appropriate science courses to support the program. An overall review of the program outcomes supports the addition of CHEM 116/106 as an option to 120/121. Students placing directly into 120/121 via the placement test will be encouraged to take those courses.

- Replace the existing required mathematics elective with a mathematics/science elective
This change will broaden choice for students planning their post-baccalaureate options. The list shown above give a wide range of choices, but a minimum of 32 hours of mathematics and science beginning with MATH 136 will be required.

- Replace the required electrical engineering course EE 350 with EE 210

EE 350 was an annual course offered only to ME students. EE 210 is already offered each term to both ME and EE students, providing efficiency to the department while still providing an acceptable level of coverage of circuits and networks for the ME students.

- Delete the currently required courses ME 285 and ME 416 from the program
The experiences of ME 285 have been included in an existing project in ME 200, and thus the course has become redundant. The topics in ME 416 are better covered in a technical elective rather than in a required course.
- Replace the required ME 321 with an additional technical elective for a total of four
The course is similar to ME 416 above in that it is more appropriate as a technical elective. The credit hours will be retained in a new additional technical elective.
- Replace the two upper division lab courses ME 440/445 with new labs ME 332/333
The new lab courses are more efficient and sustainable since they are more closely aligned with existing courses rather than being unrelated standalone courses. Although the topics might be included as an element of a technical elective, they are not required in a typical ME program.

5. Proposed term for implementation and special provisions:

Term: Fall 2013 (intended to appear in 2013-2014 catalog)

6. Dates of prior committee approvals:

Department of Engineering	<u>15 Nov. 2012</u>
OCSE Curriculum Committee	<u>06 Dec. 2012</u>
Undergraduate Curriculum Committee	<u>02/28/2013</u>
University Senate	_____

Proposal Date : ?????

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

Contact Person: Zubair Mohamed, Zubair.Mohamed@wku.edu, 270-745-0111

1. Identification of program:

- 1.1 Current program reference number: 569
- 1.2 Current program title: International Business
- 1.3 Credit hours: 73

2. Identification of the proposed program changes:

- Adding MGT 413 International Human Resource Management to the list of approved International Business Electives.

3. Detailed program description:

Current Program	Proposed Program
International Business Electives	International Business Electives
Pick five courses from this list with at least three areas represented. 15 Hours	Pick five courses from this list with at least three areas represented. 15 Hours
ECON 380 International Economics ECON 385 Economic Development ECON 386 Economies in Transition ECON 496 International Monetary Economics ENT 425 International Entrepreneurship FIN 436 International Financial Management MGT 316 International Management MGT 390 Value Creation in Emerging Markets MKT 324 International Marketing MKT 491 Marketing Study Abroad	ECON 380 International Economics ECON 385 Economic Development ECON 386 Economies in Transition ECON 496 International Monetary Economics ENT 425 International Entrepreneurship FIN 436 International Financial Management MGT 316 International Management MGT 390 Value Creation in Emerging Markets MKT 324 International Marketing MKT 491 Marketing Study Abroad MGT 413 International Human Resource Management Any other international courses approved by the chairperson of Management Department.

**Gordon Ford College of Business
Ogden College of Science and Engineering
Department of Economics
Department of Mathematics
Proposal to Revise A Program
(Action Item)**

Contact Person for Economics: Catherine Carey, cathy.carey@wku.edu, 5-6401
Contact Person for Mathematics: Melanie Autin, melanie.autin@wku.edu, 5-6171

1. Identification of program:

- 1.1 Current program reference number: 731
- 1.2 Current program title: Mathematical Economics
- 1.3 Credit hours: 49-62

2. Identification of the proposed program changes:

The program has been altered to include two concentrations: General Mathematical Economics and Actuarial Science.

- The General Mathematical Economics Concentration is identical to the current program.
- The Actuarial Science Concentration is a package of courses chosen to prepare students to take (at least) the first two actuary exams and to pursue a career as an actuary.
- Neither concentration will require a second major or minor.

3. Detailed program description:

Current Program	Proposed Program
Program Description (page 115 and page 173 of current WKU catalog)	New Program Description
The major in Mathematical Economics (reference number 731) requires 27 hours in Economics, 21 hours in Mathematics, and 1 hour of an interdisciplinary senior seminar course. This major leads to a Bachelor of Science degree intended for students interested in graduate studies in economics, public policy, or business, as well as those students seeking analytical careers that will require extensive mathematics backgrounds.	The major in Mathematical Economics (reference number 731) requires a core of 18 hours in Economics, 15 hours in Mathematics, and 1 hour of an interdisciplinary senior seminar course. The concentration in General Mathematical Economics requires an additional 9 hours in Economics and 6 hours in Mathematics. The concentration in Actuarial Science requires an additional 3 hours in Economics, 9 hours in Mathematics, 12 hours in Finance, and 3-4 hours in Computer Science. This major leads to a Bachelor of Science degree intended for students interested in graduate studies in economics, public

The program of study requires completion of a second major or a minor. The second major may not be economics, business economics, or mathematics. The minor may not be economics or mathematics.

All majors must complete a 40-hour core consisting of ECON 202, 203, 206 (or STAT 301), 302, 303, 306 or 307, 464, 465; MATH 136, 137, 237, 307; and ECON 497 or MATH 497. Additionally, either MATH 331 or 310 must be completed, and students must take three additional hours from either MATH 331, 310, 305, 382, 435, or 405. The remaining 3 hours in economics for completion may be selected from other 300 and 400 level economics courses.

Admission to the mathematical economics major requires (1) the completion of MATH 136, ECON 202 and 203, and ECON 206 or STAT 301 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 hours with a minimum GPA of 2.0 overall; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All mathematical economics majors will be required to enroll in an interdisciplinary senior seminar course prior to graduation (ECON 497 or MATH 497, 1 hour)

policy, or business, as well as those students seeking a career as an actuary or analytical careers that will require extensive mathematics backgrounds.

The program of study does not require completion of a second major or minor.

All majors must complete a 34-hour core consisting of ECON 202, 203, 206 (or STAT 301), 302, 303, 465; MATH 136, 137, 237, 307; and ECON 497 or MATH 497. Additionally, majors must choose a concentration in either General Mathematical Economics or Actuarial Science. Majors in the General Mathematical Economics concentration must complete ECON 306 or 307, and ECON 464. Additionally, either MATH 331 or 310 must be completed, and students must take three additional hours from either MATH 331, 310, 305, 382, 435, or 405. The remaining 3 hours in economics for completion may be selected from other 300- and 400-level economics courses. Majors in the Actuarial Science concentration must complete ECON 307; MATH 310, 382 and 482; FIN 330, 337, 350, and 437; and CS 170 or 180.

Admission to the mathematical economics major requires (1) the completion of MATH 136, ECON 202 and 203, and ECON 206 or STAT 301 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 hours with a minimum GPA of 2.0 overall; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All mathematical economics majors will be required to enroll in an interdisciplinary senior seminar course prior to graduation (ECON 497 or MATH 497, 1 hour)

Current Program

Proposed Program

Prefix	#	Course Title	Hrs.	Prefix	#	Course Title	Hrs.
ECON	202	Principles of Microeconomics	3	ECON	202	Principles of Microeconomics	3

ECON	203	Principles of Macroeconomics	3	ECON	203	Principles of Macroeconomics	3
ECON or STAT	206 301	Introduction to Statistical Analysis Introductory Probability & Applied Statistics	3	ECON or STAT	206 301	Introduction to Statistical Analysis Introductory Probability & Applied Statistics	3
ECON	302	Microeconomic Theory	3	ECON	302	Microeconomic Theory	3
ECON	303	Macroeconomic Theory	3	ECON	303	Macroeconomic Theory	3
ECON or ECON	306 307	Statistical Analysis Financial Data Modeling	 3				
ECON	464	Mathematical Economics	3				
ECON or ECON	465 480	Regression Econometrics Economic Forecasting	 3	ECON or ECON or STAT	465 480 401	Regression Econometrics Economic Forecasting Regression Analysis	 3
ECON or MATH	497 497	Senior Seminar in Mathematical Economics Senior Seminar in Mathematical Economics	1	ECON or MATH	497 497	Senior Seminar in Mathematical Economics Senior Seminar in Mathematical Economics	1
MATH	136	Calculus I	4	MATH	136	Calculus I	4
MATH	137	Calculus II	4	MATH	137	Calculus II	4
MATH	237	Multivariable Calculus	4	MATH	237	Multivariable Calculus	4
MATH	307	Introduction to Linear Algebra	3	MATH	307	Introduction to Linear Algebra	3
MATH or MATH	310 331	Introduction to Discrete Mathematics Differential Equations	 3				
ECON	3xx / 4xx	Elective	3				
				Choose one of the following two concentrations:			

				1) General Mathematical Economics					
				ECON	306	Statistical Analysis			3
				or					
				ECON	307	Financial Data Modeling			3
				ECON	464	Mathematical Economics			
				ECON	3xx / 4xx	Elective			3
MATH	310	Introduction to Discrete Mathematics							
				or					3
				MATH	331	Differential Equations			
Three hours from the following:				Three hours from the following:					
MATH	305	Introduction to Mathematical Modeling	3	MATH	305	Introduction to Mathematical Modeling			3
MATH	310	Introduction to Discrete Mathematics	3		MATH	310	Introduction to Discrete Mathematics	3	
or									
MATH	331	Differential Equations			MATH	331	Differential Equations (whichever was not chosen above)		
MATH	382	Probability and Statistics I	3	MATH	382	Probability and Statistics I			3
MATH	405	Numerical Analysis I	3	MATH	405	Numerical Analysis I			3
MATH	435	Partial Differential Equations	3	MATH	435	Partial Differential Equations			3
TOTALS				TOTALS					
Credit Hours			49	General Mathematical Economics Credit Hours				49	
				2) Actuarial Science					
				ECON	307	Financial Data Modeling			3
				MATH	310	Introduction to Discrete Mathematics			
				MATH	382	Probability & Statistics I			3
				MATH	482	Probability & Statistics II			
				FIN	330	Principles of Financial Management			3
FIN	332	Investment Theory							

	FIN	350	Risk Management and Insurance	3
	FIN	437	Corporate Asset Management	3
	CS	170	Problem Solving and Programming	3-4
	or			
	CS	180	Computer Science I	
TOTALS				
Actuarial Science Credit Hours				61-62

4. Rationale for the proposed program change:

We often receive requests for a program in Actuarial Science. Actuarial Science is a program that focuses on the mathematical and statistical analysis of risk and its applications to insurance and other business management problems. Bellarmine University has a major in Actuarial Science. The University of Louisville offers a concentration in actuarial science. Eastern Kentucky University offers a minor in actuarial science. According to the BLS Occupational Outlook Handbook, the demand for Actuaries will grow 27% over this decade with a near 0 unemployment rate. While the courses necessary for actuarial preparation are currently offered by the Mathematics, Economics, and Finance Departments, this concentration within the Mathematical Economics major packages the courses specifically for students preparing to become certified actuaries by taking the series of actuarial exams administered by the Society of Actuaries (SOA) or the Casualty Actuarial Society (CAS).

The requirement of a second major or minor is being removed because both concentrations of the Mathematical Economics major require enough hours for it to be a stand-alone major.

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

Fall 2013

6. Dates of prior committee approvals:

Economics Department: 1/18/2013

GFCB Curriculum Committee: 02/06/13

Mathematics Department: 1/18/2013

OCSE Curriculum Committee 2/07/13

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

Proposal Date: January 23, 2013

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

Contact Person: Rick Shannon, rick.shannon@wku.edu , 5-2483

1. Identification of program:

- 1.1 Current program reference number: 452
- 1.2 Current program title: Sales Minor
- 1.3 Credit hours: 18

2. Identification of the proposed program changes:

- a.) Add one course (MKT 331 – Social Media Marketing) to the list of approved elective courses and
- b.) clarify that a Marketing major cannot also receive a Sales minor.

3. Detailed program description:

Current Program	Revised Program
COMM 263	COMM 263
MKT 220	MKT 220
MKT 325	MKT 325
MKT 425	MKT 425
COMM 345 OR PSY 350	COMM 345 OR PSY 350
Plus one (1) of the following electives: MKT 323, MKT 424, MKT 427, MKT 329, or an elective approved by the Marketing Department Chair	Plus one (1) of the following electives: MKT 323, MKT 424, MKT 427, MKT 329, MKT 331 , or an elective approved by the Marketing Department Chair
	A Marketing major is not eligible to receive a Sales minor

(side-by-side table is requested for ALL program changes except title changes showing new program on right and identifying changes in bold type.)

4. Rationale for the proposed program change:

- a.) Social Media outlets are increasingly being used in sales. This change allows the Social Media Marketing class to fill the elective in the Sales minor because of this increasing use.
- b.) Marketing majors can take all of the MKT courses required for a Sales minor as a part of the Marketing major. Thus, receiving a Marketing major and Sales minor is a duplication. The intent when this minor was created was that Marketing majors not

be allowed to receive the minor, but it was never clearly delineated in the proposal. This change now makes this intent clear.

5. Proposed term for implementation and special provisions (if applicable): Fall 2013

6. Dates of prior committee approvals:

Marketing and Sales Department: 1/17/2013

_GFCOB_Curriculum Committee 02/06/2013

Undergraduate Curriculum Committee 02/28/2013

University Senate

Proposal Date: 01/25/2013

**Ogden College of Science and Engineering
Department of Architecture and Manufacturing Sciences
Proposal to Revise A Program
(Action Item)**

Contact Person: Ahmed Khalafallah, ahmed.khalafallah@wku.edu , phone 745-5949

- 1. Identification of program:**
 - 1.4 Current program reference number: 533
 - 1.5 Current program title: Major in Construction Management
 - 1.6 Credit hours: 71

- 2. Identification of the proposed program changes:**
 - Replace the required course AMS 430 with MGT 210

3. Detailed program description:

Current Program			Proposed Program		
Program Description: The following courses are required for the major:			Program Description: The following courses are required for the major:		
<i>Major in Construction Management</i>			<i>Major in Construction Management</i>		
Course #	Course Title	Hrs	Course #	Course Title	Hrs
AMS 140	Intro to Occupational Safety	1	AMS 140	Intro to Occupational Safety	1
AMS 163	Architectural Drafting	3	AMS 163	Architectural Drafting	3
AMS 261	Construction Methods & Materials	3	AMS 261	Construction Methods & Materials	3
AMS 262	Construction Laboratory	1	AMS 262	Construction Laboratory	1
AMS 271	Industrial Statistics	3	AMS 271	Industrial Statistics	3
AMS 325	Survey of Building Systems	3	AMS 325	Survey of Building Systems	3
AMS 398	Internship I	1	AMS 398	Internship I	1
AMS 430	Tech- Mgmt./Supervision/Team Bldg.	3			
AMS 490	Senior Research	3	AMS 490	Senior Research	3
AMS 282	Architectural Structures	3	AMS 282	Architectural Structures	3
CM 250	Contract Documents	3	CM 250	Contract Documents	3
CM 337	Applied Strength of Materials	3	CM 337	Applied Strength of Materials	3
CM 346	Applied Soil Mech. &	3	CM 346	Applied Soil Mech. &	3

	Foundations			Foundations	
CM 363	Construction Estimating & Bidding I	3	CM 363	Construction Estimating & Bidding I	3
CM 400	Construction Administration	3	CM 400	Construction Administration	3
CM 426	Construction Law	3	CM 426	Construction Law	3
CM 462	Construction Scheduling	3	CM 462	Construction Scheduling	3
CM 463	Construction Estimating & Bidding II	3	CM 463	Construction Estimating & Bidding II	3
CE 160	Surveying I	3	CE 160	Surveying I	3
CE 161	Surveying I Lab	1	CE 161	Surveying I Lab	1
CE 303	Construction Management	3	CE 303	Construction Management	3
CE 304	Construction Management Lab	1	CE 304	Construction Management Lab	1
CE 316	Equipment & Methods	3	CE 316	Equipment & Methods	3
ACCT 200	Introductory Accounting Financial	3	ACCT 200	Introductory Accounting Financial	3
ACCT 201	Introductory Accounting Managerial	3	ACCT 201	Introductory Accounting Managerial	3
			MGT 210	Organization and Management	3
MGT 301	Business Law	3	MGT 301	Business Law	3
MGT 311	Human Resources Management	3	MGT 311	Human Resources Management	3
Total Hours in Major		71	Total Hours in Major		71
Students are also required to take the following additional courses outside of the major:			Students are also required to take the following additional courses outside of the major:		
AMS 175	University Experience	2	AMS 175	University Experience	2
CIS 141	Basic Computer Literacy	3	CIS 141	Basic Computer Literacy	3
ENG 100	Freshman English	3	ENG 100	Freshman English	3
ENG 200	Introduction to Literature	3	ENG 200	Introduction to Literature	3
ENG 300	Junior English	3	ENG 300	Junior English	3
COMM 161	Public Speaking Elective	3	COMM 161	Public Speaking Elective	3
PHIL 320	Ethics	3	PHIL 320	Ethics	3
HIST 119 (120)	Western Civ. to (since) 1648	3	HIST 119 (120)	Western Civ. to (since) 1648	3
ECON 150 (202)	Introduction to Economics (Principles of Economics - Micro)	3	ECON 150 (202)	Introduction to Economics (Principles of Economics - Micro)	3
CHEM	Fund of Gen Chem Lab	1	CHEM 106	Fund of Gen Chem Lab	1

106					
CHEM 116	Intro to College Chemistry	3	CHEM 116	Intro to College Chemistry	3
PHYS 201	College Physics I	4	PHYS 201	College Physics I	4
SFTY 171	Safety and First Aid	1	SFTY 171	Safety and First Aid	1
and 6 hours of advisor approved electives; these courses may fulfill general education requirements.		6	and 6 hours of advisor approved electives; these courses may fulfill general education requirements.		6
Total Other Additional Hours		41	Total Other Additional Hours		41

4. Rationale for the proposed program change:

- The curriculum of the Construction Management program lacks coverage of important Business Management topics, including organizational theory and behavior. MGT 210 has been identified as an essential course to address this weakness in the program. The course focuses on managing people and material resources to enhance organizational efficiency and productivity.
- The above weakness has also been pointed out through a program review by ACCE and this should address their concern.

5. Proposed term for implementation and special provisions (if applicable): 201330

6. Dates of prior committee approvals:

AMS Department: 01/31/2013

Ogden College Curriculum Committee 02/07/13

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

Proposal Date: December 4, 2012

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

Contact Person: Dr. Lynn Austin, lynn.austin@wku.edu, 745-3827

1. Identification of program:

- 1.1 Current program reference number: 524
- 1.2 Current program title: Bachelor of Science in Dental Hygiene
- 1.3 Credit hours: 72 (77)

2. Identification of the proposed program changes:

- Changing Upper Division graduation requirements in non-education track
- Decrease in credit hours required for non-education track by 1 credit hour

3. Detailed program description:

Current Program		Proposed Program	
DH 111 Pre-Clinical Dental Hyg.	3	DH 111 Pre-Clinical Dental Hyg.	3
DH 112 Oral Anatomy	3	DH 112 Oral Anatomy	3
DH 201 Dental Radiology I	2	DH 201 Dental Radiology I	2
DH 210 Dental Materials & Expanded Functions I	2	DH 210 Dental Materials & Expanded Functions I	2
DH 122 Preventive Dental Hygiene Care	2	DH 122 Preventive Dental Hygiene Care	2
DH 121 Clinical Dental Hygiene	3	DH 121 Clinical Dental Hygiene	3
DH 130 Oral Histology & Embryology	3	DH 130 Oral Histology & Embryology	3
DH 204 Periodontics	3	DH 204 Periodontics	3
DH 206 Dental Pharmacology	3	DH 206 Dental Pharmacology	3
DH 226 Dental Materials & Expanded Functions II	2	DH 226 Dental Materials & Expanded Functions II	2
DH 309 Pain Control in Dental Hygiene	4	DH 309 Pain Control in Dental Hygiene	4
DH 211 Clinical Dental Hygiene	4	DH 211 Clinical Dental Hygiene	4
DH 302 Dental Radiology II	2	DH 302 Dental Radiology II	2
DH 303 Community Dental Health	4	DH 303 Community Dental Health	4
DH 307 General & Oral Pathology	3	DH 307 General & Oral Pathology	3
DH 304 Advanced Periodontology	4	DH 304 Advanced Periodontology	4
DH 321 Clinical Dental Hygiene	5	DH 321 Clinical Dental Hygiene	5

DH 323 Research Methods	3	DH 323 Research Methods	3
DH 324 Practice Managements & Ethics	2	DH 324 Practice Managements & Ethics	2
AH 290 Medical Terminology	2	AH 290 Medical Terminology	2
Non-Education Track (13 hours) CHEM 304 Biochemistry for the Health Sciences	4	Non-Education Track (12-13 hours) *Student will choose 12-13 hours from: CHEM 304 Biochemistry for the Health Sciences COMM 330 Leadership Communication, COMM 345 Adv. Public Speaking, COMM 346 Persuasion, COMM 348 Interpersonal Communication, COMM 349 Small Group Communication, COMM 362 Organizational Communication, COMM 374 Gender Communication, COMM 440 Health Communication, HCA 340 Health Care Org/Management, HCA 347 Intl. Comparisons Health Care, PH 381 Community Health, PH 383 Biostatistics in Health Sciences, PH 384 Intro to Epidemiology, PH 462 Folklore and Medicine, PH 464 Women's Health, PH 484 Comm. Org. for Health Ed., PSY 310 Ed. Psych: Development and Learning, PSY 350 Social Psychology, SOCL 342 Aging in Society, SOCL 352 Technology, Work, and Society, SOCL 375 Diversity in American Society, or SOCL 450 Occupations and Professions	
HCA 340 Quality Management for Healthcare OR	3		
HCA 347 International Comparisons of Health Care Systems	3		
PSY 350 Social Psychology	3		
PH 383 Biostatistics in the Health Sciences			
(Education Track) (18 hours)		(Education Track) (18 hours)	
(FACS 381) (Methods & Materials in FACS Education)	(3)	(FACS 381) (Methods & Materials in FACS Education)	(3)
(DH 330) (Clinical Teaching)	(4)	(DH 330) (Clinical Teaching)	(4)
(DH 340) (Clinical Teaching II)	(4)	(DH 340) (Clinical Teaching II)	(4)
(DH 350) (Clinical Teaching III)	(4)	(DH 350) (Clinical Teaching III)	(4)
(PH 383) (Biostatistics in the Health	(3)	(PH 383) (Biostatistics in the Health	(3)

Sciences)		Sciences)	
TOTAL PROGRAM HOURS		TOTAL PROGRAM HOURS	
Non-education Track	72	Non-education Track	71-72
(Education Track)	(77)	(Education Track)	(77)

***Each course listed is a 3-hour course with the exception of CHEM 304 (4)**

The additional required courses for the major are not changing. These courses are: PSY 100, SOCL 100, MATH 109 or MATH 116 or MATH 118 or MATH 136, BIOL 131, CHEM 109, FACS 111, BIOL 207 and BIOL 208.

4. Rationale for the proposed program change:

- The proposed curriculum changes will allow students to choose from additional electives more appropriate to the major.
- Removing the requirement for one of the upper-division electives to be a four-hour course results in a decrease in the upper-division electives by 1 credit hour and, thus, a decrease in the non-education track total required hours.

5. Proposed term for implementation and special provisions: Fall 2013

6. Dates of prior committee approvals:

Allied Health Department: December 10, 2012

CHHS Undergraduate Curriculum Committee February 4, 2013

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

**Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)**

Contact Person: Jo-Anne Ryan

jo-anne.ryan@wku.edu

745-3828

1. Identification of program:

- 1.7 Current program reference number: 716
- 1.8 Current program title: Major in News/Editorial Journalism (B.A.)
- 1.9 Credit hours: 42

2. Identification of the proposed program changes:

- Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
- Revise the restrictions on the selection of a minor.

3. Detailed program description:

Current program

Proposed program – changes in bold

<p>Major in News/Editorial Journalism ADMISSION REQUIREMENTS: Students wishing to enter the major in news/editorial journalism initially are admitted as majors seeking admission (reference 716P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 161, ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.</p>	<p>Major in News/Editorial Journalism ADMISSION REQUIREMENTS: Students wishing to enter the major in news/editorial journalism initially are admitted as majors seeking admission (reference 716P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 161, ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.</p>
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2. Completion of the following courses with at least a grade of "C": JOUR 201, 202, 232

CURRICULUM

The major in News/Editorial Journalism (reference number 716) requires 42 semester hours and leads to a Bachelor of Arts degree. Students must have a minor or second major outside the School of Journalism & Broadcasting and approved by the major advisor. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences.

One-half of the hours in the major must be at the 300- or 400-level.

REQUIRED COURSES (39 hours)

JOUR 131 Introduction to Digital Photography
JOUR 201 Media and Society
JOUR 202 Introduction to Media Writing
JOUR 232 Electronic Technologies for Journalism
JOUR 261 Introduction to Multimedia
BCOM 264 Digital Video Production
BCOM 265 Basic Broadcast News
JOUR 301 Press Law & Ethics
JOUR 302 Intermediate Reporting
JOUR 323 News Editing
JOUR 325 Feature Writing
JOUR 348 Introduction to Interactive Advertising
JOUR 426 Advanced Reporting

RESTRICTED UPPER DIVISION

ELECTIVE (3 hours)

JOUR 336 Picture Editing

2. Completion of the following courses with at least a grade of "C": JOUR 201, 202, 232

CURRICULUM

The major in News/Editorial Journalism (reference number 716) requires 42 semester hours and leads to a Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University's general education requirements.**

In addition to meeting institutional requirements for graduation, the news/editorial major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies 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 in the major must be at the 300- or 400-level.

REQUIRED COURSES (39 hours)

JOUR 131 Introduction to Digital Photography
JOUR 201 Media and Society
JOUR 202 Introduction to Media Writing
JOUR 232 Electronic Technologies for Journalism
JOUR 261 Introduction to Multimedia
BCOM 264 Digital Video Production
BCOM 265 Basic Broadcast News
JOUR 301 Press Law & Ethics
JOUR 302 Intermediate Reporting
JOUR 323 News Editing
JOUR 325 Feature Writing
JOUR 348 Introduction to Interactive Advertising
JOUR 426 Advanced Reporting

RESTRICTED UPPER DIVISION

ELECTIVE (3 hours)

JOUR 336 Picture Editing

JOUR 341 Principles of Advertising

<p>JOUR 341 Principles of Advertising JOUR 343 Print Design JOUR 355 Fundamentals of Public Relations JOUR 421 American Press History JOUR 422 Current Issues in Mass Communication JOUR 481 Problems in Mass Communication JOUR 491 Internship/Practicum JOUR 495 Collaborative Journalism BCOM 368 News Videography & Editing</p> <p>REQUIRED COURSES OUTSIDE THE MAJOR</p> <p>ECON 203 Macroeconomics PS 110 American National Government PS 304 State Government HIST 349 The United States Since 1945</p> <p>ONE OF THE FOLLOWING TWO COURSES</p> <p>GEOG 110 World Regional Geography GEOG 360 Geography of North America</p>	<p>JOUR 343 Print Design JOUR 355 Fundamentals of Public Relations JOUR 421 American Press History JOUR 422 Current Issues in Mass Communication JOUR 481 Problems in Mass Communication JOUR 491 Internship/Practicum JOUR 495 Collaborative Journalism BCOM 368 News Videography & Editing</p> <p>REQUIRED COURSES OUTSIDE THE MAJOR</p> <p>ECON 203 Macroeconomics PS 110 American National Government PS 304 State Government HIST 349 The United States Since 1945</p> <p>ONE OF THE FOLLOWING TWO COURSES</p> <p>GEOG 110 World Regional Geography GEOG 360 Geography of North America</p>
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4. Rationale for the proposed program change:

- The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recently approved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution. Revisions go into effect in the 2013-14 academic year.
- The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

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

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

6. Dates of prior committee approvals:

SJ&B Curriculum Committee 11/30/12

School of Journalism & Broadcasting 11/30/12

PCAL Curriculum Committee 2/7/2013

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

**Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

1. Identification of program:

- 1.10 Current program reference number: 726
- 1.11 Current program title: Major in Broadcasting (B.A.)
- 1.12 Credit hours: 39

2. Identification of the proposed program changes:

- Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
- Clarify the restrictions on the selection of a minor.
- Delete BCOM 429 Broadcast Meteorology from restricted electives

3. Detailed program description:

<i>Current Program</i>	<i>Proposed Program - revisions in bold</i>
<p>Major in Broadcasting ADMISSION REQUIREMENTS: Students wishing to enter the major in broadcasting initially are admitted as majors seeking admission (reference 726P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements for any major in the School. Students must meet the following requirements before admission to the major:</p> <ol style="list-style-type: none"> 1. Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade-point average of 2.7. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math requirement. A minimum grade of "C" is required in ENG 100. 2. Completion of the following courses with at least a "C," according to the intended concentration: Broadcast News: BCOM 185 and either 201 or 265 Radio/TV Operations & Management: BCOM 185 and either 201 or 261 	<p>Major in Broadcasting ADMISSION REQUIREMENTS: Students wishing to enter the major in broadcasting initially are admitted as majors seeking admission (reference 726P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements for any major in the School. Students must meet the following requirements before admission to the major:</p> <ol style="list-style-type: none"> 1. Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade-point average of 2.7. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math requirement. A minimum grade of "C" is required in ENG 100. 2. Completion of the following courses with at least a grade of "C," according to the intended concentration: Broadcast News: BCOM 185 and either 201 or 265 Radio/TV Operations & Management: BCOM 185 and either 201 or 261

TV/Film Production:
BCOM 185 and either 201 or 266

CURRICULUM

The major in broadcasting (reference number 726) requires a minimum of 39 semester hours and leads to a Bachelor of Arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 semester hours in the liberal arts and natural sciences.

A minor or second major outside of the School of Journalism & Broadcasting and the field of mass communication, the Department of Communication, and Film Studies is required. Communication studies or Film Studies may be only taken as a second minor.

One-half of the hours in the major must be at the 300- or 400-level. Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 39-hour major.

Students entering the major may choose from three concentrations for their study emphasis as listed below.

Broadcast News Concentration

Required courses for all majors (12 hours)
BCOM 185 Introduction to Broadcasting
BCOM 201 Process and Effects of Mass Comm.
BCOM 301 Mass Communication Law and Ethics
BCOM 325 Survey of Writing for TV & Radio
Requirements within news concentration (21 hours)
BCOM 265 Basic Broadcast News
BCOM 266 Basic Television Production
BCOM 335 News Discovery and Selection
BCOM 365 Intermediate Broadcast News
BCOM 368 News Videography/Editing
BCOM 465 Adv. Broadcast News
Select one of the following three courses (3 hours)
BCOM 326 Radio/TV Performance
BCOM 385 Broadcast Commercial Sales
BCOM 485 Broadcast Operations & Mngmnt

Restricted electives (6 hours)

TV/Film Production:
BCOM 185 and either 201 or 266

CURRICULUM

The major in broadcasting (reference number 726) requires a minimum of 39 semester hours and leads to a Bachelor of Arts degree.

Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University's general education requirements.

In addition to meeting institutional requirements for graduation, the broadcasting major must have a minor or second major outside of the School of Journalism & Broadcasting, the Department of Communication, and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication studies, or from those offered within the School, unless taken as a second minor.

One-half of the hours in the major must be at the 300- or 400-level. Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 39-hour major.

Students entering the major may choose from three concentrations for their study emphasis as listed below.

Broadcast News Concentration

Required courses for all majors (12 hours)
BCOM 185 Introduction to Broadcasting
BCOM 201 Process and Effects of Mass Comm.
BCOM 301 Mass Communication Law and Ethics
BCOM 325 Survey of Writing for TV & Radio
Requirements within news concentration (21 hours)
BCOM 265 Basic Broadcast News
BCOM 266 Basic Television Production
BCOM 335 News Discovery and Selection
BCOM 365 Intermediate Broadcast News
BCOM 368 News Videography/Editing
BCOM 465 Adv. Broadcast News
Select one of the following three courses (3 hours)
BCOM 326 Radio/TV Performance
BCOM 385 Broadcast Commercial Sales
BCOM 485 Broadcast Operations & Mngmnt

Restricted electives (6 hours)

<p>Chosen in consultation with department faculty advisor. Suggested electives: BCOM 261,360,328,329,361,385, 429, 485,461(1 hr), 467(1 hr), 491, JOUR 131,261,495, or COMM 247.</p> <p>General Education requirements * ECON 150 or 202 or 203 PS 110 American National Government GEOG 121 Meteorology One of the following two courses GEOG 110 World Regional Geography COMM 263 Fndmntls of Comm & Culture</p> <p>General Elective requirement* PS 250 International Politics</p> <p>Suggested courses outside of major and General Education PS 304 State Government HIST 349 The United States since 1945</p> <p><u>Television/Film Production Concentration</u> Required courses for all majors (12 hours) BCOM 185 Introduction to Broadcasting BCOM 201 Process and Effects of Mass Comm. BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & Radio Requirements within concentration (21 hours) BCOM 266 Basic Television Production BCOM 366 Video Editing BCOM 367 Field Production BCOM 379 Producing Video and Film BCOM 380 Intermediate Post Production BCOM 466 Directing Television and Film BCOM 482 Television Program Production</p> <p>Restricted Electives (6 hours) Six additional hours chosen in consultation with departmental faculty advisor. Suggested electives: FILM 201, BCOM 350, 376, 378, 480, 485, 491; ENG 309, 365, 366, 465, 466, JOUR 232, 261, 341, 495</p> <p>General Education requirements * ECON 150 or 202 or 203 PS 110 American Nat'l Government <i>One of the following</i> GEOG 110 World Regional Geography COMM 263 Fndmntls of Comm. & Culture</p> <p>Suggested courses in General Education PHYS 103 Light, Color and Vision PHYS 130 Acoustics Music/Speech</p> <p>Suggested courses outside of major and General Education HIST 349 The United States since 1945</p> <p><u>Radio and Television Operations Concentration</u> Required courses for all majors (12 hours)</p>	<p>Chosen in consultation with departmental faculty advisor. Suggested electives: BCOM 261,360,328,329,361,385, 485, 461(1 hr), 467(1 hr), 491, JOUR 495 or COMM 247.</p> <p>General Education requirements * ECON 150 or 202 or 203 PS 110 American National Government GEOG 121 Meteorology One of the following two courses GEOG 110 World Regional Geography COMM 263 Fndmntls of Comm & Culture</p> <p>General Elective requirement* PS 250 International Politics</p> <p>Suggested courses outside of major and General Education PS 304 State Government HIST 349 The United States since 1945</p> <p><u>Television/Film Production Concentration</u> Required courses for all majors (12 hours) BCOM 185 Introduction to Broadcasting BCOM 201 Process and Effects of Mass Comm. BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & Radio Requirements within concentration (21 hours) BCOM 266 Basic Television Production BCOM 366 Video Editing BCOM 367 Field Production BCOM 379 Producing Video and Film BCOM 380 Intermediate Post Production BCOM 466 Directing Television and Film BCOM 482 Television Program Production</p> <p>Restricted Electives (6 hours) Six additional hours chosen in consultation with departmental faculty advisor. Suggested electives: FILM 201, BCOM 350, 376, 378, 480, 485, 491; ENG 309, 365, 366, 465, 466, JOUR 232, 261, 341, 495</p> <p>General Education requirements * ECON 150 or 202 or 203 PS 110 American Nat'l Government <i>One of the following</i> GEOG 110 World Regional Geography COMM 263 Fndmntls of Comm. & Culture</p> <p>Suggested courses in General Education PHYS 103 Light, Color and Vision PHYS 130 Acoustics Music/Speech</p> <p>Suggested courses outside of major and General Education HIST 349 The United States since 1945</p> <p><u>Radio and Television Operations Concentration</u> Required courses for all majors (12 hours)</p>
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<p>BCOM 185 Introduction to Broadcasting BCOM 201 Process and Effects of Mass Comm. BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & Radio Requirements within concentration (21 hours) BCOM 261 Basic Radio Production BCOM 265 Basic Broadcast News BCOM 266 Basic Television Production BCOM 360 Electronic Media Programming & Research BCOM 385 Broadcast Commercial Sales BCOM 485 Broadcast Operations & Management <i>One of the following two courses</i> BCOM 361 Advanced Radio Production BCOM 366 Studio and Post Production Techniques Upper Division Electives (6 hours) Select six hours of upper division electives within the School of J&B or the University approved by department faculty advisor. BCOM 491, Internship, strongly recommended.</p> <p>General Education requirements * ECON 150 or 202 or 203 PS 110 American National Government <i>One of the following</i> GEOG 110 World Regional Geography COMM 263 Fundamentals of Comm. & Culture</p> <p>Suggested courses outside of major and General Education: ACCT 200, HIST 349, MGT 210, MKT 220, PHIL 215 and PSY 371 or PHIL 320.</p> <p>* Broadcasting students transferring to WKU with 60 or more hours of credit will be exempt from department required courses in general education and general electives, but must meet general education requirements of the University and the liberal arts/sciences requirements of the School of Journalism and Broadcasting.</p>	<p>BCOM 185 Introduction to Broadcasting BCOM 201 Process and Effects of Mass Comm. BCOM 301 Mass Communication Law and Ethics BCOM 325 Survey of Writing for TV & Radio Requirements within concentration (21 hours) BCOM 261 Basic Radio Production BCOM 265 Basic Broadcast News BCOM 266 Basic Television Production BCOM 360 Electronic Media Programming & Research BCOM 385 Broadcast Commercial Sales BCOM 485 Broadcast Operations & Management <i>One of the following two courses</i> BCOM 361 Advanced Radio Production BCOM 366 Studio and Post Production Techniques Upper Division Electives (6 hours) Select six hours of upper division electives within the School of J&B or the University approved by department faculty advisor. BCOM 491, Internship, strongly recommended.</p> <p>General Education requirements * ECON 150 or 202 or 203 PS 110 American National Government <i>One of the following</i> GEOG 110 World Regional Geography COMM 263 Fundamentals of Comm. & Culture</p> <p>Suggested courses outside of major and General Education: ACCT 200, HIST 349, MGT 210, MKT 220, PHIL 215 and PSY 371 or PHIL 320.</p> <p>* Broadcasting students transferring to WKU with 60 or more hours of credit will be exempt from department required courses in general education and general electives, but must meet general education requirements of the University and complete a minimum of 72 semester hours of courses outside the School of Journalism & Broadcasting.</p>
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4. Rationale for the proposed program change:

- The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recently approved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution. Revisions go into effect in the 2013-14 academic year.
- The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.
- BCOM 429 *Broadcast Meteorology* has been deleted from the course inventory.

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

Implementation will be fall 2013, with the special provision to include all catalog years effective with the graduating class of December 2013 and thereafter.

6. Dates of prior committee approvals:

SJ&B Curriculum Committee	<u>11/30/12</u> _____
School of Journalism & Broadcasting	<u>11/30/12</u> _____
PCAL Curriculum Committee	<u>2/7/2013</u> _____
Undergraduate Curriculum Committee	<u>02/28/2013</u> _____
University Senate	_____

**Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

1. Identification of program:

- 1.1 Current program reference number: 727
- 1.2 Current program title: Major in Advertising (B.A.)
- 1.3 Credit hours: 36

2. Identification of the proposed program changes:

- Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
- Revise the restrictions on the selection of a minor.

3. Detailed program description:

Current program

Proposed program – changes in bold

<p>Major in Advertising ADMISSION REQUIREMENTS: Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 161, ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.</p>	<p>Major in Advertising ADMISSION REQUIREMENTS: Students wishing to enter the major in advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 161, ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.</p>
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2. Completion of the following courses with at least a grade of "C": JOUR 201, 202, 232

CURRICULUM

Major in Advertising

The major in advertising (reference number 727) requires 36 semester hours and leads to a Bachelor of Arts degree.

Students must have a minor or second major outside the School of Journalism & Broadcasting. Generally, students may select any minor except communication studies, film studies or those offered within the School, as long as the minor is approved by the major advisor, 80 hours are taken outside the area of journalism and mass communication, with no fewer than 65 hours of liberal arts and natural science courses.

A minor in marketing is recommended for advertising majors emphasizing branding. Advertising majors who choose the print advertising emphasis are required to minor in graphic design, which is offered by the Department of Art.

One-half of the hours in the major must be at the 300- or 400-level.

All advertising majors must take a statistics course, MKT 220 and either GEOG 110 or 360.

Required core courses: (18 hours)

JOUR 201 Media and Society
JOUR 202 Intro Media Writing
JOUR 232 Electronic Technologies for Journalism
JOUR 341 Principles of Advertising
JOUR 300 Research in Ad & PR
JOUR 344 Advertising in a Digital World

2. Completion of the following courses with at least a grade of "C": JOUR 201, 202, 232

CURRICULUM

Major in Advertising

The major in advertising (reference number 727) requires 36 semester hours and leads to a Bachelor of Arts degree.

Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University's general education requirements.

In addition to meeting institutional requirements for graduation, the advertising major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies 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.

Advertising majors who choose the print advertising emphasis are required to minor in graphic design, which is offered by the Department of Art. A minor in marketing is recommended for advertising majors emphasizing branding.

One-half of the hours in the major must be at the 300- or 400-level.

All advertising majors must take a statistics course, MKT 220 and either GEOG 110 or 360.

Required core courses: (18 hours)

JOUR 201 Media and Society
JOUR 202 Intro Media Writing
JOUR 232 Electronic Technologies for Journalism
JOUR 341 Principles of Advertising
JOUR 300 Research in Ad & PR
JOUR 344 Advertising in a Digital World

and six courses (18 hours) in one of three concentrations

BRANDING

Required courses (9 hours)

- JOUR 346 Account Planning
- JOUR 349 Advertising Media
- JOUR 446 Advertising Campaigns

and three courses of restricted electives to be selected from: (9 hours)

- MKT 328 Marketing On The World Wide Web
- BCOM 266 Basic TV Production
- BCOM 385 Broadcast Commercial Sales
- JOUR 131 Intro. to Digital Photography
- JOUR 340 Creative Strategy/Copywriting
- JOUR 343 Print Design, Production, Typography
- JOUR 348 Intro. Interactive Advertising
- JOUR 355 Fundamentals Public Relations
- JOUR 443 Interactive Advertising Design
- JOUR 448 Ad Internship or Practicum
- JOUR 481 Problems in Mass Comm.
- JOUR 495 Collaborative Journalism
- One of the following two law classes*
- JOUR 301 Press Law & Ethics
- BCOM 301 Mass Communication Law & Ethics

CREATIVE - INTERACTIVE

ADVERTISING DESIGN:

(18 hours)

- BCOM 264 Digital Video Production
- JOUR 340 Creative Strategy and Copywriting
- JOUR 343 Print Design, Production, Typography
- JOUR 348 Intro. to Interactive Advertising Design
- JOUR 443 Interactive Advertising Design
- JOUR 444 Adv. Interactive Ad Design

Creative - Print Advertising Design
[minor in Graphic Arts #385 required]

and six courses (18 hours) in one of three concentrations

BRANDING

Required courses (9 hours)

- JOUR 346 Account Planning
- JOUR 349 Advertising Media
- JOUR 446 Advertising Campaigns

and three courses of restricted electives to be selected from: (9 hours)

- MKT 328 Marketing On The World Wide Web
- BCOM 266 Basic TV Production
- BCOM 385 Broadcast Commercial Sales
- JOUR 131 Intro. to Digital Photography
- JOUR 340 Creative Strategy/Copywriting
- JOUR 343 Print Design, Production, Typography
- JOUR 348 Intro. Interactive Advertising
- JOUR 355 Fundamentals Public Relations
- JOUR 443 Interactive Advertising Design
- JOUR 448 Ad Internship or Practicum
- JOUR 481 Problems in Mass Comm.
- JOUR 495 Collaborative Journalism
- One of the following two law classes*
- JOUR 301 Press Law & Ethics
- BCOM 301 Mass Communication Law & Ethics

CREATIVE - INTERACTIVE

ADVERTISING DESIGN:

(18 hours)

- BCOM 264 Digital Video Production
- JOUR 340 Creative Strategy and Copywriting
- JOUR 343 Print Design, Production, Typography
- JOUR 348 Intro. to Interactive Advertising Design
- JOUR 443 Interactive Advertising Design
- JOUR 444 Adv. Interactive Advertising Design

Creative - Print Advertising Design

<p>Required courses (12 hours)</p> <p>JOUR 340 Creative Strategy and Copywriting</p> <p>JOUR 343 Print Design, Production, Typography</p> <p>JOUR 345 Copywriting & Layout</p> <p>JOUR 445 Advanced Copywriting/Layout</p> <p><i>And two courses of restricted electives to be selected from the following:</i> (6 hours)</p> <p>MKT 328 Marketing On The World Wide Web</p> <p>BCOM 266 Basic TV Production</p> <p>BCOM 385 Broadcast Commercial Sales</p> <p>JOUR 131 Intro. to Digital Photography</p> <p>JOUR 346 Advertising Account Planning</p> <p>JOUR 355 Fundamentals Public Relations</p> <p>JOUR 348 Intro to Interactive Advertising</p> <p>JOUR 443 Interactive Advertising Design</p> <p>JOUR 481 Problems in Mass Comm.</p> <p>JOUR 495 Collaborative Journalism</p> <p><i>One of the following two law classes</i></p> <p>JOUR 301 Press Law & Ethics</p> <p>BCOM 301 Mass Communication Law & Ethics</p>	<p>[minor in Graphic Arts #385 required]</p> <p>Required courses (12 hours)</p> <p>JOUR 340 Creative Strategy and Copywriting</p> <p>JOUR 343 Print Design, Production, Typography</p> <p>JOUR 345 Copywriting & Layout</p> <p>JOUR 445 Advanced Copywriting/Layout</p> <p><i>And two courses of restricted electives to be selected from the following:</i> (6 hours)</p> <p>MKT 328 Marketing On The World Wide Web</p> <p>BCOM 266 Basic TV Production</p> <p>BCOM 385 Broadcast Commercial Sales</p> <p>JOUR 131 Intro. to Digital Photography</p> <p>JOUR 346 Advertising Account Planning</p> <p>JOUR 355 Fundamentals Public Relations</p> <p>JOUR 348 Intro to Interactive Advertising</p> <p>JOUR 443 Interactive Advertising Design</p> <p>JOUR 481 Problems in Mass Comm.</p> <p>JOUR 495 Collaborative Journalism</p> <p><i>One of the following two law classes</i></p> <p>JOUR 301 Press Law & Ethics</p> <p>BCOM 301 Mass Communication Law & Ethics</p>
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4. Rationale for the proposed program change:

- The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recently approved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution. Revisions go into effect in the 2013-14 academic year.
- The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

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

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

6. Dates of prior committee approvals:

SJ&B Curriculum Committee 11/30/12

School of Journalism & Broadcasting 11/30/12

PCAL Curriculum Committee 2/7/13

Undergraduate Curriculum Committee 02/28/2013

University Senate _____

**Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)**

Contact Person: Jo-Anne Ryan

jo-anne.ryan@wku.edu

745-3828

1. Identification of program:

- 1.1 Current program reference number: 750
- 1.2 Current program title: Major in Photojournalism (B.A.)
- 1.3 Credit hours: 42

2. Identification of the proposed program changes:

- Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
- Revise the restrictions on the selection of a minor.

3. Detailed program description:

Current program

Proposed program - changes in bold

<p>Major in Photojournalism ADMISSION REQUIREMENTS: Students wishing to enter the major in photojournalism are admitted as majors seeking admission (reference 750P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math</p>	<p>Major in Photojournalism ADMISSION REQUIREMENTS: Students wishing to enter the major in photojournalism are admitted as majors seeking admission (reference 750P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120 and the university math requirement. A minimum grade of “C” is</p>
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requirement. A minimum grade of “C” is required in ENG 100.
2. Completion of the following courses with at least a grade of “C”: JOUR 201, 202, 231, 261.

CURRICULUM

The major in photojournalism (reference number 750) requires 42 semester hours and leads to the Bachelor of Arts degree. Students must take a minimum of 80 semester hours in courses outside the major area of journalism and mass communication, with no fewer than 65 hours in the liberal arts and natural sciences. In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major that is approved by the major faculty advisor.

One-half of the hours in the major must be at the 300- or 400-level.

REQUIRED COURSES - 36 HOURS

JOUR 201 Media & Society
JOUR 202 Introduction to Media Writing
JOUR 231 Introduction to Photojournalism
JOUR 261 Introduction to Multimedia

One of the following two law classes

JOUR 301 Press Law & Ethics
BCOM 301 Mass Comm Law & Ethics

JOUR 302 Intermediate Reporting
JOUR 333 Lighting Technologies
JOUR 334 Picture Stories
JOUR 336 Picture Editing
JOUR 362 Web Narratives
JOUR 432 Photojournalism Practicum
JOUR 436 Photojournalism Projects

required in ENG 100.
2. Completion of the following courses with at least a grade of “C”: JOUR 201, 202, 231, 261.

CURRICULUM

The major in photojournalism (reference number 750) requires 42 semester hours and leads to the Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s general education requirements.**

In addition to meeting institutional requirements for graduation, the photojournalism major must have a minor or second major outside of the School of Journalism & Broadcasting and Film Studies 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 in the major must be at the 300- or 400-level.

REQUIRED COURSES - 36 HOURS

JOUR 201 Media & Society
JOUR 202 Introduction to Media Writing
JOUR 231 Introduction to Photojournalism
JOUR 261 Introduction to Multimedia

One of the following two law classes

JOUR 301 Press Law & Ethics
BCOM 301 Mass Comm Law & Ethics

JOUR 302 Intermediate Reporting
JOUR 333 Lighting Technologies
JOUR 334 Picture Stories
JOUR 336 Picture Editing
JOUR 362 Web Narratives
JOUR 432 Photojournalism Practicum
JOUR 436 Photojournalism Projects

**Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to Revise a Program
(Action Item)**

Contact Person: Jo-Anne Ryan jo-anne.ryan@wku.edu 745-3828

1. Identification of program:

- 1.1 Current program reference number: 763
- 1.2 Current program title: Major in Public Relations (B.A.)
- 1.3 Credit hours: 39

2. Identification of the proposed program changes:

- Revise the academic regulation requiring students to take a minimum of 80 semester hours in courses outside the major area of journalism and mass communications, with no fewer than 65 semester hours in the liberal arts and natural sciences.
- Clarify the restrictions on the selection of a minor.

3. Detailed program description:

Current program

Proposed program – revisions in bold

<p>Major in Public Relations ADMISSION REQUIREMENTS: Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade-point average of 2.5. Required courses include COMM 161, ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.</p>	<p>Major in Public Relations ADMISSION REQUIREMENTS: Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 18 hours in the School of Journalism & Broadcasting before admission to the major. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School.</p> <p>Students must meet the following requirements before admission to the major:</p> <p>1. Completion of 48 hours of course work applicable to the baccalaureate degree with a minimum overall grade-point average of 2.5. Required courses include COMM 161, ENG 100, HIST 119 or 120 and the university math requirement. A minimum grade of “C” is required in ENG 100.</p>
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2. Completion of the following courses with at least a grade of 'C': JOUR 201, 202, 232

CURRICULUM

The major in public relations (reference number 763) requires 39 semester hours and leads to a Bachelor of Arts degree. Students must have a minor or second major outside the School of Journalism & Broadcasting.

Generally, students may select any minor except communication studies, film studies or those offered within the School, as long as the minor is approved by the major advisor, 80 hours are taken outside the area of journalism and mass communication, with no fewer than 65 hours of liberal arts and natural science courses. Students selecting a minor in communication studies or a minor in film studies will need to select a second minor.

One-half of the hours in the major must be at the 300- or 400-level.

REQUIRED COURSES (36 hours)

JOUR 201 Media and Society
JOUR 202 Introduction to Media Writing
JOUR 232 Electronic Technologies
Journalism
JOUR 355 Fundamentals of Public Relations
BCOM 325 Survey Writing TV/Radio
JOUR 323 News Editing
JOUR 358 PR Writing & Production
One of the following two law courses
JOUR 301 Press Law & Ethics
BCOM 301 Mass Communication Law & Ethics
JOUR 300 Research in Ad & PR
JOUR 354 International PR
JOUR 454 PR Strategy/Planning
JOUR 456 Public Relations Management
Restricted Electives

2. Completion of the following courses with at least a grade of 'C': JOUR 201, 202, 232

CURRICULUM

The major in public relations (reference number 763) requires 39 semester hours and leads to a Bachelor of Arts degree. **Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University's general education requirements.**

In addition to meeting institutional requirements for graduation, the public relations major must have a minor or second major outside of the School of Journalism & Broadcasting, the Department of Communication, and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication studies, or from those offered within the School, unless taken as a second minor.

One-half of the hours in the major must be at the 300- or 400-level.

REQUIRED COURSES (36 hours)

JOUR 201 Media and Society
JOUR 202 Introduction to Media Writing
JOUR 232 Electronic Technologies
Journalism
JOUR 355 Fundamentals of Public Relations
BCOM 325 Survey Writing TV/Radio
JOUR 323 News Editing
JOUR 358 PR Writing & Production
One of the following two law courses
JOUR 301 Press Law & Ethics
BCOM 301 Mass Communication Law & Ethics
JOUR 300 Research in Ad & PR
JOUR 354 International PR
JOUR 454 PR Strategy/Planning
JOUR 456 Public Relations Management
Restricted Electives
Select one 3 hour restricted elective, with

<p><i>Select one 3 hour restricted elective, with faculty advisor consultation.</i></p> <p>JOUR 131 Digital Photography JOUR 325 Feature Writing JOUR 341 Principles of Advertising JOUR 443 Advertising Interactive Design JOUR 458 Public Relations Internship/Practicum JOUR 481 Problems in Mass Communication JOUR 495 Collaborative Journalism BCOM 264 Digital Video Production COMM 346 Persuasion ENG 306 Business Writing MKT 322 Integrated Marketing Communication PSY 371 Psychology of Sales Behavior Courses required outside the major: COMM 161 Business/Professional Speaking ECON 203 Principles of Macroeconomics GEOG 110 World Regional Geography PS 110 American National Government MKT 220 Basic Marketing Concepts One Course in Statistics: ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271</p>	<p><i>faculty advisor consultation.</i></p> <p>JOUR 131 Digital Photography JOUR 325 Feature Writing JOUR 341 Principles of Advertising JOUR 443 Advertising Interactive Design JOUR 458 Public Relations Internship/Practicum JOUR 481 Problems in Mass Communication JOUR 495 Collaborative Journalism BCOM 264 Digital Video Production COMM 346 Persuasion ENG 306 Business Writing MKT 322 Integrated Marketing Communication PSY 371 Psychology of Sales Behavior Courses required outside the major: COMM 161 Business/Professional Speaking ECON 203 Principles of Macroeconomics GEOG 110 World Regional Geography PS 110 American National Government MKT 220 Basic Marketing Concepts One Course in Statistics: ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271</p>
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4. Rationale for the proposed program change:

- The revision will update an academic program regulation required by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). ACEJMC recently approved revisions to the accreditation standards, including adjustment of the 80/65 credit requirement to a minimum of 72 credit hours outside of the School of Journalism & Broadcasting unit, while meeting liberal arts and sciences-general education requirements of the institution. Revisions go into effect in the 2013-14 academic year.
- The program revision regarding minors clarifies the policy for the major. The underlying principle of the policy is to ensure that students will have a broad education beyond the discipline.

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

Implementation will be fall 2013, with the special provision to include currently enrolled students beginning with the graduating class of December 2013 and thereafter.

Proposal Date: 8 Feb 2012

**University College
Department of Professional Studies
Proposal to Revise A Program
(Action Item)**

Contact Person: Said Ghezal, said.ghezal@wku.edu, 745-4285

1. Identification of program:

- 1.13 Current program reference number: 288
- 1.14 Current program title: Business
- 1.15 Credit hours: 60

2. Identification of the proposed program changes:

- A. Business Management Concentration: Increase the credit hours from 18 to 21.
Replace Business Elective (3 hours) with BUS 245C Managing Diversity in the Workplace and add BUS 102C Introduction to Ethical Issue in Business. Decrease the General Education requirement from 18 hours to 15 hours.
- B. Office Management Concentration: Change the program title from Office Management to Office Management and Supervision.
Replace “OST 220C or OST 221C or OST 222C (6 hours)” with BUS 245C and BUS 248C
Replace OST 217C with BUS 257C
Add BUS 102C (3 hours)
General Education requirements: Change the requirements from 18 hours to 15 hours.

Note: The required general education courses are required as *support courses* for this program and fulfill certain general education categories requirements.

3. Detailed program description:

Current Program	Proposed
Business Core	Business Core
ACC 200C – Accounting – Financial 3 hours	ACC 200C – Accounting – Financial 3 hours
ACC 201C – Accounting – Managerial 3 hours	ACC 201C – Accounting – Managerial 3 hours
CSCI 145C – Introduction to Computing 3 hours	CSCI 145C – Introduction to Computing 3 hours
BUS 100C – Introduction to Business 3 hours	BUS 100C – Introduction to Business 3 hours
FINC 161C – Personal Finance 3 hours	FINC 161C – Personal Finance 3 hours
BUS 210C – Organization and Management 3 hours	BUS 210C – Organization and Management 3 hours
BUS 212C – Principles of Marketing 3 hours	BUS 212C – Principles of Marketing 3 hours
BUS 253C – Management Capstone 3 hours	BUS 253C – Management Capstone 3 hours
Subtotal 24 hours	Subtotal 24 hours
Concentration:	Concentration:
BUS 214C – Business Communication 3 hours	BUS 214C – Business Communication 3 hours
BUS 250C – Business Entrepreneurship 3 hours	BUS 250C – Business Entrepreneurship 3 hours
BUS 257C – Management of Human Resources 3 hours	BUS 257C – Management of Human Resources 3 hours
BUS 270C – Labor Relations Management 3 hours	BUS 270C – Labor Relations Management 3 hours
BUS 248C – Supervisory Management 3 hours	BUS 248C – Supervisory Management 3 hours
Business Elective 3 hours	BUS 245C – Managing Diversity in the Workplace 3 hours
Subtotal 18 hours	BUS 102C – Introduction to Ethical Issues In Business 3 hours
	Subtotal 21 hours
General Education	General Education
Category A	Category A
ENGL 100C – Intro to College Writing 3 hours	ENGL 100C – Introduction to College Writing

COMN 161C – Business and Professional Speaking	3 hours	hours	3
Category B Elective	3 hours		
Category C			
ECO 202C – Micro Economics	3 hours	Category B Elective	3
ECO 203C – Macro Economics	3 hours	hours	
Category D		Category C	
Math 116C – College Algebra	3 hours	ECO 202C – Micro Economics	3
General Education Subtotal	18 hours	hours	
Total Hours in Program	60 hours	ECO 203C – Macro Economics	3
		hours	
		Category D	
		Math 116 – College Algebra	3
		hours	
		General Education Subtotal	15
		hours	
		Total Hours in Program	60
		hours	

CONCENTRATION: BUSINESS MANAGEMENT

CONCENTRATION: OFFICE MANAGEMENT AND SUPERVISION

Current Program: Office Management	Proposed: Office Management and Supervision
Business Core	Business Core
ACC 200C – Accounting – Financial 3 hours	ACC 200C – Accounting – Financial 3 hours
ACC 201C – Accounting – Managerial 3 hours	ACC 201C – Accounting – Managerial 3 hours
CSCI 145C – Introduction to Computing 3 hours	CSCI 145C – Introduction to Computing 3 hours
BUS 100C – Introduction to Business 3 hours	BUS 100C – Introduction to Business 3 hours
FINC 161C – Personal Finance 3 hours	FINC 161C – Personal Finance 3 hours
BUS 210C – Organization and Management 3 hours	BUS 210C – Organization and Management 3 hours
BUS 212C – Principles of Marketing 3 hours	BUS 212C – Principles of Marketing 3 hours
BUS 253C – Management Capstone 3 hours	BUS 253C – Management Capstone 3 hours
Subtotal 24	Subtotal 24
hours	hours
Concentration:	Concentration:
Choose two:	BUS 245C Managing Diversity in the Workplace 3 hours
OST 220C – Word Processing or	BUS 248C – Supervisory Management 3 hours
OST 221C – Desktop Publishing or	BUS 214C – Business Communication 3 hours
OST 222C – Advanced Desktop Publishing 6 hours	BUS 257C – Management of Human Resources 3 hours
BUS 214C – Business Communication 3 hours	BUS 225C – Records & Info Management 3 hours
OST 217C or INS 270C – Transcription or Electronic Spreadsheets 3 hours	BUS 254C – Office Administration 3 hours
BUS 225C – Records & Info Management 3 hours	BUS 102C – Intro to Ethical Issues In Business 3 hours
BUS 254C – Office Administration 3 hours	Subtotal
Subtotal 18	21 hours
hours	
General Education	General Education
Category A	Category A

ENGL 100C – Intro to College Writing	3 hours	ENGL 100C – Introduction to College Writing	3
COMN 161C – Business and Professional Speaking	3 hours	hours	
Category B Elective	3 hours		
Category C		Category B Elective	3
ECO 202C – Micro Economics	3 hours	hours	
ECO 203C – Macro Economics	3 hours	Category C	
Category D		ECO 202C – Micro Economics	3 hours
Math 116C – College Algebra	3 hours	ECO 203C – Macro Economics	3 hours
General Education Subtotal	18 hours	Category D	
Total Hours in Program	60 hours	Math 116C – College Algebra	3 hours
		General Education Subtotal	15
		hours	
		Total Hours in Program	60 hours

4. Rationale for the proposed program changes:

- A. Replacing 3 hours of electives with BUS 245C is important as Managing Diversity in the Workplace is an integral function of managers and the knowledge gained from this course will provide program graduates with necessary skills to be successful in organizational settings. This change will also address the recommendations of the advisory committee. Similarly, adding a business ethics class is important for business majors as it exposes students to the fundamental principles of conducting business ethically, a skill the workplace and society at large strongly expect from its business leaders at all levels. Reducing the general education requirements from 18 hours to 15 hours is in line with the university's requirements for a 2-year degree and allows for the addition of BUS 102C to the concentration.
- B. The Office Management concentration was moved from the Office Systems section of the Professional Studies Department to the Management section last year. This move was made to align the Office Management concentration with the area of Management as it is more closely related to Management than Office Systems. The name change is, therefore, proposed to clearly identify the concentration and to better describe the intended outcomes of the concentration. Replacing the office technology courses (OST 220, 221, 222, and 217) by the management courses BUS 245C, BUS248C, and BUS257C is more appropriate for the purpose and function of this concentration and the skills and knowledge gained from these courses are essential for all supervisors. Adding BUS 102C

to this concentration will academically strengthen the concentration and introduce students to an area that is vital in business. (See item 'A' above).

The changes of the general education requirements are in line with the minimum required by the university and necessary as outlined in paragraph 'A'.

5. Proposed term for implementation and special provisions (if applicable): Fall 2013

6. Dates of prior committee approvals:

Professional Studies Department:	<u>11/28/2012</u>
University College Curriculum Committee	<u>1/10/2013</u>
Undergraduate Curriculum Committee	<u>02/28/2013</u>
University Senate	_____

College of Health and Human Services
Department of Family and Consumer Sciences
Proposal to Create a New Certificate Program
(Action Item)

Contact Person: Amy Hersch amy.hersch@wku.edu 270-745-4229

1. Identification of program:

- 1.1 Program title: Kitchen and Bath Certificate
- 1.2 Required hours in program: 24
- 1.3 Special information: none
- 1.4 Catalog description: Kitchen and Bath Certificate will prepare students with advanced knowledge for the design of kitchens and bathrooms to meet the needs of residential and commercial customers in accordance with regulatory safety requirements, environmental standards, and business practices. Successful completion of the program with a C or better will allow the student to sit for the preliminary exam Associate Kitchen and Bath Designer (AKBD). The total hours for this certificate are 24.

2. Objectives of the proposed certificate program: Upon completion of this certificate, students will be able to:

- utilize specialized training in kitchen/ bath design
- identify professional issues of design profession
- add experience credit towards professional certification
- explain and apply knowledge of sustainable and inclusive design
- describe appropriate procedures in residential and commercial applications
- describe the use of environmental controls and apply their regulations
- relate and interact with professionals in other fields including architecture, remodeling and construction
- apply the computer design skills within the kitchen and bath industry
- conduct customized consultation with customers
- provide materials and estimating skills for use in the industry

3. Rationale:

- 3.1 Reasons for developing the proposed certificate program: This certificate supports the university mission statement by providing a career pathway for non-traditional students as well as giving first time students an advantage of a secondary certificate along with their bachelor's degree, and providing the public with professionals that will support the health, safety and welfare of the general public. The National Kitchen and Bath Association require a minimum of (24

hours) to be considered by the NKBA as an accredited program. Successful completion of the program will allow students to sit for the preliminary certification exam. . Since the kitchen and bath industry is predominantly residential focused the employment possibilities have become greater in the geographic areas of south central Kentucky and northern Tennessee. There is a need in the profession for people who have a specialized understanding of kitchen and bath design because of the impact on the healthy home to protect the public welfare. The certificate will give graduates experience and credit towards becoming a Certified Kitchen Designer and/or Certified Bath Designer. The second population is current WKU students who wish to strengthen their training and marketability in the fields of kitchen and bath design. This certificate is a natural transition for those enrolled in the Interior Design concentration within Family and Consumer Sciences. Graduates of these programs will be better prepared and have the marketable skills to enter employment positions at kitchen and bath showrooms, residential design firms, construction companies, home improvement centers, manufactures, and other related fields.

- 3.2 Relationship of the proposed certificate program to other programs now offered by the department: This certificate relates to the Interior Design program. The Interior Design degree is a comprehensive study of the profession and the Kitchen and Bath certificate narrows the focus on this portion of the industry.
- 3.3 Relationship of the proposed certificate program to certificate programs offered in other departments: This certificate relates to the Construction Management program. The Construction Management degree is a comprehensive study of the construction industry. The Kitchen and Bath certificate narrows the focus to only this portion of the industry.
- 3.4 Projected enrollment in the proposed certificate program: 10-15 students based on current expressed interest
- 3.5 Similar certificate programs offered elsewhere in Kentucky and in other states (including programs at benchmark institutions): Indiana State University is the only benchmark institution that has a Kitchen and Bath program. The instate institutions that have courses related are Murray State University and Sullivan University of Technology and Design (4 year BS with Kitchen and Bath concentration). Other large institutions with NKBA programs are Brigham Young University, Virginia Polytechnic Institute, and University of Georgia. Century College (1 year), College of DuPage and Baker College offer a Kitchen and Bath associates degree (2 year)
- 3.5 Relationship of the proposed certificate program to the university mission and objectives: The proposed certificate is within the university mission because it promotes the health, safety and welfare of the public, provides lifelong learning, and is creating responsible citizens with marketable skills in this profession.

4. Curriculum:

