**PROGRAM CHANGES**

WEBER STATE UNIVERSITY

**Submission Date: November 15, 2013**

**Submitter Name: Allyson D. Saunders**

**College: COAST**

**Department**: **Network Technology and Business Multimedia (NTM)**

**Program Title:** **BS Business Education Composite Teaching Major**

Check all that apply:

\_\_\_\_New course(s) required for major, minor, emphasis, or concentration.

X Modified course(s) required for major, minor, emphasis, or concentration. (1)

\_\_\_\_Credit hour change(s) required for major, minor, emphasis, or concentration.

X Credit hour change(s) for a course which is required for the major, minor, emphasis, or concentration. (2)

\_\_\_\_Attribute change(s) for any course.

X Program name change. (3)

X Deletion of required course(s). (4)

\_\_\_\_Program mode of delivery/format change (Graduate Programs ONLY)

\_\_\_\_Other changes (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Modified Courses Required for Major (1):**

SST 1503 Intro to Fashion Merchandising (3 credits)

SST 2443 Advertising Methods (3 credits)

SST 3203 Customer Service Techiques (3 credits)

**Credit Hour Change: (2)**

AAS Business/Multimedia Technologies: Changes from 39 hours to 36 hours

BS Business/Marketing Education Composite Teaching: Changes from 48 hours to 51 hours

**Name Change: (3)**

Business Education Composite Teaching Major to Business/Marketing Education Composite Teaching Major

**Courses Deleted from BS Degree and moved to AAS Degree (4):**

MKTG 3010 Marketing Concepts and Practices (3 credits)

BSAD 3200 Legal Environment of Business (3 credits)

**JUSTIFICATION:**

**(2) Program name change**: An expectation from area high schools is that students have both the business and marketing endorsements when they graduate. The current major gives students an endorsement in business education only. Students then must also add the business/marketing minor to be endorsed in marketing. Since the current major is a composite major, students are not required to have a minor. At the suggestion of the Utah State Office of Education business and marketing specialists, this bachelor’s degree should be changed to a business/marketing composite bachelor’s degree.

(2) **Credit hour change**: For students to be prepared to teach courses in business and marketing, an additional 3 credit course was added to the Bachelor’s degree. Since the related Associate’s degree (Business/Multimedia Technologies) was reduced by 3 credits, the credit hours are the same for the overall degree.

**(1) Modified courses,:** The courses that were the same for Business/Marketing Education Composite Teaching majors and Business/Multimedia majors were placed on the AAS degree since both majors use the same AAS degree. Thus, MKTG 3010 and BSAD 3200 were moved from the Bachelor’s degree to the Associate degree.

Three courses (9 credits) were added to the BS degree: SST 1503 Intro to Fashion Merchandising, SST 2443 Advertising Methods, and SST 3203 Customer Service Techniques. Dale Stephens, the Utah State Office of Education Marketing Education Specialist, recommended these three courses be added to the major. These courses prepare students to teach marketing in the secondary schools.

**(4) Deleted courses:** Two courses (6 credits) were dropped from the AAS degree: NTM 2010 Business English Applications and NTM 2300 Introduction to LAN Management or NTM 2534 Video Editing Techniques (Students had the option to take NTM 2300 or NTM 2534). These courses are not taught in the secondary schools and are not considered critical to preparing business education students. Laura DeShazo, the Utah State Office of Education Business Education Specialist, recommended these two courses be dropped.

Copy the present program from the current catalog and add the required changes (exactly as you wish them to appear in the catalog). Use strikeout (~~strikeout~~) when deleting items in the program and highlight (highlight) when adding items. If multiple changes are being proposed, please provide a summary.

**Major Course Requirements for BS Degree**

*To be taken in addition to the requirements for the AAS Degree in Business/Multimedia Technologies.*

**Specific Major Courses Required (6 credit hours)**

* [NTM 3600 - Principles of Business/ Marketing Education](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985) **Credits:** **(3)** or
* [NTM 6600 - Principles of Business/ Marketing Education](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985) **Credits:** **(3)**
* [NTM 3610 - Methods of Teaching ~~Business/~~ Marketing Education Subjects](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985) **Credits:** **(3)** or
* [NTM 6610 - Methods of Teaching Business~~/Marketing~~ Education](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985) **Credits:** **(3)**

**Support Courses Required (~~12~~ 15 credit hours)**

*The following requirements must be completed with a grade of “C-” or higher.*

* [MGMT 3010 - Organizational Behavior and Management](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985) **Credits:** **(3)**
* [~~MKTG 3010 - Marketing Concepts and Practices~~](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985)**~~Credits:~~****~~(3)~~**
* **SST 1503 Intro to Fashion Merchandising Credits: (3)**
* [~~BSAD 3200 - Legal Environment of Business~~](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985)**~~Credits:~~****~~(3)~~**
* **SST 2443 Advertising Methods Credits: (3)**
* **SST 3203 Customer Service Techniques Credits: (3)**
* [FIN 1010 - Personal Finance](http://catalog.weber.edu/preview_program.php?catoid=6&poid=2084&returnto=985) **Credits:** **(3)**

After the appropriate Approvals, **Email the electronic file (Microsoft Word .docx) to** bstockberger @weber.edu You may scan the Approval Page with the Signatures and email it, send a hard copy to MC 1033 through campus mail or bring to the Faculty Senate Office MA210J. Send all supporting documents pertaining to your proposal.

**INFORMATION PAGE**

Did this program change receive unanimous approval within the Department? yes If not, what are the major concerns raised by the opponents?

Explain any effects this program change will have on program requirements or enrollments in other departments including the Bachelor of Integrated Studies Program. In the case of similar offerings or affected programs, **you should include letters from the departments in question stating their support or opposition to the proposed program**.

The SST Department has reviewed these changes to both the AAS and BS degrees and have approved the major name change and the three new courses added to the BS.

Indicate the number of credit hoursfor course work within the program. (Do not include credit hours for General Education, Diversity, or other courses unless those courses fulfill requirements within the proposed program.)

The new proposed related Associate’s degree (AAS Business/Multimedia Technologies) requires 36 hours.

The new proposed Bachelor’s degree (BS Business/Marketing Education Composite Teaching) requires 51 hours.

Indicate the number of credit hours for course work within the current program. (Do not include credit hours for General Education, Diversity, or other courses unless those courses fulfill requirements within the current program.) \_\_\_\_

The current related Associate’s degree (AAS Business/Multimedia Technologies) requires 39 hours; the new proposed related Associate’s degree (AAS Business/Multimedia Technologies) requires 36 hours.

The current Bachelor’s degree (BS Business Education Composite Teaching) requires 48 hours; the new proposed Bachelor’s degree (BS Business/Marketing Education Composite Teaching) requires 51 hours. Thus, the Associate degree is decreased by 3 hours and the Bachelor’s degree is increased by 3 hours.

**Graduate Programs only**: Describe any proposed changes in the instructional mode of delivery or course format that are program-wide in nature or that affect more than one-third of the course taught in the program (e. g. changing from in-class to online instruction). APPROVAL PAGE

for: **Business/Marketing Education Composite Teaching** (Program Title) Date submitted online \_\_\_\_\_\_\_\_\_\_\_\_

For new course proposals, excluding Experimental and Variable Title courses, the following must be completed by the Library bibliographer:

\_\_\_\_ The WSU Library has adequate information resources to support this proposal.

\_\_\_\_ Currently, the WSU Library does not have adequate information resources to support this course. However, if this proposal is approved, a Library bibliographer will work closely with departmental faculty to acquire the information resources needed. Funding for the new resources will come from the library’s budget.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ WSU Librarian/Date

**Approval Sequence**:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Department Chair/Date (or BIS Director)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

College Curriculum Committee/Date (Signature not needed on Experimental or Variable Title courses.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Career and Technical Education Director. (Needed on new or deleted courses required in a 2-year program.)

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Dean of College/Date

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| Courses required in programs leading to secondary undergraduate teacher certification must be approved by the University Council on Teacher Education before being submitted to the Curriculum Committee.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  University Council on Teacher Education/Date |

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| Graduate course proposals must be reviewed by the University Graduate Council before being submitted to the Curriculum Committee.  I have read the proposal and discussed it with the program director.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  University Graduate Council Representative/Date |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Effective Semester\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Curriculum Committee/Date

Passed by Faculty Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date