New Major: Business Communication

REPORT FOR THE UNIVERSITY SENATE

University Senate Committee: Academic Policies Committee

Brief History of Issue - why the issue is being considered:

The College of Business [COB] requests the establishment of a new major: Bachelor of Business Administration [BBA] in Business Communication (XXX-XXX). The 60-credit comprehensive major includes a 29-credit business-core, combined with the business context applied in all business communication courses. The students targeted for this degree are those students who want to earn a business degree but who do not see a path of study in the current array of business majors that aligns with their business interests. Students who pursue the proposed BBA-Business Communication have many career options that are in demand. One popular career path is that of the internal communications specialist (also referred to as “communication manager” or communication specialist”). A BBA in business communication would be the first of its kind in the UW-System and one of only a few nationally (e.g., Arizona State and Stephen F. Austin University).

Points Discussed by Committee:

1. Types of careers pursued and job demand.
2. Consideration of a non-comprehensive major option.
3. Strategy for attracting existing and incoming students into the new major.
4. How does the new major align with the digital and virtual aspects of the work environment?
5. How does the new major prepare students to communicate about sensitive issues surrounding EDI while developing a work culture?
6. Ease of students being able to change majors. COB majors are required to take BUSCORE which allows students until their junior year to finalize a major.

Pros of Recommendation:

UWEC and UW-System distinctiveness in major offering. New major will also help the university fulfill the goal of its Academic Master Plan to offer high-impact practices. No additional resources needed in COB to deliver new major.

Cons of Recommendation:

none

Technology/Human Resource Impact:

None

Committee Recommendation:

The committee approved the establishment of a new major in Business Communication (XXX-XXX).
MOTION FOR THE UNIVERSITY SENATE

New Major: Business Communication

The University Senate Committee: Academic Policies Committee

by a vote of 9 for to 0 against on March 1, 2022 (Date)

Recommends that:
The establishment of a new major in Business Communication (XXX-XXX), starting 2023-2024 AY.

Implementation Date: 23/24 catalog

Signed: __________________________________________
Chair of the Committee

Send to: University Senate Office