

CURRICULUM PROPOSAL  
FOR  
**BSBA 2800**  
*BUSINESS COMMUNICATION IN A DIGITAL AGE*

JANUARY 15, 2021



*Submitted by:*

**Dr. Timothy R. Oxley, Dean, School of Business & Aviation**  
**Professor M.E. Yancosek Gamble, Associate Professor of Business**

# PREPARING CURRICULUM PROPOSALS

## INSTRUCTIONS

Draft your proposal in accordance with the guidelines below and the format shown on the following pages. Should any item under the several headings not pertain to your proposal, write N/A. **Number the second and subsequent pages of your proposal.**

Supply the preliminary information about the proposal as indicated below:

**PROPOSAL NUMBER:** Leave this space blank. A number will be assigned to the proposal by the Executive Director of Academic Programs.

**SCHOOL:** Enter the name of the College or School (e.g., *Liberal Arts*), Department (e.g., Language and Literature), and Program (e.g., English).

**PREPARER/CONTACT PERSON:** Enter the name of the person who prepared the proposal and his/her telephone extension number.

**COPIES OF MEMOS SENT TO AFFECTED DEPARTMENTS:** Attach these to the back of your proposal.

**LETTERS OF SUPPORT FROM DEANS OF AFFECTED DEPARTMENTS:** If the Curriculum Committee requests these letters, attach them to the back of your proposal.

**DATE SUBMITTED:** The Curriculum Committee meets on the fourth Tuesday of each month. **Proposals are due in the Office of the Executive Director of Academic Programs on or before the second Tuesday of the month.**

**REVISION SUBMISSION DATE:** If changes are required to the original proposal, enter the date the proposal was resubmitted.

**IMPLEMENTATION DATE REQUESTED:** Enter the first day of the semester (or summer term) and year in which the proposed curriculum change(s) would take effect.

**CURRICULUM PROPOSAL** (Submit one electronic copy to the Executive Director of Academic Programs by the second Tuesday of the month.)

**Proposal Number: #20-21-20**

School/Department/Program: **School of Business & Aviation**

Preparer/Contact Person: **Dr. Timothy R. Oxley, Dean**

Title of Degree Program: **B.S. in Business Administration;  
B.S. in Healthcare Management; B.S. in Information Systems Management**

**Telephone Extension: 4239**

Date Originally Submitted: **December 7, 2020**

Revision (Indicate date and label it Revision #1, #2, etc.): **Revision #1**

Implementation Date Requested: **Fall 2021**

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- I. **PROPOSAL ABSTRACT.** Write a brief abstract, not exceeding 100 words, which describes the proposed changes.

**The School of Business & Aviation is proposing a new course, BSBA 2800 – Business Communication in a Digital Age to replace BISM 2800 – Corporate Communications and Technology which was deleted from the Information System Management (ISM) curriculum through proposal #19-20-21 approved in Spring of 2020.**

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-G, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s) Total hours deleted:   3    
**BISM 2800 – Corporate Communications and Technology**
- B. Addition of course(s) or credit(s) from program(s) Total hours added:   3    
**BSBA 2800 – Business Communications in a Digital Age**
- C. Provision for interchangeable use of course(s) with program(s)

**This course will reside in the Business Administration degree common core and required of all students in the following School of Business and Aviation degree programs:**

**B.S. in Business Administration**

**B.S. in Healthcare Management**

**B.S. in Information Systems Management. This course will supplant the BSBA 2299 - SPTP: Business Communications course identified in Curriculum**

**Proposal #19-20-21.**

- D. **Course Description Revision:** Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog. **SEE Appendix B.**
- E. **Course Changes:** Identify changes to existing courses such as changes to title, course number, learning outcomes, and elective or required status. **N/A**

F. **Create a New Course(s)** information (if applicable): For each new course complete the following:

1. **Course Catalog Information:**

a. Course prefix (subject area) and number:	<b>BSBA 2800</b>
b. Course title:	<b>Business Communication in a Digital Age</b>
c. Course term(s) (e.g., Fall, Summer only):	<b>Fall, Spring, Summer</b>
d. Credit hours/Variable credit:	<b>3</b>
e. Repeatability (number of repeat credit hours):	<b>3</b>
f. <b>Prerequisite/Corequisites/Restrictions/Cross-listings:</b> If none, simply indicate with N/A (Not Applicable):	<b>BISM 1200 and ENGL 1102 or ENGL 1103</b>
g. <b>Co-requisite</b> (include subject prefix and course number):	<b>none</b>
h. <b>Cross-listings</b> (e.g., PSYC 2230 and SOCY 2230):	<b>none</b>
i. <b>Grade Type:</b> Indicate whether students will be assigned a standard A-F final grade or Credit/No Credit (CR/NCF) grade:	<b>Standard</b>
j. <b>Required Course or Elective Course:</b>	<b>Required</b>
k. <b>Course Fees</b> (Indicate amount):	<b>UG-T1BE-BILL \$12</b>

2. **New Course Supplemental/Supporting Documentation:** **SEE Appendix B**

- a. **Course Catalog Description:** Include, as an appendix, a course catalog description written in complete sentences that will be published in the university catalog. The word length for a catalog description should be less than 80 words. Do not include any prerequisites, corequisites or any other restrictions in the description.
- b. **Course Learning Outcomes (CLO's):** These should be stated in terms of what new knowledge and/or skills students should be able to demonstrate upon successful completion of the course. Present course learning outcomes as a bulleted list predicated with "Upon successful completion of this course, students should be able to..."
- c. **Course Outline:** Attach a course outline consisting of at least two levels.
- d. **Assessments:** Describe generally how student's achievement of the course learning outcomes will be assessed

3. **Shared Course:** If this is a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for course being shared. **N/A**

G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in

**The net gain or loss of hours is zero. BSBA 2800 will replace BISM 2800 in the following programs within the School of Business & Aviation:**

- B.S. in Business Administration**
- B.S. in Healthcare Management**
- B.S. in Information Systems Management. This course will supplant the BSBA 2299 - SPTP: Business Communications course identified in Curriculum Proposal #19-20-21.**

### III. RATIONALE FOR THE PROPOSAL

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

**No quantitative data, as such, was used in arriving at a decision to alter the outcome, content and prefix for this course. Please see below.**

- B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

**The faculty of the School of Business & Aviation has discussed for some time changes needed in the BISM 2800 course to include more emphasis on oral and written communications and less on technology. This effort was catapulted into reality upon removal of the BISM 2800 course from the Information Systems Management program. Removal of this course resulted in the need to develop a replacement course for business communications within the business common core.**

**Further, in 2019, Accreditation Council for Business Schools and Programs (ACBSP), the specialized accrediting body for programs within the School of Business & Aviation, added business communications as a component of “The Business Environment” within the Undergraduate Common Professional Component (CPC). The addition of this CPC standard for accredited programs is now a requirement fulfilled with the addition of a business communications course in the business common core. The equivalent of 30 coverage hours, or two-thirds of a three (3) credit-hour course (or equivalent) must be included in accredited programs. The addition of this proposed new course to our common business core is the most effective means to achieve this standard.**

### IV. APPROVAL

Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal. **NOT APPLICABLE**

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature

- V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

VI. ADDITIONAL COMMENTS.  
None

**APPENDIX A**  
**B.S. Degree in Business Administration**  
**Business Core**  
**Current Program**

Note: The courses identified below reflect only the Business Core for the B.S. in Business Administration. This degree offers concentrations in Economics, Finance, Business, Management, and Marketing.

<b>Required Business Core Courses (45 Credit Hours)</b>		
<b>Course Prefix &amp; Number</b>	<b>Course Name</b>	<b>Credit Hours</b>
BISM 1500	Business Information Tools	3
BISM 2000	Management Information Systems	3
<b>BISM 2800</b>	<b>Corporate Communications and Technology</b>	<b>3</b>
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
BSBA 2211	Principles of Macroeconomics	3
BSBA 2212	Principles of Microeconomics	3
BSBA 2220	Fundamentals of Accounting	3
BSBA 2221	Introduction to Financial Management	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economic Statistics	3
BSBA 3320	International Business	3
BSBA 4415	Strategic Management and Policy	3
BSBA 4420	Business Ethics and Corporate Accountability	3
MATH 1530	College Algebra (or higher math)	3

**APPENDIX A**  
**B.S. Degree in Business Administration**  
**Business Core**  
**Proposed Program**

Note: The courses identified below reflect only the Business Core for the B.S. in Business Administration. This degree offers concentrations in Economics, Finance, Business, Management, and Marketing. *The course number for BSBA 2800 has been approved for use by the Registrar's office.*

<b>Required Business Core Courses (45 Credit Hours)</b>		
<b>Course Prefix &amp; Number</b>	<b>Course Name</b>	<b>Credit Hours</b>
BISM 1500	Business Information Tools	3
BISM 2000	Management Information Systems	3
<b>BSBA 2800</b>	<b>Business Communications in a Digital Age</b>	<b>3</b>
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
BSBA 2211	Principles of Macroeconomics	3
BSBA 2212	Principles of Microeconomics	3
BSBA 2220	Fundamentals of Accounting	3
BSBA 2221	Introduction to Financial Management	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economic Statistics	3
BSBA 3320	International Business	3
BSBA 4415	Strategic Management and Policy	3
BSBA 4420	Business Ethics and Corporate Accountability	3
MATH 1530	College Algebra (or higher math)	3

**APPENDIX B**  
**B.S. Degree in Business Administration**  
**Business Core**  
*BSBA 2800 – Business Communications in a Digital Age*

a. **Course Catalog Description:**

Students in this course study the principles, strategies, and techniques of effective contemporary written, oral, and digital business communication. Emphasis is placed on reviewing grammar and mechanics as students create successful presentations and written messages including e-mails, memos, letters, mobile and social posts, reports, and résumés. Students learn productive techniques for business meetings, presentations, and interviews, as well as communicating professionally in an increasingly global, digital, and mobile workplace.

PR: BISM 1200 and ENGL 1102 or ENGL 1103

b. **Course Learning Outcomes (CLO's):**

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

1. Demonstrate the importance of communication in all aspects of business.
2. Improve oral communication skills.
3. Assess skills in writing the different types of business letters and reports.
4. Examine the importance of teamwork in today's digital era workplace and explain how to contribute positively to team performance.
5. Review and improve basic grammar skills used in business communication.
6. Develop skills in writing business memos.
7. Forecast new and improved techniques of computer/ technology skills when creating documents and presentation.

c. **Course Outline:**

See Course Map for course and module learning outcome alignment, required resources, course assignment and assessments for the following general topics:

- Business Communication in the Digital Age
- The Writing Process in the Information Age
- Workplace Communication
- Business Reports, Proposals, Best Practices
- Professionalism, Teamwork, Meetings and Speaking Skills
- Employment Communication

References to chapter assignments under "Required Resources" in the map below refer to *Essentials of Business Communications, 11e* (2019), by Mary Ellen Guffey and Dana Lowey. ISBN 978-1-337-38649-4



d. **Assessments:** Describe generally how student’s achievement of the course learning outcomes will be assessed.

<b>Module 1 Overview</b>					
Course Objectives	Module Objectives	Resources		Assessments/Assignments	
		Required	Optional	Required	Optional
Overview – Demonstrate the importance of communication in all aspects of business.	Grammar Review to determine entry level of basic grammar skills to be used in business communication.	Text Ch 1, 2, 3	Review videos on blackboard about WIX, Blackboard, Microsoft office, LinkedIn University-wide resources Grammar check-ups	Introduction (if safe, F2F, if not, recorded introduction) Discussion board types of business communication. Pretest – grammar review. Exam I (all essay)	
	Describe the four barriers to effective listening and clearly explain the steps to building one’s own listening skills			Exam I	
	List the features of nonverbal communications and provide one or more examples of nonverbal features reflected by someone in a professional situation.			Exam I	
	Analyze five common dimensions of culture, and explain how each one of those dimensions impacts the organization where you work/volunteer.			Exam I	
	Compare how the five cultural influences of communication impact the use of social media and communication technology of a college student.			Exam I	
	Identify strategies that help communicators overcome negative cultural attitudes and prevent miscommunication in today’s			Exam I	

	diverse, mobile, social-media-driven workplace.				
	Identify the 3 X 3 writing process			Exam I (application later in Job Shadowing report)	

<b>Module 2 Employment Communication and Writing, Team Work</b>					
Course Objectives	Module Objectives	Resources		Assessments/Assignments	
		Required	Optional	Required	Optional
Overview		Text, Ch 4, 5, 11, 12, 13,14	Review videos on Blackboard about job applications; how to write a resume; how to write a cover letter; how to answer a phone; how to answer a peer or superior. Review examples of resumes, cover letters, examples of online portfolios, Grammar check-ups.	Discussion Board	Practice online employment interviews
Improve oral communication skills. (II, III)	Name how speaking skills affect promotion and career success. List and describe five different types of presentations a business professional might make. Identify which effective three step organizational plan many speech experts recommend and explain why. Name eight techniques that can help with the effectiveness of your oral presentation. Name three ways to include credibility when speaking Define five traits and skills of professionalism. List the advantages of F2F over other communication channels. Name three business etiquette guidelines that promote positive workplace conversations.			Presentation Ungraded – Group Graded – Job Shadowing Exam II	
Assess skills in writing the different types of business letters and reports	Formulate seven types of typical formats. Differentiate the best steps in planning for an analytical and informational report. Compare organizational strategies and writing style required by different cultures.			Exam II	

Examine the importance of teamwork in today's digital era workplace and explain how you can contribute positively to team performance.	Assess what determines successful teaming (four steps.) Analyze positive and negative team behaviors. Demonstrate how to conduct F2F and virtual meetings, teaming. Debate the best steps in dealing with conflict.			Group presentation Individual group evaluations of members. Groups become content experts and teach the class. Group Discussion exercise.	
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<b>Module 3 Workplace Communication Writing and Oral</b>					
Course Objectives	Module Objectives	Resources		Assessments/Assignments	
		Required	Optional	Required	Optional
		Text 6, 7, 8, 9 ,10	Grammar Checks	Write a resume Write a cover letter Put up on online portfolio (WIX)	Linked In profile Electronic Interviewing video
Review and improve basic grammar skills used in business communication.	Identify proofreading problem areas and apply smart techniques for catching mistakes. Distinguish proofreading from revising. Name the difference between editing manually and digitally.			Grammar Reviews Job Shadowing interview. Job Shadowing Report Job Shadowing presentation Exam III	
Develop skills in writing business memos.	Synthesize three philosophies of business messages and argue which is better at allowing high fidelity and more concise messages. Identify three ways to make business writing clearer. Compare two things you can do to increase the readability of documents.			Letters Exam III	
Forecast new and improved techniques of computer /technology skills when creating documents and presentations.	Identify and compare five basic Microsoft programs and list their advantages in the workplace. Explain the 6 X 6 rule. Identify the digital delivery methods, and analyze which is the			Exam III	

	best for business presentations and why. Project what three new resources will help professional presentations.				
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