

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

Title of Proposal – Must begin with Department Abbreviation:

MGT 3100 Business Communication requirement can now also be met with ENGL 2880

moved in the fall 2013

Check One: Full Proposal or Information Item

Effective Date for Curricular Offering: Fall 2012

FROM: Lawrence Ettkin, Management Dept Head, Fletcher Hall 405, ext 4403, lawrence-ettkin@utc.edu

(proposal originator: include spokesperson's name, department, office number, telephone, e-mail)

Does this require new resources from the originating department or other department? Yes, see impact
Please attach explanation if yes.

Faculty of the originating department approved this proposal on October 31, 2011 (date),
by a vote of 12 aye votes; 0 nay votes; 0 abstentions; 3 eligible voting members absent

The following have examined this proposal:

Dept Head/Director: Lawrence Ettkin (printed name) [Signature] signature [X] approve _____ neutral _____ disapprove*

College Curriculum Committee Date: 11-3-11 Vote: 10-0-0 Signature of Chair: [Signature]

Spokespersons for Affected Departments:

<u>Joe Wilfenth, English 11/9/11</u> (name, department, date)	<u>[Signature]</u> signature	<u>[X]</u> approve	<u>_____</u> neutral	<u>_____</u> disapprove*
<u>Stan Davis, Marketing & Entrop 11/16/11</u> (name, department, date)	<u>[Signature]</u> signature	<u>[X]</u> approve	<u>_____</u> neutral	<u>_____</u> disapprove*
<u>Brendy Bruckman, Finance 11/17/11</u> (name, department, date)	<u>[Signature]</u> signature	<u>_____</u> approve	<u>_____</u> neutral	<u>_____</u> disapprove*
<u>_____</u> (name, department, date)	<u>_____</u> signature	<u>_____</u> approve	<u>_____</u> neutral	<u>_____</u> disapprove*
Dean/Director: <u>Robert Dooley</u>	<u>[Signature]</u> signature	<u>[X]</u> approve	<u>_____</u> neutral	<u>_____</u> disapprove*
University Registrar: <u>Linda Orth</u> (printed name)	<u>[Signature]</u> signature	<u>_____</u> approve	<u>_____</u> neutral	<u>_____</u> disapprove*
Provost: <u>Phil Oldham</u> <u>J. Saunders</u> (printed name)	<u>[Signature]</u> signature	<u>[X]</u> approve	<u>_____</u> neutral	<u>_____</u> disapprove*

*Those who disapprove may attach an explanation

ACTIONS on this proposal:	Curriculum Committee	Faculty Senate
Date the proposal was considered	<u>1.26.12</u>	<u>_____</u>
Vote of the body:	<u>9-0-1</u>	<u>_____</u>
Accepted as information item (indicate date)	<u>_____</u>	<u>_____</u>
Approved as submitted (indicate date)	<u>1.26.12</u>	<u>_____</u>
Approved with amendments (amendments indicated and transmitted to all signatories above, date):	<u>_____</u>	<u>_____</u>
Signature of Chair:	<u>[Signature]</u>	

Proposal to Require MGT 3100 or ENGL 2880

Proposal:

College of Business students may take either MGT 3100 or ENGL 2880 to meet the intensive writing requirement.

Management 3100 – Business Communication

Course Description: 3 credit hours: Principles of writing, grammar, rhetoric, and oral presentations are applied to business communication. Mechanics that include organization, methods of development, paragraph length, sentence style, and vocabulary of professional and business letters, memoranda, and reports. Every semester. Prerequisites: ENGL 1020 with a minimum grade of C, MGT 1000, THSP 1090, and a minimum of 50 earned hours or department head approval.

-OR-

English 2880 – Professional Writing

Course Description: 3 credit hours: An introduction to the variety and forms of workplace discourse. Emphasis on composing documents such as memos, letters, résumés and reports; planning and managing short- and long-term writing projects; integrating oral and written communication; and using new communication technologies. Fall and Spring semesters. Prerequisite: ENGL 1020 with a minimum grade of C or department head approval.

Rationale:

By moving the bulk of our students into the English course, we will be better able to focus on our core competencies. For English faculty, this is their core competency. We currently teach approximately 425 students, or 1,275 Student Credit Hours, per academic year (based on Spring, Summer and Fall 2011 class loads). To accomplish this with current staffing levels and also meeting AACSB accreditation requirements, class sizes have been increased to as many as 60 students per section. This is an unrealistic load, and for an intensive writing class, prevents the one-on-one interaction with each student that is necessary to teach good writing skills. The English department classes are sized more appropriately. This action will move our AQ/PQ ratio (Academically Qualified faculty vs. Professionally Qualified faculty) more in line with AACSB requirements. This shift will aid that process.

Impact:

This would directly affect the English Department and the Management Department as well as the students.

English:

Additional sections of the English 2880 would be needed to accommodate the approximate 425 students per year.

Management:

Moving these students toward the English department (and therefore out of Management classes) will enable us to better meet the AQ/PQ guidelines set forth by AACSB. While writing is not considered a core competency to be taught by COB faculty, it is still critical that our graduates are able to write well. This shift will enable our students to learn these skills while allowing the department to meet AACSB standards.

Students:

Since Management 3100 is a “3000-level” class and English 2880 is “2000-level”, students will have to ensure that they have enough 3000-level hours for graduation. There are fewer prerequisites for English 2880 so they could take it directly after Freshman English, while those skills are fresh in their minds.