

BUSINESS COMMUNICATION:

In Workflow

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Approval Path

1. Wed, 16 Feb 2022 22:33:16 GMT
Paula Lentz (ginderpj): Approved for BUSCOM Chair
2. Thu, 17 Feb 2022 02:38:39 GMT
Jean Pratt (prattja): Approved for COB Dean PreCurrComm (PIM)
3. Mon, 21 Feb 2022 19:35:52 GMT
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New Program Proposal

Date Submitted: Wed, 16 Feb 2022 22:32:02 GMT

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Changes proposed by: Paula Lentz (ginderpj)

Preparer(s)

Preparer Name:

Paula Lentz

Program Level

Undergraduate

Program Type

Major

Degree Type

BBA

Name of Program

Business Communication

Major Type

Comprehensive

Administrative Department

Business Communication

College

Business

Effective Catalog Year

2023-2024

Is this content intended to be shared across multiple programs/catalog pages?

No

Catalog Placement Notes

The placement in the catalog would be in the College of Business array under Business Communication.

Program Requirements (Includes Course Lists):**Program Requirements (Includes Course Lists):**

Code	Title	Credits
BUSCORE Courses		29
ACCT 201	Introduction to Accounting	3
BCOM 206	Business Writing	2
BCOM 207	Business Presentations	2
IS 240	Information Systems in Business	3
BSAD 300	Equity, Diversity, and Inclusion in the Workplace	1
BSAD 305	Legal and Regulatory Environment	3
FIN 320	Principles of Finance	3
MKTG 330	Principles of Marketing	3
MGMT 340	Organizational Behavior	3
MGMT 341	Operations Management	3
MGMT 449	Strategic Management in a Global Business Environment	3
BCOM Required Courses		16
BCOM 200	Business English and Document Editing	2
BCOM 201	Technology for Business Communication	2
BCOM 306	Advanced Business Writing	2
BCOM 307	Advanced Business Presentations	2
BCOM 308	Technology for Business Communication	2
BCOM 309	Communicating in Workplace Relationships	2
BCOM 401	Data Visualization & Communication	2
BCOM 405	Advanced Business Communications	2
CoB Elective Courses		6
BSAD 180	Foundations for Success in Business	3
HCAD 101	Introduction to Health Care Administration	1
IS 455	Project Management	3
MGMT 345	Managing Global Organizations	3
MGMT 347	Risk Management and Insurance	3
MGMT 349	Human Resource Management	3
MGMT 445	Compensation Theory and Administration	3
MGMT 446	Advanced Organizational Behavior	3
MGMT 455	Industrial Relations	3
MGMT 459	Advanced Human Resource Management	2
MGMT 461	Lean Manufacturing Systems and Concepts	3
MKTG 332	Integrated Marketing Communications	3
MKTG 334	Marketing Research	3
MKTG 337	Professional Selling	3
MKTG 338	Marketing & Sales Analytics	3
BCOM 399	Independent Study - Juniors	1-3
BCOM 490	Internship in Business Communication	1-3
BCOM 491	Selected Topics in Business Communication	1-3
BCOM 495	Directed Studies	1-3
BCOM 499	Independent Study - Seniors	1-3
Additional Elective Courses		9
ART 108	Foundations: Two-Dimensional Design	3
ART 275	Principles of Typography	3
ART 312	Digital Imaging and Design	3
ART 374	Visual Communication Design ¹	3
ART 375	Digital Design I: Website Development ²	3
CJ 205	Listening	3
CJ 241	Audio and Video Production Process	3
CJ 250	Introduction to Organizational Communication	3
CJ 260	Introduction to Integrated Strategic Communication	3

CJ 280	Visual Communication	3
CJ 307	Small Group Communication	3
CJ 350	Human Resource Development	3
CJ 351	Strategic Event Planning	3
CJ 407	Leadership Communication	3
CS 318	Fundamentals of Web Page Design	3
CS 319	Introduction to Web Programming	3
CS 320	Web Database Design and Implementation	3
CS 321	Web Design and Development	3
ENGL 212	Histories and Theories of Rhetoric	3
ENGL 307	Editing and Publications Management	3
ENGL 313	Technical Writing	3
ENGL 315	Visual Rhetorics of Science, Technology, and Culture	3
ENGL 316	Rhetorics of Social Justice	3
ENGL 397	Writing Center Theory & Practice	3
ENGL 409	Grant Proposal Writing	3

1

ART 374 receives no elective credit if taken after CJ 280; CJ 280 receives no elective credits if taken after ART 374. In other words, students can count one class or the other as elective credits but not both.

2

ART 375 receives no elective credit if taken after CS 321; CS 321 receives no elective credit if taken after ART 375. In other words, students can count one class or the other as elective credits but not both.

Additional Program Requirements (If Applicable)

Additional Program Requirements (If Applicable)

Proficiency or support courses required for College of Business Students: 17 credits

ECON 103: Principles of Microeconomics: 3 credits

ECON 104: Principles of Macroeconomics: 3 credits

MATH 109: Algebra for Calculus: 4 credits (MATH 109 (<https://catalog.uwec.edu/search/?P=MATH%20109>) or beyond, or competency to enter MATH 111 (<https://catalog.uwec.edu/search/?P=MATH%20111>))

MATH 246: Elementary Statistics: 4 credits

ACCT 214: Managerial Accounting: 3 credits

Additional Admission Requirements Unique to Program (If Applicable)

Additional Admission Requirements Unique to Program (If Applicable)

N/A

Other Catalog Notes/Restrictions (If Applicable)

Other Catalog Notes/Restrictions (If Applicable)

N/A

Learning Outcomes

Please state the Learning Outcomes for this New Program:

	Description
Outcome 1	Business Core: Students apply knowledge of core business concepts through their written, oral, visual, and technology-mediated communication.
Outcome 2	Written Communication: Students will construct business documents (e.g., emails, memos, letters, reports, proposals, manuals, instructions) appropriate to audiences, multimodal contexts, and purposes using standard business document formats and business rhetoric.
Outcome 3	Oral Communication: Students will demonstrate effective oral communication in business contexts (e.g., individual presentations, meetings, seminars, roundtable discussions, interviews, interpersonal settings) appropriate for business audiences and stakeholders using multiple modalities and business rhetoric.
Outcome 4	Visual Communication: Students will evaluate, create, and curate visuals (e.g., charts, graphs, dashboards, infographics) to effectively and efficiently communicate business data in multiple modalities.

Outcome 5 English grammar, mechanics, and punctuation: (a) Students will demonstrate proficiency in the rhetorical application of business-English grammar, usage, mechanics, and punctuation. (b) Students will create and apply style guides to business documents.

Outcome 6 Technologies and Software: Students will critically engage with technologies and software such as productivity software (e.g., Microsoft Office, Adobe Creative Suite), social media platforms, and virtual communication platforms (e.g., Zoom, WebEx, MS Teams) to communicate effectively in business contexts.

Summary and Rationale

Target Audience(s)

This degree is foremost a business degree. 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. This major targets the student who wants to combine their interests in business and communication.

Evidence of long-term need

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 review of job postings on LinkedIn, Glassdoor, ZipRecruiter, and Monster reveals thousands job postings under the title of internal communication specialists that require extensive knowledge of both business and communication, as the primary job of the internal communications specialist is to coordinate, create, and disseminate communication among an organization’s employees within and across the functional areas in the organization (e.g., marketing, accounting, finance, manufacturing/operations, the c-suite, shareholders); they may also engage in external communication with customers, vendors, and other stakeholders.

The average salary for an internal communications specialist in the United States is \$72,000/year; \$57,908, in Wisconsin. However, the salary is industry-dependent, with those who work in fields such as finance or manufacturing averaging \$84,066 per year and \$77,334, respectively, and those in the hospitality industry averaging \$56,303. The demand for internal communications specialists is expected to grow by 6% (17,600 new jobs) between 2018 and 2028.

Likewise, positions in this field are predicted to grow as organizations prioritize employee engagement; retention; change management; technology; internal communication systems; and integrated functions in marketing, human resource, finance, sales, and research and development. Careers in related fields, for which a student earning a BBA-BCOM would be qualified, such as corporate communications (e.g., public relations, technical communication) are predicted to grow 14% between now and 2030. In addition, because the BBA-BCOM is a business degree, students could also seek general management positions, which are expected to grow 9% from 2020–2030.

As College of Business enrollments increase, the business communication major would add to its array of offerings. The workplace demands the skill set in the business communication major, and UW-Eau Claire is well positioned to provide it. This program also lets UW-Eau Claire demonstrate its tradition of offering responsive, relevant, and distinguished degree programs.

SOURCES:

Zippia. “Average Internal Communication Specialist Salary.” Zippia, 18 Aug. 2021, <https://www.zippia.com/internal-communications-specialist-jobs/salary/> (accessed 21 Jan 2022).

Zippia. “How to Become an Internal Communications Specialist.” Zippia, 18 Aug. 2021 <https://www.zippia.com/internal-communications-specialist-jobs/> (accessed 21 Jan 2022).

The MyHub Team. “Internal Communications Jobs: What Internal Communications Specialists Can Offer Your Company.” (2017) MyHub, <https://www.myhubintranet.com/internal-communications-jobs/> (accessed 8 July 2021).

U.S. Bureau of Labor Statistics. “Media and communication occupations.” Occupational Outlook Handbook. <https://www.bls.gov/ooh/media-and-communication/home.htm> (accessed 21 Jan. 2022).

U.S. Bureau of Labor Statistics. “Management occupations.” Occupational Outlook Handbook. <https://www.bls.gov/ooh/media-and-communication/home.htm> (accessed 21 Jan. 2022). <https://www.bls.gov/ooh/management/home.htm>.

Anticipated Enrollment

New student enrollment is based on a conservative estimate of 15% of students who previously applied under either Business Pre-professional (aka Business Undecided) or Business Administration (BSAD), 15% of students who would historically discover the BCOM certificate after applying for a management or marketing degree but who would now pursue a BCOM major, and 6.3% of the BSAD and Business Undecided students who historically drop out of school. These are all typically students who know they want to be in Business but don’t see a major aligning with their business-focused communication interests. By the end of Year 5, it is expected that 145 students will have enrolled in the program and 75 students will have graduated from the program. The average student retention rate is projected to be 82%, based on the 82% average retention rate in the College of Business. Continuing student numbers will continue to increase as students either discover the Business Communication major and convert to it or add it as a second major to another COB degree.

YEAR 1 (2023)

New Students: 25

Continuing Students: 8

Total Enrollment: 33

Graduating Students: 0

YEAR 2 (2024)

New Students: 47

Continuing Students: 21

Total Enrollment: 48
 Graduating Students: 15
 YEAR 3 (2025)
 New Students: 29
 Continuing Students: 33
 Total Enrollment: 62
 Graduating Students: 17
 YEAR 4 (2026)
 New Students: 31
 Continuing Students: 44
 Total Enrollment: 75
 Graduating Students: 20
 YEAR 5 (2027)
 New Students: 33
 Continuing Students: 54
 Total Enrollment: 87
 Graduating Students: 23

Alignment with university mission

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). The BBA degree in business communication program will contribute directly to UW-Eau Claire's mission to offer rigorous, distinctive programming. Business communication courses routinely incorporate community-based projects or service-learning opportunities; therefore, the major will also help the university fulfill the goal of its Academic Master Plan to offer high-impact practices.

In implementing the strategic plan, UW-Eau Claire has established four guidepost goals that a BBA-Business communication major is positioned to help achieve:

- 100% of our students will participate in high-impact practices (HIPS). The current Advanced Business Communication Certificate offers community-based course work, internships, and opportunities for faculty-student research collaboration. Offering a BBA-Business Communication would only increase our ability to offer HIP opportunities to a wider array of students in a greater number of course offerings.
- 90% of students will be retained to year two. As mentioned above and in the budget narrative, we are going to attract plus retain those business students who would have otherwise dropped out of the university because they were unable to find a major that aligned with their combined interests in business and communication.
- 50% students will graduate in four years. Students could complete a BBA-Business communication degree in four years by taking 15 credits each fall and spring semester.
- 20% students of color and eliminate the opportunity gap. The BBA-Business Communication program would enthusiastically participate in College of Business and university-wide initiatives to attract students of color and eliminate the opportunity gap.

Statement of benefits to students

This major offers many benefits to students. As mentioned in the full authorization, a growing field is that of the internal communications specialist; other related fields such as corporate communications are also growing. The program contains a unique combination of broad principles of business via the BUSCORE requirement, coupled with specific courses exposing students to current best practices and critical thinking skills to advance the field of business communication in its multiple modalities: written, oral, visual, and technology-mediated. Likewise, it offers opportunities for high-impact practices through internships and course-based community projects.

A business communication degree would be the only business degree in the UW System that specializes in business workplace communication. It would provide a unique academic space for students to study oral, written, visual, and technology-mediated communication purely in a corporate and commercial context. Business communication focuses on the creation of business messages required for businesses to operate successfully. It includes both strategic and transactional communication that all businesspeople use.

Department(s), program(s), college(s), and university predecessor programs

This program requires the 29-credit business core, as do all other CoB majors.

Relationship to existing programs

UW-Eau Claire offers majors in organizational communication and integrated strategic communication as well as a major in rhetorics of science, technology, and culture (which focuses primarily on written communication). While these programs study rhetorically grounded frameworks for how communication creates, enables, and constrains the process of organizing and communicating, they do not emerge from a foundation of business theory and practice. None of these programs are business degrees. They do, however, offer a rich elective array that would provide a complementary skill set, theoretical foundation, and support for students in the BBA-BCOM major.

Resources

Does the department have the necessary staffing to offer this program?

Yes

Explain need for student support, library resources, etc.:

Students will need the support of resources that already exist on campus for all other students (e.g., library).

Describe funding needs to initiate and maintain the program, including source(s) of funding and any needed resource reallocation:

Currently, we have the resources to initiate and maintain the program with our projected enrollments. If our program expands, we would anticipate needing additional faculty and/or academic staff lines.

Proposed frequency of offering for courses included in the program:

All courses will run at least once a year, with courses such as BCOM 206 and BCOM 207 offered in all terms.

Proposed arrangements for ongoing faculty advising for students in the program

Consistent with College of Business and university practice, all students will be assigned a faculty advisor. BCOM faculty have been serving as faculty advisors for business administration and business-undecided students and are familiar with the faculty advisor role.

Provide justification that this program is not a duplication of another program that is currently being offered

We have consulted with our colleagues on the UW-Eau Claire campus in the Communication and Journalism and English departments and have verified that our programs are complementary, not competing.

If applicable, select impacted departments:

Departments

Communication and Journalism

Computer Science

Art and Design

English

Describe impacted courses or programs in other areas of the university:

Other departments/programs are impacted regarding the use of their courses as part of the elective array for the BCOM major. As mentioned, we have consulted with our colleagues on the UW-Eau Claire campus in the Communication and Journalism and English departments to verify that our programs are complementary, not competing, and have confirmed the listing of their department courses in our elective array. We have also consulted with the Computer Science and Art and Design departments to confirm the listing of the departments' courses in our elective array.

Attachments

Attach Notice of Intent (NOI)

BCOM UWEC BCOM NOI FNL.docx

Attach Request for Authorization to Implement

Final-BCOM-UWEC-AUTHORIZATION.docx

Attach File

BCOM-BOR-Cost-and-Revenue-Projections-for-Newly-Proposed-Program (1).xlsx

BCOM_UWEC_BUDGET-NARRATIVE-Cost-Revenue-Projections.docx

Key: 389