

Academic Senate
Agenda for the Meeting of
Tuesday, March 4, 2014
IRC 120
10:00 - 11:50 am

1. Call to Order and Roll Call
2. Approval of Minutes
 - A. February 4, 2014 minutes
3. Open Forum
4. Reports
 - A. Senate President – Khagendra Thapa
 - B. Senate Vice President – David Marion
 - C. Senate Secretary – Melinda Isler
5. Committee Reports
 - A. University Curriculum Committee – Sandy Alspach
 - B. Student Government – Andrew Kalinowski
 - C. General Education – Fred Heck
 - D. Senate Elections – Charles Bacon
6. New Business
 - A. New Major - Sports Communication – Sandy Alspach
 - B. New Degree – Bachelor of Science in Public Health – Sandy Alspach
 - C. New Minor – Lean Healthcare – Sandy Alspach
8. Announcements
 - A. FSU President - David Eisler
 - B. Provost – Fritz Erickson
 - C. Senate President – Khagendra Thapa
9. Open Forum
10. Adjournment

**Minutes
Ferris State University
Academic Senate Meeting
IRC 120
February 4, 2014**

Members in Attendance: Abbasabadi, Alspach, Amey, Bacon, Barnes, Boncher, Brandly, Bajor, Cook, Dakkuri, Daubert, Dinardo, Drake, Fox, Griffin, Groves, Hanna, Harlan, Ing, Isler, Jenerou, Klatt, Marion, Nagel, Peircey, Potter, Richmond, Schmidt, Thapa, Todd, Tower
 Members absent with cause: Yowitz, Baker, Berghoef
 Members absent: Wancour, Jiao, Nazar, Rumpf
 Ex Officio and Guests: Adeyanju, Blake, Damari, Durst, Eisler, Erickson, Garrison, Heck, Teahen, Kalinowski, Cook, Reifert, Karafa, Schult, Goosen, Leone.

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| 1. | President Khagendra Thapa opened the meeting at 10:03 a.m. |
| 2. | Approval of Minutes. Senator Brandly moved to approve the January 14, 2014 minutes Senator Alspach seconded. Secretary Isler noted some editorial corrections. Motion passed. |
| 3. | Open Forum A. Dean Garrison spoke of a weeding project of print journals. He encouraged faculty to look at the lists at http://ferris.libguides.com/Withdrawals2014 and give input to their liaisons. B. Senator Alspach noted that Gilbert Bransford will be speaking on sports statistics on Tuesday February 11 as part of the Sports Speaker Series. C. Senator Groves expressed concerns with the functionality of Blackboard as an LMS. Senator Cook suggested Senator Groves check with the EMAT committee. D. Senator Todd asked about the process for the selection of APRC/UCC chair. He asked if a similar process was used for the appointment of Matt Wagenheim in 2011. President Thapa said a message has been sent out to encourage applications and the executive committee will select and vote on candidates. E. Senator Cook asked about a change in the athletic advisory committee being put on the committee. |
| 4. | Officer Reports A. President Thapa noted the Provost had send out an email encouraging participation in the strategic plan review process. And that a new task force chaired by Terry Doyle was looking into the issue of faculty evaluation and SAIs. B. Vice-President Marion had no report. C. Secretary Isler gave a clarification of how the numbers of senators were calculated for the Senate election reports. This was done using the charter wording in article III, Section one which states that “full-time board appointed instructional faculty” are members of the unit. The decisions on the numbers were not made by the Elections Chair, Charles Bacon. Senator Hanna asked for clarification on numbers from Engineering Technology. Secretary Isler said she would check the lists and report back to him. |
| 5. | Committee Reports. A. Chair Alspach said that some proposals were caught in the pipeline but there would be proposals that would be coming up in the March meeting. B. Student Government President SAndrew Kalinowski thanked the Senators for their recruitment and said there are 14 additional prospective Student Government members. Unfortunately, most of them are still from RSos. They are considering reviving the legal advice program and looking for comments on the readership program. Senator Hanna suggested including other papers than the Washington Post and New York Times. Senator Drake asked about whether or not Legal Aid could be of assistance in providing services to students C. General Education Task Force Chair Fed Heck said that there were three applicants for General Education Coordinator (Amy Buse, Cliff Franklund and Matt Wagenheim) and the interview process was underway. D. Senate Elections Report. Charles Bacon gave the Senate Elections report. There was discussion about the definition of full-time faculty. Senator Hanna objected in that he did not realize this is what was voted on in the ratification of the most recent charter in Spring 2010. Senator Dakkuri said that he does not |

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| | <p>agree with this interpretation of the charter which was not the intent of the framers who intended it to be tenure-track faculty. Senator Griffin said there was extensive discussion as part of the Charter revisions in 2010 and it was all voted on properly. Senator Dakkuri said the Executive Committee should be meeting shortly to fix the situation. Senator Griffin said that would be a violation of the charter if fixed outside the charter amendment process and would constitute an invalid election. Senator Schmidt acknowledged the importance of following charter amendment processes but questioned why this change was being made in this election and not just run on past practice. He asked Provost Erickson for a definition to board appointed faculty and Erickson responded that he the board does have the ultimate authority to appoint faculty. President Eisler was unsure of the definition of board appointed faculty but would review it. Senator Alspach pointed out the increase in Arts and Sciences actually came from a growth in enrollment. Senator Schmidt said non-tenure track do not have the investment in the university. Senator Dakkuri said that they are not even full year members. Secretary Isler said that the way the numbers were calculated only full-time, 9 or 12 month faculty appointments. Senator Cook pointed out that if numbers go down, any college would lose the gain in members the following year. Senator Piercey said that it appears that is the way the Charter reads.</p> |
| 6A | <p>Polymers Materials Minor Senator Alspach moved to approve this new minor. Senator Griffin seconded. Motion passed. Senator Marion asked if a motion could be added to the agenda about the Athletic Advisory Committee.</p> |
| 7B. | <p>Motion to change selection of Athletic Advisory Committee to spring. Senator Marion moved to change this date. Senator Dakkuri seconded. Senator Cook said this move would allow consistency in membership and all the committee to more efficiently complete its work. Motion passed.</p> |
| 7A | <p>Microsoft 365 Presentation. Mr. Jim Cook from Information Technology Services gave a PowerPoint presentation on the migration of email from LotusNotes to Microsoft 365. He then took questions. Senator Griffin made a comment to Mr. Cook that he had been unable to register for training. In the end he had called TAC and they had managed to get him in, but he was not the only faculty member he knew of who had that issue. Mr. Cook said he was not aware of these issues but would check into them. Senator Cook asked about an issue where emails/names did not match up with the published directory and would they after changing a preferred name. Mr. Cook said it will match in the 365 system but his area does not handle the published campus directory. They are working on the 28 pairs of matching names. Senator Marion asked about the OWA app and the paid apps available. Mr. Cook said no one should need to pay money for an app and should call if they need assistance to find the free app. Senator Dakkuri asked if faculty registered for Lynda.com if they would still have access to AtomicLearning. Mr. Cook said those were separate systems and yes. Senator Dakkuri asked if the change in official name could also change the MyFSU id. Mr. Cook said that no, there were no changes planned for the MyFSU id. Senator Piercey said if one's preferred name did not change, could they just leave it as it is and get emails? Mr. Cook said yes. Senator Schmidt asked if a person had changed the alias because of underscores, and were unsure of their actual official name, what should be done. Mr. Cook suggested putting in all possibilities as an alias. Senator Schmidt also asked if Contacts within FSU would need to be manually changed to fix the /FSU issue. Mr. Cook said yes. Senator Alspach asked when Microsoft 2013 would appear as an icon on all computers. Mr. Cook said it should be on computers but if not clicked on by a certain date, it will automatically install. Senator Cook said she never saw the icon but her computer updated. President Eisler noted that computers running on WindowsXP would not get the icon as they cannot be upgraded to 2013 without upgrading the operating system to Windows. Senator Marion asked what if the icon was accidentally deleted out on a MAC. Mr. Cook suggested calling TAC to resolve the issue.</p> |
| 8. | <p>Announcements</p> <p>A. President Eisler thanked the Senators for all they do. He noted that the university was rolling out a new emergency text messaging service and thanked the counseling center for their university wide message after the shooting incident. He said the Commission on the Future was well attended despite the weather and he was impressed with the involvement of program advisory board members (over 900). He also discussed the Governor's budget which has discussed higher education and has a one-time surplus.</p> <p>B. Provost Erickson said he continues to hold forums to get input for the strategic plan. He is close to a final</p> |

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| | <p>draft which may be done by Spring Break. He said that Deans Council was dealing with budget issues (around \$500,000 instead of a million) and chose to take the cuts across the board. He also said the Associate Provost for Online is finishing up interviews and has a good pool. Senator Bacon asked if this person will address online learning issues such as A&B course listings and centralization of policies from deans. Provost Erickson said that they are looking for predictability in enrollment but deans will continue to have discretion. Senator Alspach said what was a guaranteed class last year is not a possibility this year in Arts and Sciences. There are no guarantees. Provost Erickson noted what students seem to want are some upper level classes which would have smaller enrollments. Senator Tower asked for a start date for the new Associate Provost. Provost Erickson said he would have the individual start as soon as possible but realistically it would be summer.</p> <p>C. President Thapa had no report.</p> |
| 9. | <p>Open Forum</p> <p>A. Senator Drake said that the Math Counts day would be on Friday February 7, 2014.</p> |
| 10. | <p>Senator Marion moved to close the meeting at 11:28 a.m. Senator Cook seconded, motion passed.</p> |
| | |

Respectfully submitted,
Melinda Isler
Secretary



FERRIS STATE UNIVERSITY
COLLEGE OF HEALTH PROFESSIONS

Proposal for a New Degree Program
Bachelor of Science in Public Health

Submitted to
The University Curriculum Committee

February 2014

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PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: New Degree Program: Bachelor of Science in Public Health

Initiating Individual: Matthew Adeyanju Initiating Department or Unit: College of Health Professions

Contact Person's Name: Julie Coon e-mail: coonj@ferris.edu phone: Ext. 2273

XX Group I - A – New degree, major, concentration, minor, or redirection of a current offering

Group I - B – Deletion of a degree, major, concentration, or minor

Group II - A – New Course, modification of a course, deletion of a course

Group II - B – Minor curriculum clean-up

Group III – Certificates (College Credit Non-Credit)

Group IV – Other Site Locations (College Credit Non-Credit)

CHP 1/28/14 *Jim D. Kames*

34 Support +
0 Support w - Concerns
0 No Support

| | Signature | Date | Vote/Action * Number count ** |
|--|-------------------------|---------|---|
| Program Representative ** | <i>Julie A. Coon</i> | 1/6/14 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support <input type="checkbox"/> Abstain |
| Department/School/Faculty Representative Vote ** | NA | | <input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support <input type="checkbox"/> Abstain |
| Department/School Administrator | NA | | <input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| College Curriculum Committee/Faculty | <i>Jim D. Kames</i> | 1/23/14 | 6 Support 0 Support with Concerns 0 Not Support 2 Abstain |
| Dean | <i>Matthew Adeyanju</i> | 1/3/14 | <input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support |
| University Curriculum Committee ** | | | <input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support <input type="checkbox"/> Abstain |
| Senate ** | | | <input type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support <input type="checkbox"/> Abstain |
| Academic Affairs | | | <input type="checkbox"/> Support <input type="checkbox"/> Hold <input type="checkbox"/> Not Support |

* Support with Concerns or Not Support must include identification of specific concerns with appropriate rationale.

** Number count must be given for all members present and/or voting.

| | | |
|-------------------------------------|---|---|
| To be completed by Academic Affairs | | Date/Term of Implementation: _____ |
| President (Date Approved) _____ | Board of Trustees (Date Approved) _____ | Academic Officers of MI (Date Approved) _____ |

6. Proposal Summary

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights.)

This is a proposal for the creation of a new Bachelor of Science in Public Health (BPH), which will be a new major in the College of Health Professions. The 2003 Institute of Medicine (IOM) report was the most significant source to recommend the importance of the need for undergraduate students to have access to public health education (Gebbie et al. 2003). Closely following the IOM report were other reports by the Association of Schools of Public Health, the Association of American Colleges and Universities, Association for Prevention Teaching and Research and many other national organizations also advocating for undergraduate training in public health. The Bachelor of Science in Public Health is an undergraduate degree that prepares students to pursue careers in public health within governmental, private or non-profit sectors in areas such as public health education/promotion, environmental health, community health, epidemiology, nutrition, health informatics, biostatistics, global health, maternal and child health, health economics, health services research, health policy and health planning and assessment to name a few. The public health system is a complex network of organizations that coordinate efforts to protect, promote, and improve the health of the population as a whole. While governmental public health agencies (i.e., Federal, State and local) play a pivotal role in the planning and delivery of public health services, many other organizations comprise the public health system, including health care providers and associations, community/faith-based organizations, businesses, and schools. According to Healthy People 2010 (a study of the U.S. Public Health Infrastructure), there is growing demand for public health professionals, which will exponentially increase with the advent of recently passed health care reform legislation (Affordable Care Act). Furthermore, the fields of Public Health offer intrinsically interesting subjects of study while also enabling students to address vital social issues and to do so with an awareness of global context. This integrative and intentionally designed public health program of study would therefore promote critical thinking and engagement with democracy among the students (IOM 2008).

The theme of Ferris Public Health programs (BPH and MPH) will be "rural public health" to focus on populations that are underserved by virtue of their geographic location in rural settings. The BPH program will consist of both traditional and accelerated tracks, with the accelerated track culminating in a Master of Public Health (MPH) degree within 5 years. (MPH Proposal to follow this BPH proposal) The BPH curriculum will be composed of the public health professional core (56 credits) and general education and selective elective courses (74 credits) for a total of 130 credits. The electives will be discipline-specific or inter-disciplinary/inter-professional courses and experiential learning in health-related activities, which will include service-learning, a capstone project and evidence-based practice in Public Health. The traditional program may also serve as a "+2" degree allowing students to transfer up to 60 credits of professional-related coursework into the degree. In addition, students at FSU may elect to use the electives to also fulfill qualification requirements for other health professions programs which would be complimented by a degree in public health. The program is designed to be offered both face to face and online. The BPH is a very rigorous academic program, with the admission requirements reflecting the quality of student who can be successful in this area of study:

Admission Requirements

1. Minimum ACT/SAT score of 20/1100 respectively (Traditional Track) or 27/1300 respectively (Accelerated Track)
1. Minimum GPA of 2.75 on a 4.00 scale (Traditional Track) or 3.0 on a 4.00 scale (Accelerated Track)
2. International applicants must submit a minimum paper or internet TOEFL score of 550/80 respectively
3. Completion of the pre-professional courses with minimal grades of "C" in all Biology, Chemistry and Math and CHP Core courses.

Within CHP, this degree will offer an alternative to several AAS programs where a BS degree is desired or as second degree or as an alternative to a clinical program a student finds is not a good fit or even as an alternative program that can be entered without a wait as is common with most of the CHP clinical programs where enrollment is limited. The BPH program will provide them with an alternative route to a degree thereby reducing time to degree completion and student debt. Outside of CHP there are other FSU pre-professional programs which would be highly complemented by this degree as preparation for a graduate health professions degree program. These programs may include, but not be limited to, pre-pharmacy, pre-optometry, pre-medicine and pre-dentistry. As with CHP students, these same pre-professional students may also elect to pursue the BPH and then the MPH if admission to their original program of choice does not occur. The advantage of this option is that a useful degree in a high demand discipline could be completed in lieu of a more generic preparatory degree that may not result in admission to a competitive graduate program or strong employment prospects upon completion. These options, as well as both the traditional and accelerated tracks are outlined on the Form D of this proposal.

6. Summary of Curricular Action (check all that apply to this proposal)

XX Degree XX Major Minor Concentration Certificate Course

New Modification Deletion

Name of Degree, Major, etc.: Bachelor of Science in Public Health (BPH)

6. Summary of All Course Action Required Contact Senate Secretary or UCC Chair if additional spaces are required.

6. Newly Created Courses to be Added to FSU Catalog:

| Prefix | Number | Title |
|--------|--------|--|
| PUBH | 200 | Introduction to Public Health |
| PUBH | 210 | Global Health & Public Health |
| PUBH | 300 | Health Promotion and Education |
| PUBH | 310 | Public Health Services in Rural Populations |
| PUBH | 320 | Nutrition & Health |
| PUBH | 330 | Environmental Health & Safety |
| PUBH | 340 | Mass Media & Technology Use in Public Health |
| PUBH | 350 | Epidemiology |
| PUBH | 400 | Health Care Services Administration & Management |
| PUBH | 410 | Infectious / Communicable Diseases Epidemiology |
| PUBH | 420 | Health Program Planning, Implementation & Evaluation |
| PUBH | 495 | Public Health Internship & Capstone |

b. Courses to be Deleted from FSU Catalog:

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|

c. Existing Course(s) to be Modified:

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|

d. Addition of existing FSU courses to program

| Prefix | Number | Title |
|--------|--------|---------------------------------|
| ENGL | 150 | English 1 |
| ENGL | 250 | English 2 |
| ENGL | 321 | Advanced English Composition |
| ENGL | 323 | Proposal Writing |
| COMM | 105 | Interpersonal Communication |
| COMM | 121 | Fundamentals of Public Speaking |
| COMM | 221 | Small Group Decision Making |
| BIOL | 121 | General Biology 1 |
| BIOL | 122 | General Biology 2 |
| BIOL | 108 | Medical Microbiology |
| BIOL | 205 | Anatomy & Physiology |
| BIOL | 375 | Principles of Genetics |
| CHEM | 121 | General Chemistry 1 |
| CHEM | 122 | General Chemistry 2 |
| PHIL | 320 | Biomedical Ethics |
| MATH | 115 | Intermediate Algebra |

| | | |
|------|-----|--------------------------------|
| MRIS | 103 | Medical Terminology |
| COHP | 101 | The U.S. Health Care System |
| COHP | 102 | Safety Issues in Health Care |
| COHP | 300 | Health Information Systems |
| COHP | 350 | Statistics for Health Care |
| COHP | 450 | Evidence-Based Health Practice |

*Electives may be selected from a variety of existing general education courses within the College of Arts and Sciences – See options noted on Form D

e. Removal of existing FSU courses from program

| | | |
|--------|--------|-------|
| Prefix | Number | Title |
|--------|--------|-------|

6. Summary of All Consultations

| Form Sent (B or C) | Date Sent | Responding Dept. | Date Received & by Whom |
|--------------------|-----------|-------------------------|-------------------------|
| B | 01/10/14 | Languages & Literature | 1/28/14 – J. Coon |
| B | 01/10/14 | Biological Sciences | 1/16/14 – J. Coon |
| B | 01/10/14 | Physical Sciences | 1/28/14 – J. Coon |
| B | 01/10/14 | Mathematics | 1/21/14 – J. Coon |
| B | 01/10/14 | Social Sciences | 1/17/14 – J. Coon |
| B | 01/10/14 | Humanities | 1/28/14 – J. Coon |
| B | 01/10/14 | DHMI | 1/15/14 – J. Coon |
| B | 01/10/14 | CRHA | 1/21/14 – J. Coon |
| B | 01/10/14 | College of Pharmacy | Pending |
| B | 01/10/14 | MI College of Optometry | Pending |
| B | 01/10/14 | College of Business | No response |
| C | 01/10/14 | FLITE | 2/03/14 – J. Coon |

6. Will External Accreditation be sought? (For new programs or certificates only)

XX Yes No

If yes, name the organization involved with accreditation for this program.

The Council on Education for Public Health (CEPH)

6. Program Check sheets affected by this proposal (check all that apply to this proposal)

- Add Course Delete Course Modify Course Change Prerequisite Move from required to elective
 Move from elective to required Change Outcomes and Assessment Plan Change credit hours

List all Check sheets affected by this proposal:

| | | |
|--------------------------|--|-----------------------|
| College | Department | Program |
| Health Professions (CHP) | Clinical Laboratory, Respiratory & Health Administration (CRHA) Department | BPH – New Check sheet |

Note: The Public Health Programs (BPH and MPH) will be temporarily placed in the CRHA Department, with the potential for a CHP departmental reorganization once the programs are established and fully enrolled.

CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.
2. The department must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original is returned to the Academic Senate office to be inserted into the proposal and a copy is returned to the initiator.

The department must acknowledge receipt of this form and the proposal in writing to the initiator.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyanju

Proposal Contact: Julie Coon Date Sent: January 10, 2014 (electronically)

Department: College of Health Professions Campus Address: VFS 200
(Please type)

Responding Department: Languages & Literature

Administrator: Debbie Courtright-Nash Received: 1-10-14 Date Returned: 1-28-14

Based upon department faculty review on _____ (date), we

- Support the above proposal. (see attached email response)
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

Here is the Form B. My apologies for the delay. We would be happy to discuss with you how we can meet your majors needs as you proceed.

Debbie
 ~~~~~  
 Debra K. Courtright-Nash  
 Department Chair, Languages and Literature  
 Associate Professor of English  
 Ferris State University  
 ASC 3088  
 Big Rapids, MI 49307  
 Phone: 231-591-3988  
 Debra\_Courtright-Nash@ferris.edu

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RE: Proposal Title New Degree Program: Bachelor of Science in Public Health

|                                                                                                  |
|--------------------------------------------------------------------------------------------------|
| Initiator(s): <u>Matthew Adeyanju</u>                                                            |
| Proposal Contact: <u>Julie Coon</u> Date Sent: _____                                             |
| Department: <u>College of Health Professions</u> Campus Address: <u>VFS 200</u><br>(Please type) |

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| Responding Department: <u>Biological Sciences</u>                                              |
| Administrator: <u>Joseph Lipar</u> Date Received: <u>1/10/14</u> Date Returned: <u>1/16/14</u> |

Based upon department faculty review on 1/14/14 (date), we

- Support the above proposal. 19 support
- Support the above proposal with the modifications and concerns listed below. 0
- Do not support the proposal for the reasons listed below. 0

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

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3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adevanu  
Proposal Contact: Julie Cogg Date Sent: January 10, 2014 (electronically)  
Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: Physical Sciences  
Administrator: David Frank Date Received: \_\_\_\_\_ Date Returned: 1/28/2014

Based upon department faculty review on 1/28/2014 (date), we

- Support the above proposal.  
 Support the above proposal with the modifications and concerns listed below.  
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

- We thought it would be wise to include a full year of organic chemistry (CHEM 321-322) as requirements, rather than electives, as done in other public health degrees.
- We want to point out that MATH 115 is a prerequisite to CHEM 121, MATH 116 or 120 is a prerequisite for PHYS 211, and MATH 220 is a prerequisite for PHYS 241. The program lists the PHYS courses as possible electives, but courses in MATH higher than 115 are not listed anywhere.

See comments at end of proposal addressing these suggestions/concerns.

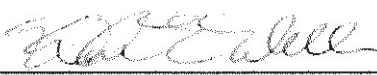
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RE: Proposal Title New Degree Program: Bachelor of Science in Public Health

Initiator(s): Matthew Adevanlu  
Proposal Contact: Julie Coop Date Sent: \_\_\_\_\_  
Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: Mathematics  
Administrator: Kirk Weller Date Received: 1/10 Date Returned: 1/20 

Based upon department faculty review on 1/20 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on our current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.
2. The department must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original is returned to the Academic Senate office to be inserted into the proposal and a copy is returned to the initiator.

The department must acknowledge receipt of this form and the proposal in writing to the initiator.

**Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyanju

Proposal Contact: Julie Coon Date Sent: January 10, 2014 (electronically)

Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: Social Sciences

Administrator: Meral Topcu Date Received: 1/10/2014 Date Returned: 1/17/2014

Based upon department faculty review on \_\_\_\_ (date), we

- Support the above proposal. (see email cut/paste below)  
 Support the above proposal with the modifications and concerns listed below.  
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary. Emailed response

Hi Julie,  
It looks great.  
Meral

\*\*\*\*\*

Meral Topcu, Ph.D.  
Social Sciences Department Chair  
Ferris State University  
820 Campus Drive  
ASC 2108  
Big Rapids, MI 49307  
(231) 591-2751 (office)  
(231) 591-2541 (fax)  
meraltopcu@ferris.edu

## CURRICULUM CONSULTATION FORM

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RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyanju

Proposal Contact: Julie Coon Date Sent: January 10, 2014 (electronically)

Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: Humanities

Administrator: Trinidy Williams Date Received: 10-10-15 Date Returned: 1-28-14

Based upon department faculty review on Jan 10-1/24/14(date), we

- Support the above proposal.  
 Support the above proposal with the modifications and concerns listed below.  
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

If necessary, the Humanities Department is willing to hold seats for the program's required PHIL 320. The course is normally taught online.



## CURRICULUM CONSULTATION FORM

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RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyanju

Proposal Contact: Julie Coon Date Sent: January 10, 2014 (electronically)

Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: **Dental Hygiene and Medical Imaging (DHMI) Department**

Administrator: Theresa Raglin Date Received: 1-10-14 Date Returned: 1-15-14



Based upon department faculty review on 1/15/14 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

## CURRICULUM CONSULTATION FORM

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RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyaniu

Proposal Contact: Julie Coon Date Sent: 10/15/14

Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: Clinical Lab, Respiratory and Health Admin. (CRHA) Department

Administrator: Gregory Zimmerman Date Received: 1/15/14 Date Returned: 1/21/14

Based upon department faculty review on 1/20/14(date), we

- XX  Support the above proposal.  
 Support the above proposal with the modifications and concerns listed below.  
 Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

Faculty of the HIT/HIM program examined the proposed degree program including the curriculum which includes MRIS 103, Medical Terminology (4) course. Faculty fully support inclusion of this course in the BPH degree with the only concern noted that this will result in more sections of the MRIS 103 course to be offered every semester. Thank you for the opportunity to provide our feedback.

## CURRICULUM CONSULTATION FORM

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RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyanju

Proposal Contact: Julie Coon Date Sent: January 10, 2014 (electronically)

Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: College of Pharmacy

Administrator: Stephen Durst, Dean Date Received: \_\_\_\_\_ Date Returned: \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

The College of Pharmacy Curriculum Committee is reviewing this proposal on Thursday, February 6. A letter of support is anticipated following that meeting. Please see the end of the proposal for this letter as an addendum.

## CURRICULUM CONSULTATION FORM

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RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyanju

Proposal Contact: Julie Coon Date Sent: January 10, 2014 (electronically)

Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: Michigan College of Optometry

Administrator: David Damari, Dean Date Received: \_\_\_\_\_ Date Returned: \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_(date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

The MCO is planning to send a letter of support for this proposal, if received it can be found at the end of the document as an addendum.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

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RE: Proposal Title **New Degree Program: Bachelor of Science in Public Health**

Initiator(s): Matthew Adeyanju

Proposal Contact: Julie Coon Date Sent: January 10, 2014 (electronically)

Department: College of Health Professions Campus Address: VFS 200  
(Please type)

Responding Department: College of Business

Administrator: Lucian Leone, Associate Dean Date Received: \_\_\_\_\_ Date Returned: \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

### FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. FLITE must return the original form to the Academic Senate office to be inserted in the proposal and a copy to the initiator. FLITE must respond within 10 business days of receipt of this form to insure that the form is included in the final proposal.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

**RE: Proposal Title: New Degree Program: Bachelor of Science in Public Health**

Projected number of students per year affected by proposed change:

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| Initiator(s): <u>Matthew Adeyanju</u>                                                   |
| Proposal Contact: <u>Julie Coon</u> Date Sent: <u>January 10, 2014 (electronically)</u> |
| Department: <u>CHP Dean's Office</u> Campus Address: <u>VFS 200E</u><br>(Please type)   |

|                                                                                           |
|-------------------------------------------------------------------------------------------|
| Liaison Librarian Signature: <u><i>Adrian Konieczny</i></u> Date Received: <u>1/10/14</u> |
| Dean of FLITE Signature: <u><i>Scott Garrison</i></u> Date Returned: <u>1/31/14</u>       |

Based upon our review on 1/27/14 (date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$ 2500.00 + annual fund
- Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, or other FLITE programs. Use additional pages if necessary.

Please see the attached sheets regarding resources currently available at FLITE and additional resources needed. A core collection of supporting materials should be purchased to support this proposed program, with a suggested amount of \$2500.00 to buy suggested resources from Doody's Core Titles as well as resources suggested by program personnel. Additionally, each program has an annual fund allotted to purchase new materials. This amount is determined by a formula that includes student enrollment, as well as other factors. Based on funds allocated to other COHP programs, it is estimated that the annual allotment for this program will be approximately \$1000.00. FLITE Dean, Scott Garrison, is asked to comment on the availability of these annual funds.

As can be seen on the attached sheets, resources with on-going subscription costs are already available, including many supporting journals and databases.

**Recommended Core Books, Journals, and Databases for Proposed Public Health Program**

**Doody's Core Titles: *Public Health***

| Title                                                                                           | ISBN          | Core/Recommended | Cost / Format                             | Available at FLITE |
|-------------------------------------------------------------------------------------------------|---------------|------------------|-------------------------------------------|--------------------|
| Public Health and Aging: Maximizing Function and Well-Being, 2nd Edition                        | 9780826121516 | Recommended      | \$97.50<br>(multiple user e-book)         | No                 |
| The Yellow Book: CDC Health Information for International Travel 2012                           | 9780199769018 | Core             | *Free<br>Multiple user e-book             | Yes                |
| Outbreak Investigations Around the World: Case Studies in Infectious Disease Field Epidemiology | 9780763751432 | Recommended      | \$118.00<br>(print or single-user e-book) | No                 |
| Urban Health and Society: Interdisciplinary Approaches to Research and Practice                 | 9780470383667 | Recommended      | \$131.25 (3 user e-book)                  | No                 |
| Essentials of Environmental Health, 2nd Edition                                                 | 9780763778903 | Core             | \$98.95<br>(print)                        | No                 |
| Health Behavior and Health Education: Theory, Research and Practice, 4th edition                | 9780787996147 | Recommended      | \$80.00<br>(single-user e-book)           | No                 |
| Epidemiology, 4th Edition                                                                       | 9781416040026 | Recommended      | \$67.00<br>(print)                        | Yes                |
| Public Health Law: Power, Duty, Restraint, 2nd edition                                          | 9780520253766 | Recommended      | \$67.50<br>(multi-user e-book)            | Yes                |
| Control of Communicable Diseases Manual, 19th Edition                                           | 9780875531892 | Recommended      | \$35.00<br>(print only)                   | No                 |
| Health Program Planning and Evaluation: A Practical, Systematic                                 | 9781284021042 | Recommended      | \$107.00<br>(print only)                  | No                 |

**Doody's Core Titles – Health Policy** (This subject listed as pertinent area to Public Health)

| Title                                                                                                       | ISBN          | Core/Recommended | Cost / Format                             | Available at FLITE |
|-------------------------------------------------------------------------------------------------------------|---------------|------------------|-------------------------------------------|--------------------|
| Medicare Compliance Manual 2013: A Comprehensive Guide to Current Medicare Policies, Rights and Regulations | 9781936977376 | Recommended      | \$150.00<br>(print)                       | No                 |
| Futurescan 2013: Healthcare Trends and Implications 2013-2018                                               | 9780984652631 | Recommended      | \$48.00<br>(print)                        | On order           |
| Health Policy: Crisis and Reform in the U.S. Health Care Delivery System, 6th edition                       | 9780763797881 | Recommended      | \$93.00<br>(print)                        | No                 |
| Jonas and Kovner's Health Care Delivery in the United States, 10th edition                                  | 9780826106872 | Core             | \$119.00<br>(single-user e-book)          | Yes                |
| Policy and Politics for Nurses and Other Health Professionals: Advocacy and Action                          | 9780763756598 | Recommended      | \$112.00<br>(print or single-user e-book) | No                 |
| Communication in Healthcare Settings: Policy, Participation and New Technologies                            | 9781405198271 | Core             | \$40.00<br>(print or single-user e-book)  | No                 |
| Health Policy: Application for Nurses and Other Healthcare Professionals                                    | 9780763783136 | Recommended      | \$103.00<br>(print)                       | No                 |
| Delivering Health Care in America: A Systems Approach, 5th Edition                                          | 9781449626501 | Recommended      | \$118.00<br>(print)                       | Yes                |



|  |                                |          |
|--|--------------------------------|----------|
|  | Total Costs                    | \$783.00 |
|  | Costs Less Books Already Owned | \$498.00 |

**Doody's Core Titles – Community Health Nursing** (Select titles from this subject area pertinent to the proposed Public Health program)

| Title                                                                                    | ISBN          | Core/Recommended               | Cost / Format                          | Available at FLITE      |
|------------------------------------------------------------------------------------------|---------------|--------------------------------|----------------------------------------|-------------------------|
| Community Health Education Methods: A Practical Guide, 3rd edition                       | 9780763755331 | Recommended                    | \$118.00 (print)                       | No                      |
| Essentials of Health, Culture, and Diversity: Understanding People, Reducing Disparities | 9780763780456 | Recommended                    | \$86.00 (print)                        | No                      |
| Health Promotion Throughout the Life Span, 7th Edition                                   | 9780323056625 | Recommended                    | \$91.00 (print)                        | Yes                     |
| Essentials of Global Community Health                                                    | 9780763773298 | Recommended                    | \$107.00 (print or single-user e-book) | No                      |
| Foundation Concepts of Global Community Health Promotion and Education                   | 9780763781682 | Recommended                    | \$93.00 (print)                        | No                      |
| Control of Communicable Diseases Manual, 19th Edition                                    | 9780875531892 | Recommended                    | \$40.00 (print)                        | Not most recent edition |
| An Introduction to Community Health                                                      | 9780763790110 | Recommended                    | \$167.00 (print)                       | No                      |
| Community Based Participatory Research for Health                                        | 9780470260432 | Recommended                    | \$75.00 (print or single-user e-book)  | Yes                     |
| Rural Mental Health: Issues, Policies, and Best Practices                                | 9780826107992 | Recommended                    | \$65.00 (print or single-user e-book)  | No                      |
|                                                                                          |               | Total Costs                    | \$842.00                               |                         |
|                                                                                          |               | Costs Less Books Already Owned | \$676.00                               |                         |

Journals

| Title                                        | ISSN      | Available at FLITE | Online Availability  |
|----------------------------------------------|-----------|--------------------|----------------------|
| American Journal of Public Health            | 0090-0036 | Yes                | Yes                  |
| Public Health Reports                        | 0033-3549 | Yes                | Yes                  |
| The Nation's Health                          | 0028-0496 | Yes                | Yes                  |
| Health Affairs                               | 0278-2715 | Yes                | Yes (1 year embargo) |
| American Journal of Epidemiology             | 0002-9262 | Yes                | Yes                  |
| The Milbank Quarterly                        | 0887-378X | Yes                | Yes                  |
| Public Health Reports                        | 0033-3549 | Yes                | Yes                  |
| Bulletin of the World Health Organization    | 0042-9686 | Yes                | Yes                  |
| Morbidity and Mortality Weekly Report (MMWR) | 0892-3787 | Yes                | Yes                  |
| Journal of Community Health                  | 0094-5145 | Yes                | Yes                  |
| American Journal of Preventive Medicine      | 0749-3797 | Yes                | Yes                  |
| American Journal of Health Promotion         | 0890-1171 | No                 |                      |
| Environmental Health Perspectives            | 0091-6765 | Yes                | Yes                  |
| Epidemiologic Reviews                        | 0193-936X | Yes                | Yes                  |
| Clinical Epidemiology                        | 1179-1349 | Yes                | Yes                  |
| Epidemiology & Health                        | 2092-7193 | Yes                | Yes                  |
| Journal of Health and Social Behavior        | 0022-1465 | Yes                | Yes                  |
| Journal of Urban Health                      | 1099-3460 | Yes                | Yes                  |
| Social Science and Medicine                  | 0277-9536 | Yes                | Yes                  |
| Journal of Health Politics, Policy and Law   | 0361-6878 | Yes                | Yes                  |
| Journal of Health Care Finance               | 1078-6767 | Yes                | Yes                  |
| Health Economics                             | 1057-9230 | Yes                | Yes                  |
| Health research policy and systems           | 1478-4505 | Yes                | Yes                  |
| Journal of Public Health Policy              | 0197-5897 | Yes                | Yes                  |

### Databases

| Title                             | Available at FLITE                                 |
|-----------------------------------|----------------------------------------------------|
| PubMed                            | Yes                                                |
| CINAHL                            | Yes                                                |
| Cochrane Library                  | Yes                                                |
| ScienceDirect                     | Yes                                                |
| STAT!Ref                          | Yes                                                |
| Health & Wellness Resource Center | Yes                                                |
| Popline                           | Freely Available – Can be added to resources lists |
| Population Index                  | Freely Available – Can be added to resources lists |
| Social Sciences Abstracts         | Yes                                                |
| PsycInfo                          | Yes                                                |

Ferris State University  
 College of Health Professions  
 Public Health – Bachelor of Science (BS) Degree

| REQUIRED COURSES                                                                                                                                                                                                                                                                                                                                                     | COURSE TITLE (Pre-requisites)                                                                                                                                                         | CREDITS |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>GENERAL EDUCATION REQUIREMENTS</b>                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                       |         |
| <a href="http://www.ferris.edu/HTMLS/academics/gened/courses/GenEd-bachelor.pdf">http://www.ferris.edu/HTMLS/academics/gened/courses/GenEd-bachelor.pdf</a>                                                                                                                                                                                                          |                                                                                                                                                                                       |         |
| <b>Communication Competence: 12 Credits Required for BS/BPH</b>                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                       |         |
| COMM 105 or 121 or 221                                                                                                                                                                                                                                                                                                                                               | Communications Foundation Course (none) Select one:<br>COMM 105 Interpersonal Communication or<br>COMM 121 Fundamentals of Public Speaking or<br>COMM 221 Small Group Decision Making | 3       |
| ENGL 150                                                                                                                                                                                                                                                                                                                                                             | English 1 (ENGL 074 or minimum ACT sub-score of 14 or 370 on SAT)                                                                                                                     | 3       |
| ENGL 250                                                                                                                                                                                                                                                                                                                                                             | English 2 (ENGL 150)                                                                                                                                                                  | 3       |
| ENGL 321 or 323                                                                                                                                                                                                                                                                                                                                                      | Advanced Composition (ENGL 250) or<br>Proposal Writing (ENGL 250)                                                                                                                     | 3       |
| <b>Scientific Understanding: 29 Credits Required for BPH Program (7 credits required for BS Gen Ed)</b>                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |         |
| CHEM 121                                                                                                                                                                                                                                                                                                                                                             | General Chemistry 1 (HS Chemistry or CHEM 103, MATH 115 or Prof.)                                                                                                                     | 5       |
| CHEM 122                                                                                                                                                                                                                                                                                                                                                             | General Chemistry 2 (CHEM 121)                                                                                                                                                        | 5       |
| BIOL 108                                                                                                                                                                                                                                                                                                                                                             | Medical Microbiology                                                                                                                                                                  | 3       |
| BIOL 121                                                                                                                                                                                                                                                                                                                                                             | General Biology 1                                                                                                                                                                     | 4       |
| BIOL 122                                                                                                                                                                                                                                                                                                                                                             | General biology 2                                                                                                                                                                     | 4       |
| BIOL 205                                                                                                                                                                                                                                                                                                                                                             | Anatomy & Physiology (CHEM 114)                                                                                                                                                       | 5       |
| BIOL 375                                                                                                                                                                                                                                                                                                                                                             | Principles of Genetics (BIOL 122)                                                                                                                                                     | 3       |
| <b>Quantitative Skills: 3 Credits or Proficiency Required for BS/BPH</b>                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |         |
| <ul style="list-style-type: none"> <li>See all proficiency options: <a href="http://www.ferris.edu/HTMLS/academics/gened/courses/GenEd-bachelor.pdf">http://www.ferris.edu/HTMLS/academics/gened/courses/GenEd-bachelor.pdf</a></li> <li>Note that some complimentary programs (PPHR, POPT, PMED) may require higher level MATH proficiency – see advisor</li> </ul> |                                                                                                                                                                                       |         |
| MATH 115 or<br>ACT Math sub-score of 24                                                                                                                                                                                                                                                                                                                              | MATH 115 Intermediate Algebra (MATH 110 with a grade of C- or better, or 19 on<br>ACT or 460 on SAT)                                                                                  | 3       |
| <b>*Social Awareness: 9 Credits Required for BS/BPH (see list under program information)</b>                                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |         |
| <ul style="list-style-type: none"> <li>Choose three Social Awareness courses, in at least <u>two different</u> subject areas</li> <li>One of the Social Awareness courses must be a <u>Foundations</u> course</li> <li>One of the Social Awareness courses must be at the 200-level or higher</li> </ul>                                                             |                                                                                                                                                                                       |         |
| Elective                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       | 3       |
| Elective                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       | 3       |
| Elective                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       | 3       |
| <b>*Cultural Enrichment: 9 Credits Required for BS/BPH (see list under program information)</b>                                                                                                                                                                                                                                                                      |                                                                                                                                                                                       |         |
| <ul style="list-style-type: none"> <li>Choose three cultural enrichment courses</li> <li>At least <u>ONE</u> course at the 200-level or higher</li> <li>No more than 5 credit hours in cultural enrichment activities courses may apply to this requirement</li> </ul>                                                                                               |                                                                                                                                                                                       |         |
| Elective                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       | 3       |
| Elective                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       | 3       |
| PHIL 320                                                                                                                                                                                                                                                                                                                                                             | Biomedical Ethics (none)                                                                                                                                                              | 3       |
| <b>*Race-Ethnicity-Gender: one course</b>                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                       |         |
| Please note that many Race/Ethnicity/Gender courses also meet Social Awareness or Cultural Enrichment requirements.                                                                                                                                                                                                                                                  |                                                                                                                                                                                       |         |
| <b>*Global Consciousness: one course</b>                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |         |
| Please note that many Global Consciousness courses also meet Social Awareness or Cultural Enrichment requirements.                                                                                                                                                                                                                                                   |                                                                                                                                                                                       |         |

## PUBLIC HEALTH PROGRAM MAJOR REQUIREMENTS

### Core Curriculum for Health Professions: 14 Credits Required for BPH

|          |                                               |   |
|----------|-----------------------------------------------|---|
| MRIS 103 | Medical Terminology (none) – Sub for COHP 100 | 4 |
| COHP 101 | The U.S. Health Care Systems (none)           | 3 |
| COHP 102 | Safety Issues in Health Care (none)           | 1 |
| COHP 350 | Statistics for Health (MATH 110)              | 3 |
| COHP 450 | Evidence-based Health Practice (COHP 350)     | 3 |

### Public Health Courses – 42 Credits Required

|          |                                                                              |   |
|----------|------------------------------------------------------------------------------|---|
| PUBH 200 | Introduction to Public Health (Admission to BPH Program)                     | 3 |
| PUBH 210 | Global Health & Public Health (PUBH 200)                                     | 3 |
| COHP 300 | Health Information Systems (ENGL 250)                                        | 3 |
| PUBH 300 | Health Promotion & Education (PUBH 200 & 210)                                | 3 |
| PUBH 310 | Public Health Services in Rural Populations (PUBH 200 & 210)                 | 3 |
| PUBH 320 | Nutrition & Health (PUBH 200 & 210)                                          | 3 |
| PUBH 330 | Environmental Health & Safety (PUBH 200 & 210, COHP 102)                     | 3 |
| PUBH 340 | Mass Media & Technology Use in Public Health (PUBH 200 & 210)                | 3 |
| PUBH 350 | Epidemiology (PUBH 200 & 210 & COHP 350)                                     | 3 |
| PUBH 400 | Health Care Services Administration & Management (PUBH 330,340&350)          | 3 |
| PUBH 410 | Infectious/Communicable Diseases Epidemiology (BIOL 108 & PUBH 350)          | 3 |
| PUBH 420 | Health Program Planning, Implementation & Eval. (PUBH 300,310,320,330 & 340) | 3 |
| PUBH 495 | Public Health Internship & Capstone (PUBH 400,410,420 – Last PUBH course)    | 6 |

### \*\*Electives – 12 Credits Required (Select Electives to Align with Career Goals – Advisor Approval Required)

|                              |  |            |
|------------------------------|--|------------|
|                              |  | 3          |
|                              |  | 3          |
|                              |  | 3          |
|                              |  | 3          |
| <b>Total Program Credits</b> |  | <b>130</b> |

#### PROGRAM LEARNING OUTCOMES

#### ASSESSMENT METHODS

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. Apply basic public health concepts, skills, and principles of ethical analysis (Public Health Code of Ethics) to assess and summarize public health data in order to improve the health status of Michigan residents through evidence-based research, practice and service.</p> <p>2.</p> <p>3. Describe the role of socio-behavioral determinants of health in both the onset and solution of public health problems in individuals and population groups.</p> <p>4. Apply the basic principles of program planning, development, budgeting, management and evaluation in public health practice and community initiatives.</p> <p>5. Apply basic health informatics concepts with vital statistics and public health records in the description of public health</p> | <p><u>Formative</u>: Course quizzes, exams, class assignments, case study and journal article reviews and analyses</p> <p><u>Summative</u>: Capstone experience with professional capstone portfolio submission; preceptor evaluations and employer evaluation survey.</p> <p><u>Formative</u>: Quizzes, tests, exams, case study and public health journal reviews and analyses.</p> <p><u>Summative</u>: Capstone experience with professional capstone portfolio submission; preceptor evaluations and employer evaluation survey.</p> <p><u>Formative</u>: Course assignments in terms of service learning experiences with public/community health service agencies and supervisor evaluations, case study analysis and synthesis.</p> <p><u>Summative</u>: Capstone experience with professional capstone portfolio submission; preceptor evaluations and employer evaluation survey.</p> <p><u>Formative</u>: Quizzes, exams, assignments, case study/published public health report analysis and synthesis.</p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                                                                              |                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| characteristics and in public health evidence-based research and evaluation.                                                                 | <u>Summative</u> : Capstone experience, service learning experiences with public/community health agencies and supervisor evaluations.                                                                                                                |
| 6. Describe public health problems in terms of magnitude, person, time, and place.                                                           | <u>Formative</u> : Quizzes, tests, exams, case study and public health journal reviews and analyses,<br><u>Summative</u> : Capstone experience with professional capstone portfolio submission; preceptor evaluations and employer evaluation survey. |
| 7. Demonstrate leadership skills for building public health partnerships and coalitions.                                                     | <u>Formative</u> : Case study analysis and synthesis<br><u>Summative</u> : Capstone experience, service learning experiences with public/community health agencies and supervisor evaluations; employer evaluation survey.                            |
| 8. Develop written and oral presentations based on public health concepts/principles for both public health professionals and lay audiences. | <u>Formative</u> : Course assignments—written research and professional public health papers, written and oral case study analysis presentations<br><u>Summative</u> : Capstone portfolio and preceptor evaluations.                                  |

### OTHER PROGRAM INFORMATION

**Program Progression Policy:**

- Students must complete all PUBH courses and other program requirements prior to enrolling in PUBH 495

**Program Grade Requirements:**

- A grade of 2.0 or "C" is required for all MATH, BIOL & CHEM courses.
- A grade of 2.0 or "C" is required for all PUBH Courses as well as all CHP Core Curriculum Courses.

**Policy on Repeated Courses:**

- Two unsuccessful attempts (grades less than "C") in any PUBH course(s) will result in dismissal from the program.

**Policy on FSU Credit Requirement:**

- A minimum of 40 credits must be earned at the upper division (300 or 400) level for the BS degree.
- Students must earn a minimum of 30 of the total BS degree credits from FSU.

**FSU Sunset Policy:**

- If a student returns to the university after an interrupted enrollment (not including summer semester), the requirements of the curriculum (including General Education) which are in force at the time of return must be met, not the requirements in effect at the time of original admission. In special circumstances, the academic department head/chair may permit the student to finish under the program requirements in force at the time of original admission to the program.

**BPH as Preparation for Other Programs:**

- Students may select from a variety of courses offered in the College of Arts and Sciences to meet the "Selected Electives" for the program. These may be utilized to help prepare students for a specific graduate program, such as pharmacy, optometry, medicine, dentistry or other disciplines. See listing of suggested courses as well as the FSU catalog pages for desired programs

**\*Courses that could then meet general education requirements and / or the "selected electives" for the BPH Major (Students may select courses to meet individualized area of practice emphasis)**

ANTH 122 Intro to cultural Anthropology  
 ANTH 320 Contemporary American Indian Issues  
 ANTH 371 Medical Anthropology  
 ANTH 385 Reproductive Health-Sexuality  
 ECON 221 Principles of Macroeconomics  
 SOCY 121 Introductory Sociology

PLSC 121 American Gov 1 – People & Politics  
 PLSC 122 American Gov 2 – Policy Making  
 PLSC 225 Govt Processes-Procedures  
 PLSC 251 Public Administration  
 PLSC 301 Perspective – Developing World  
 PLSC 311 American State Local Government  
 PLSC 323 International Organizations  
 PLSC 331 Comparative World Governments

SOCY 122 Social Problems  
SOCY 141 The American Community  
SOCY 230 Gender Roles in Society  
SOCY 225 Marriage and the Family  
SOCY 340 Race and Ethnicity in the U.S.  
SOCY 341 Community Studies  
SOCY 344 World Urban Sociology  
SOCY 345 The Field of Aging  
SOCY 347 The Sociology of Disasters  
SOCY 373 Health and Illness in Society

PSYC 150 Introduction to Psychology  
PSYC 310 Educational Psychology  
PSYC 325 Social Psychology  
PSYC 326 Industrial-Organizational Psychology  
PSYC 370 Principles of Learning  
PSYC 410 Behavior Modification  
PSYC 430 Interpersonal-Cultural Perceptions

CHEM 321 Organic Chemistry 1  
CHEM 322 Organic Chemistry 2  
CHEM 364 Biochemistry

PHYS 211 Introductory Physics 1  
PHYS 212 Introductory Physics 2  
PHYS 241 General Physics 1  
PHYS 242 General Physics 2

MGMT 310 Small Business Management  
ACCT 201 Principles of Accounting 1  
RLMS 122 Responding to Emergencies

PLSC 341 International Politics  
PLSC 411 Urban Regional Planning

SPAN 333 Contemporary Cult-Soc Hispanic America  
SPAN 101-302 – Spanish Language courses  
RELG 215 Comparative Religions  
HUMN 202 African-American Cultural Expression  
HUMN 240 Popular Culture

BIOL 286 General Microbiology  
BIOL 300 Pathophysiology  
BIOL 321 & 322: Human Physiology-Anatomy 1 & 2  
BIOL 346 Ecological Assessment  
BIOL 347 Environmental conservation  
BIOL 370 Developmental biology  
BIOL 373 Cell Biology  
BIOL 386 Microbiology & Immunology  
BIOL 442 Ecology  
BIOL 460 Special Topics in Biology  
BIOL 475 Bioinformatics

\*MATH 116 Intermediate Algebra-Numeric Trig  
\*MATH 120 Trigonometry  
\*MATH 220 Analytical Geometry-Calculus 1

\*These MATH courses may be pre-requisites for Physics (PHYS) courses.

**\*Certificates / Minors for consideration for "selected electives"**

- Marketing or Marketing / Sales certificate or minor (COB)
- Gerontology certificate (CHP)
- Medical Informatics minor (CHP)
- Project Management certificate (COB)
- Data Mining certificate (COB)
- Leadership & Supervision certificate (COB)
- Lean Systems certificate or minor (COB)
- Biology / Cell & Molecular Biology minor (CAS)
- Communication minor (CAS)
- Health Illness & Society minor (CAS)
- International Studies minor (COB)
- Public Relations minor (COB)
- Sociology minor (CAS)
- Spanish minor (CAS)
- Other – as approved by advisor

## Course Modifications, Substitutions and/or Additions for Other Health Profession Programs Outside of CHP

### Pre-Pharmacy

- CHEM 321 & 322 (Selected Electives for BPH)
- CHEM 324 or 364 (Selected Electives for BPH)
- BIOL 286 (Sub for BIOL 108)
- BIOL 321 & 322 (Sub for BIOL 205)
- PHYS 211 or 241 (Selected Electives for BPH)
- MATH 220 & 251 (sub for MATH 115)
- PSYC 150 or SOCY 121 (use for Social Awareness Foundation course)
- ECON 221 (use for Social Awareness 200 level course)

### Pre-Optometry

- CHEM 321 & 322 (Selected Electives for BPH)
- CHEM 324 & 364 (Selected Electives for BPH)
- BIOL 286 (Sub for BIOL 108)
- BIOL 370, 373,460 and other BIOL electives 300 level or higher (Selected Electives for BPH)
- BIOL 346 or 347 or 442 (select one) (Selected Electives for BPH)
- MATH 220 & 251 (sub for MATH 115)
- PHYS 211 & 212 (Selected Electives for BPH)
- MGMT 310 or ACCT 201 (Selected Electives for BPH)

### Pre- Medicine

- CHEM 321, 322 & 364 (Selected Electives for BPH)
- BIOL 321 & 322 (Sub for BIOL 205)
- BIOL 370 (Selected Electives for BPH)
- BIOL 386 (Sub for BIOL 108)
- BIOL 460 & BIOL Elective 300 or higher (Selected Electives for BPH)
- BIOL 346, 347 & 442 (Selected Electives for BPH)
- MATH 130 & 330 (sub for MATH 115)
- PHYS 211 & 212 or 241 & 242 (Selected Electives for BPH)
- MGMT 310 (Selected Electives for BPH)

### Pre-Dentistry

- CHEM 321 & 322 (Selected Electives for BPH)
- CHEM 324 or 364 (Selected Electives for BPH)
- BIOL 321 & 322 (Sub for BIOL 205)
- BIOL 286 or BIOL 386 (Sub for BIOL 108)
- BIOL 460 & BIOL Electives 300 or higher (Selected Electives for BPH)
- BIOL 346 or 347 or 442 (select one) (Selected Electives for BPH)
- PHYS 211 & 212 or 241 & 242 (Selected Electives for BPH)
- RLMS 122 (Selected Electives for BPH)
- MGMT 310 (Selected Electives for BPH)



**College of Health Professions  
Bachelor of Public Health, BS Degree  
Semester by Semester Program Plan – Traditional Track**

| Year 1: Pre-PH Qualification / Admission to the BPH Program |              |                                                 |           |           |
|-------------------------------------------------------------|--------------|-------------------------------------------------|-----------|-----------|
| Fall Semester - Qualification Courses                       | Credits      | Spring Semester - Qualification Courses         | Credits   |           |
| BIOL 121 General Biology 1                                  | 4            | BIOL 122 Biology 2                              | 4         | Ma<br>Sui |
| CHEM 121 General Chemistry 1                                | 5            | CHEM 122 General Chemistry 2                    | 5         |           |
| *MATH 115 Intermediate Algebra (or Prof.)                   | (3)          | COMM 105 or 121 or 221                          | 3         |           |
| COHP 101 The U.S. Health Care System                        | 3            | COHP 102 Safety Issues in Health Care           | 1         |           |
| ENGL 150 English 1                                          | <u>3</u>     | MRIS 103 Medical Terminology                    | <u>4</u>  |           |
|                                                             | <b>15-18</b> |                                                 | <b>17</b> |           |
| *Pre-req to CHEM 121                                        |              |                                                 |           |           |
| Years 2-4: Completion of the Professional BPH Sequence      |              |                                                 |           |           |
| Fall Semester                                               | Credits      | Spring Semester                                 | Credits   |           |
| PUBH 200 Introduction to Public Health                      | 3            | PUBH 210 Global Health & Public Health          | 3         | Ma<br>Sui |
| ENGL 250 English 2                                          | 3            | BIOL 205 Anatomy & Physiology                   | 5         |           |
| BIOL 108 Medical Microbiology                               | 3            | COHP 350 Statistics for Health Sciences         | 3         |           |
| Social Awareness Foundation Course                          | 3            | COHP 300 Health Information Systems             | 3         |           |
| Cultural Enrichment Elective                                | <u>3</u>     | Cultural Enrichment Elective                    | <u>3</u>  |           |
|                                                             | <b>15</b>    |                                                 | <b>17</b> |           |
| Fall Semester                                               | Credits      | Spring Semester                                 | Credits   |           |
| PUBH 300 Health Promotion & Education                       | 3            | PUBH 330 Environmental Health & Safety          | 3         | Ma<br>Sui |
| PUBH 310 PH Services in Rural Populations                   | 3            | PUBH 340 Mass Media & Technology in PH          | 3         |           |
| PUBH 320 Nutrition & Health                                 | 3            | PUBH 350 Epidemiology                           | 3         |           |
| ENGL 321 OR 323 (Adv. Comp or Proposal Writing)             | 3            | COHP 450 Evidenced Based Health Practice        | 3         |           |
| BIOL 375 Principles of Genetics                             | <u>3</u>     | PHIL 320 Biomedical Ethics                      | 3         |           |
|                                                             | <b>15</b>    | Social Awareness Elective – 200 level or higher | <u>3</u>  |           |
|                                                             |              |                                                 | <b>18</b> |           |

| Fall Semester                                                                                                                                                                                                                            | Spring Semester                                                                                          | Summer Semester                                                         | Credits                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------|
| PUBH 400 HC Services Admin & Management<br>PUBH 410 Infectious/Communicable Disease Epidemiology<br>PUBH 420 Health Program Planning, Implementation & Evaluation<br>Social Awareness Elective<br>Selected Elective<br>Selected Elective | PUBH 495 Public Health Internship & Capstone<br>Selected Elective (online)<br>Selected Elective (online) | May defer 6 credits to Summer if preferred:<br>Electives or Internship. | 6<br>3<br><u>3</u><br><b>12</b>                |
|                                                                                                                                                                                                                                          |                                                                                                          |                                                                         | 3<br>3<br>3<br>3<br>3<br><u>3</u><br><b>18</b> |

**College of Health Professions**  
**Bachelor of Public Health, BS Degree**  
**Semester by Semester Program Plan – Accelerated Track BPH to MPH**

| <b>Year 1 Pre-PH Qualification / Application to BPH</b>                                              |                |                                                               |                |                                                 |                |
|------------------------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------|----------------|-------------------------------------------------|----------------|
| <b>Fall Semester - Qualification Courses</b>                                                         | <b>Credits</b> | <b>Spring Semester - Qualification Courses</b>                | <b>Credits</b> | <b>Summer Semester</b>                          | <b>Credits</b> |
| BIOL 121 General Biology 1                                                                           | 4              | BIOL 122 Biology 2                                            | 4              | BIOL 108 Med Microbiology                       | 3              |
| CHEM 121 General Chemistry 1                                                                         | 5              | CHEM 122 General Chemistry 2                                  | 5              | ENGL 250 English 2                              | 3              |
| *MATH 115 Intermediate Algebra or Prof.                                                              | (3)            | COMM 105 or 121 or 221                                        | 3              | Social Awareness Foundation                     | 3              |
| COHP 101 The U.S. Health Care System                                                                 | 3              | COHP 102 Safety Issues In Health Care                         | 1              |                                                 | 9              |
| ENGL 150 English 1                                                                                   | 3              | MRIS 103 Medical Terminology                                  | 4              |                                                 |                |
|                                                                                                      | <u>15</u>      |                                                               | <u>17</u>      |                                                 |                |
| *Pre-req for CHEM 121                                                                                |                |                                                               |                |                                                 |                |
| <b>Years 2: Admission to &amp; Progression in the BPH Professional Sequence / Application to MPH</b> |                |                                                               |                |                                                 |                |
| <b>Fall Semester</b>                                                                                 | <b>Credits</b> | <b>Spring Semester</b>                                        | <b>Credits</b> | <b>Summer Semester</b>                          | <b>Credits</b> |
| PUBH 200 Introduction to Public Health                                                               | 3              | COHP 300 Health Information Systems                           | 3              | Cultural Enrichment Elective                    | 3              |
| PUBH 210 Global & Public Health                                                                      | 3              | PUBH 300 Health Promotion & Education                         | 3              | ENGL 321 OR 323 (Adv. Comp or Proposal Writing) | 3              |
| BIOL 205 Anatomy & Physiology                                                                        | 5              | PUBH 310 PH Services in Rural Populations                     | 3              | COHP 450 Evidenced Based Health Practice        | 3              |
| COHP 350 Statistics for Health Sciences                                                              | 3              | PUBH 320 Nutrition & Health                                   | 3              |                                                 |                |
| Social Awareness Elective 200 level                                                                  | 3              | Social or Cultural Enrichment Elective                        | 3              |                                                 |                |
|                                                                                                      | <u>17</u>      | BIOL 375 Principles of Genetics                               | 3              |                                                 | 9              |
|                                                                                                      |                |                                                               | <u>18</u>      |                                                 |                |
| <b>Year 3: Completion of BPH / Transition to MPH next AY</b>                                         |                |                                                               |                |                                                 |                |
| <b>Fall Semester</b>                                                                                 | <b>Credits</b> | <b>Spring Semester</b>                                        | <b>Credits</b> | <b>Summer Semester</b>                          | <b>Credits</b> |
| PUBH 330 Environmental Health & Safety                                                               | 3              | PUBH 400 HC Services Admin & Management                       | 3              | PUBH 495 Public Health Internship & Capstone    | 6              |
| PUBH 340 Mass Media & Technology in PH                                                               | 3              | PUBH 410 Infect./Comm. Disease Epidemiology                   | 3              | Selected Elective (online)                      | 3              |
| PUBH 350 Epidemiology                                                                                | 3              | PUBH 420 Health Program Planning, Implementation & Evaluation | 3              |                                                 | 6              |
| PHIL 320 Biomedical Ethics                                                                           | 3              | Selected Elective                                             | 3              |                                                 |                |
| Social or Cultural Enrichment Elective                                                               | 3              | Selected Elective                                             | 3              |                                                 |                |
| Selected Elective                                                                                    | 3              |                                                               | <u>18</u>      |                                                 |                |

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**     Number **200**     LEC **3** LAB \_\_\_ SEM \_\_\_  
(Enter Contact Hours per week)

Title **Introduction to Public Health**

Credit Hours **3**     Prerequisites **Admission to BPH Program**    Co-requisite

Course Description: (125 words maximum)

The course introduces the student to the concepts of health and wellbeing as the foundation of public health practice. Students will explore the history of public health as a vital component of the health care delivery system, as well as the structure, principles, values and services as governed by public health laws and the public health code of ethics. Pre-Requisites: Admission to the BPH Program. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan

At the end of this course, students should be able to:

- 1) Identify the basic public health concepts and values.  
Assessment Methods: Exam
- 2) Describe the evolution of public health “systems” in the U.S.  
Assessment Methods: Exam and / or Course Discussion or Activity
- 3) Describe the organization of public health “systems” in the U.S.  
Assessment Methods: Exam and/or Course Discussion or Activity
- 4) Describe the applications of public health law as tools for promoting health and preventing disease.  
Assessment Methods: Case Study
- 5) List the essential public health services and how they affect public health organization, service delivery and the community.  
Assessment Methods: Case Study
- 6) Analyze current public health trends to project systems and service changes over the next decade.  
Assessment Methods: Journal Article Review

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

1. Introduction, definitions of health and wellbeing, public health-----3 hours
2. Public health concepts, principles and values-----3 hours
3. Evolution of public health systems and infrastructures-----5 hours
4. Organization of Public Health Systems-----4 hours
5. Public Health Laws-----4 hours
6. Public Health essential services-----4 hours
7. Promotion and Prevention of diseases-----4 hours
8. Public Health Trends Analysis -----4 hours
9. American Public Health Association, CDC, SOPHE, etc. -----2 hours
10. Public health Codes of Ethics-----4 hours
11. Written and oral assignments and presentations-----4 hours
12. Case study and professional journal analysis/synthesis-----4 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): **21408** Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix **PUBH**      b. Number **200**      c. Contact Hours **3** LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDependent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: **Introduction to Public Health**      (Limit to 30 characters including punctuation and spaces.)

f. College Code: **HP**      g. Department Code: **CRHA**      h. Credit Hours: Check (x) type  Variable    **xx**  Fixed

i. Enter number in box: **3** Minimum Credit Hours    j. **3** Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes    **xx**  No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)    **xx**  Undergraduate     Graduate     Professional

m. Grade Method: Check (x)    **xx**  Normal Grading     Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes    **xx**  No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

The course introduces the student to the concepts of health and wellbeing as the foundation of public health practice. Students will explore the history of public health as a vital component of the health care delivery system, as well as the structure, principles, values and services as governed by public health laws and the public health code of ethics.

Pre-Requisites: Admission to the BPH Program. Typically offered in Fall and Spring.

q. Term(s) Offered: **FA/SP**      r. Max Section Enrollment: **30**    s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) **Admission to the BPH Program**

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)     General Education (GE)     Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix PUBH     Number 210     LEC 3 LAB \_\_\_ SEM \_\_\_  
(Enter Contact Hours per week)

Title Global Health & Public Health

Credit Hours (current) 3     Prerequisites Admission to the BPH Program    Co-requisite

Course Description: (125 words maximum)

This course provides a comprehensive overview of the relationship between global and public health services. The student will explore cross-cultural issues, concerns, problems and needs of different groups of people in a diverse, rapidly changing world. Health problems in developing and developed countries of the world and the roles of health care professionals will be examined as a foundation for an understanding of how other cultures can contribute to the solution of societal problems. Pre-requisites: Admission to the BPH Program. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan:

At the end of this course, students should be able to:

- 1) Describe the relationship between and full meaning of global health and public health.  
Assessment: Essay Question or Class Discussion / Activity
- 2) Identify and locate different countries on the world map.  
Assessment: Quiz or Exam
- 3) Examine the political climate evolving around Health Promotion/ Public Health program planning activities at International levels.  
Assessment: Essay Question or Class Discussion / Activity
- 4) Identify barriers and support sources in planning, implementing and evaluating health programs of nations.  
Assessment: Quiz or Exam
- 5) Analyze cross-cultural issues in social development and health promotion programs.  
Assessment: Case Study or Written Assignment
- 6) Examine the interconnectedness of human cultural systems and how culture works itself out in mankind through individuals and society.  
Assessment: Case Study or Written Assignment
- 7) Examine personal and professional development strategies to promote cultural diversity in health, education and social developmental issues.  
Assessment: Group Project related to the promotion of cultural diversity in health care

- 8) Discuss various examples of cross-cultural misconceptions, misinterpretations and miscues in health, education, social development and organizations.

Assessment: Group Project related to the promotion of cultural diversity in health care

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

1. Introduction and what is Public Health? -----2 hours
2. What is Global Health? -----2 hours
3. Characteristics of Developing and Developed Nations-----4 hours
4. Cross-Cultural Issues and Health implications-----4 hours
5. Social Determinants of Health-----4 hours
6. Influence of Politics, Economic and other factors on Health-----3 hours
7. Preventive care services & Medical Care Services of nations-----5 hours
8. Health Communication across cultures-----4 hours
9. International Health Program Planning-----4 hours
10. Barriers to International Health Program Planning-----4 hours
11. Health/Social Organizations in Global Health Programs/Services---5 hours
12. Student's Written and Oral Assignments-----4 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_



# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 210      c. Contact Hours 3 LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INdependent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Global Health & Public Health      (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type       Variable      xx Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)       Yes      xx No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)      xx Undergraduate       Graduate       Professional

m. Grade Method: Check (x)      xx Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)       Yes      xx No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course provides a comprehensive overview of the relationship between global and public health services. The student will explore cross-cultural issues, concerns, problems and needs of different groups of people in a diverse, rapidly changing world. Health problems in developing and developed countries of the world and the roles of health care professionals will be examined as a foundation for an understanding of how other cultures can contribute to the solution of societal problems. Pre-requisites: Admission to the BPH Program. Typically offered in Fall and Spring.

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 30      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 200

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date: \_\_\_\_\_ / / \_\_\_\_\_

Academic Affairs Approval Signature/Date: \_\_\_\_\_ / / \_\_\_\_\_

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_ SCADETL \_\_\_ SCARRES \_\_\_ SCAPREQ \_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**     Number **300**     LEC **3** LAB \_\_\_ SEM \_\_\_  
(Enter Contact Hours per week)

Title **Health Promotion & Education**

Credit Hours **3**     Prerequisites **PUBH 200 & 210**    Co-requisite

Course Description: (125 words maximum)

The course examines the theories, concepts, practices and methods of social and behavioral sciences relevant to health promotion and education. Students will explore the application of these concepts in the identification, solution and prevention of health behavioral problems/issues as well as other public health challenges. Pre-requisites: PUBH 200 & PUBH 210. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan:

At the end of this course, students should be able to:

- 1) Analyze the models of cultural diversity and their contribution to the understanding of health status and health care utilization.  
Assessment: Health Promotion Plan Assignment
- 2) Discuss the role of theory in understanding health behavior and disparities in health status.  
Assessment: Health Promotion Plan Assignment
- 3) Apply various socio-behavioral theories/models in health promotion, detection and disease causation and prevention.  
Assessment: Case Study
- 4) Integrate multilevel points of intervention in addressing public health issues, particularly those related to health disparities.  
Assessment: Case Study
- 5) Utilize theoretical frameworks to analyze public health issues and effective interventions.  
Assessment: Case Study
- 6) Demonstrate effective communication skills and strategies in addressing various population groups.  
Assessment: Health Promotion Plan Assignment
- 7) Examine the role of collaboration and advocacy in effective public health interventions.  
Assessment: Case Study

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

- 1. Introduction and What is Health Promotion? -----2 hours
- 2. What is Health Education? -----2 hours
- 3. Historical Perspectives of Health and Disease-----4 hours
- 4. Professional Associations in Health Promotion and Education-----3 hours
- 5. Socio-behavioral theories in disease causation and prevention----8 hours
- 6. Applications of socio-behavioral theories in health & diseases----8 hours
- 7. Cultural diversity and Health Status-----3 hours
- 8. Public health issues and health disparities-----3 hours
- 9. Health communication-----3 hours
- 10. Social Marketing, Advocacy, & Collaboration for Health-----4 hours
- 11. Student Projects, case study analysis, & assignments-----5 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix **PUBH**      b. Number **300**      c. Contact Hours **3**      LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: **Health Promotion & Education**      (Limit to 30 characters including punctuation and spaces.)

f. College Code: **HP**      g. Department Code: **CRHA**      h. Credit Hours: Check (x) type       Variable      **xx**  Fixed

i. Enter number in box: **3** Minimum Credit Hours      j. **3** Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes      **xx**  No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)      **xx**  Undergraduate       Graduate       Professional

m. Grade Method: Check (x)      **xx**  Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes      **xx**  No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

The course examines the theories, concepts, practices and methods of social and behavioral sciences relevant to health promotion and education. Students will explore the application of these concepts in the identification, solution and prevention of health behavioral problems/issues as well as other public health challenges. Pre-requisites: PUBH 200 & PUBH 210. Typically offered in Fall & Spring.

q. Term(s) Offered: **FA/SP**      r. Max Section Enrollment: **30**      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) **PUBH 200 & PUHB 210**

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_ SCADCTL \_\_ SCARRES \_\_ SCAPREQ \_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

- Prefix **PUBH**                       Number **310**                      **LEC 3** LAB \_\_\_\_ SEM \_\_\_\_  
(Enter Contact Hours per week)
- Title: **Public Health Services in Rural Populations**
- Credit Hours **3**                       Prerequisites **PUBH 200 & 210**      Co-requisite
- Course Description: (125 words maximum)

This course examines the types of as well as the issues related to Public Health Services provided for underserved rural populations (RP), including their implications for people's health. The student will explore public health and medical care services related to general health needs and concerns as well as health care service disparities among rural and non-rural populations. Other issues will include collaboration in public health services, planning public health services, and community-based research in rural populations. Pre-requisites: PUBH 200 & PUBH 210. Typically offered in Fall and Spring.

## Course Outcomes and Assessment Plan

At the end of this course, students should be able to:

- 1) Specify the differences between Public Health Services and Medical Care Services and the implications for people's health and wellbeing.  
Assessment: Exam and / or Class Discussion or Activity
- 2) Describe rural and non-rural populations.  
Assessment: Exam and / or Class Discussion or Activity
- 3) Identify the health needs/concerns of rural populations.  
Assessment: Rural Health Assessment Case Study
- 4) Discuss the socio-behavioral determinants of health in rural populations.  
Assessment: Rural Health Assessment Case Study
- 5) Identify the various types of Public Health Services available in rural populations.  
Assessment: Exam and / or Class Discussion or Activity
- 6) Identify governmental and non-governmental agencies in Public Health Practice.  
Assessment: Exam and / or Class Discussion or Activity
- 7) Discuss public health partnership/coalition programs serving rural populations.  
Assessment: Exam and / or Class Discussion or Activity
- 8) Discuss Public Health Services and Community-based research in rural populations.  
Assessment: Rural Health Assessment Case Study

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

- Weeks (15 weeks)
- Hours (45 hours; assuming 3 contact hours per week)
- Percentages (100 percent)

1. Introduction & what is a rural, underserved population (Characteristics)? -----2 hours
2. What is rural public health? -----3 hours
3. What is a non-rural population (characteristics)? -----2 hours
4. Types of Public Health Services in rural populations (RPs)-----4 hours
5. Preventive Care Services Vs Medical Care Services in RPs-----4 hours
6. Health Needs/concerns of RPs-----4 hours
7. Socio-behavioral Determinants of Health in RPs-----4 hours
8. Planning Public Health Services in RPs-----4 hours
9. Community-Based Intervention Programs and Research Studies in RPs-----4 hours
10. Faith-Based Organizations in RPs-----2 hours
11. Government & Non-Governmental Agencies and Public Health in RPs-----4 hours
12. Partnerships/Coalition Programs serving RPs-----3 hours
13. Student Assignments, case studies, research papers, presentations-----5 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix **PUBH**      b. Number **310**      c. Contact Hours **3** LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: **PH Services Rural Populations**      (Limit to 30 characters including punctuation and spaces.)

f. College Code: **HP**      g. Department Code: **CRHA**      h. Credit Hours: Check (x) type       Variable      **xx** Fixed

i. Enter number in box: **3** Minimum Credit Hours      j. **3** Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)       Yes      **xx** No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)      **xx** Undergraduate       Graduate       Professional

m. Grade Method: Check (x)      **xx** Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)       Yes      **xx**  No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course examines the types of as well as the issues related to Public Health Services provided for underserved rural populations (RP), including their implications for people's health. The student will explore public health and medical care services related to general health needs and concerns as well as health care service disparities among rural and non-rural populations. Other issues will include collaboration in public health services, planning public health services, and community-based research in rural populations. Pre-requisites: PUBH 200 & PUBH 210. Typically offered in Fall & Spring.

q. Term(s) Offered: **FA/SP**      r. Max Section Enrollment: **30**      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) **PUBH 200 & PUBH 210**

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)     General Education (GE)     Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date: \_\_\_\_\_ / / \_\_\_\_\_ Academic Affairs Approval Signature/Date: \_\_\_\_\_ / / \_\_\_\_\_

### Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_ SCADETL \_\_ SCARRES \_\_ SCAPREQ \_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**     Number **320**

**LEC 3** LAB \_\_\_\_ SEM \_\_\_\_  
(Enter Contact Hours per week)

Title **Nutrition & Health**

Credit Hours **3**                       Prerequisites **PUBH 200 & 210**    Co-requisite

Course Description: (125 words maximum)

This course explores the role of nutrition science in health and wellbeing of populations. Basic concepts of the food groups and the implications for health and disease causation and prevention will be comprehensively examined. The facts and myths of organic, non-organic foods, vitamins and other nutrients and substances as they affect public health care services and practices will be discussed. Pre-requisites: PUBH 200 & PUBH 210. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan

At the end of this course, students should be able to:

- 1) Identify the basic food groups and their effects on health and wellbeing.  
Assessment: Exam
- 2) Describe how proper balanced diet can promote health and prevent diseases.  
Assessment: Exam
- 3) Explain nutrients and vitamin deficiency disorders and their prevention.  
Assessment: Exam
- 4) Discuss the role of nutrition science in Public Health Practices.  
Assessment: IPE Nutrition Case Study
- 5) Examine the physiology of the human digestive system and the impact on public health care services and practices.  
Assessment: IPE Nutrition Case Study
- 6) Discuss the role of nutrition education in inter-professional education and practice including the public health workforce infrastructure.  
Assessment: IPE Nutrition Case Study



**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

1. Introduction & General Health and Wellbeing Concepts-----3 hours
2. Physiology of the Digestive System-----4 hours
3. Nutrition Science and Disease Causation and Prevention-----5 hours
4. Basic Food Groups and Food Pyramid-----5 hours
5. Role of Minerals and Vitamins in Health & Disease states-----5 hours
6. Nutrition Deficiency Disorders-----5 hours
7. Balanced Diet and Public Health-----4 hours
8. Inter-professional Education and Practice & Nutrition Education-----4 hours
9. Nutrition and Oral Health-----4 hours
10. Student Assignments, case studies, research papers, presentations----6 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 320      c. Contact Hours 3 LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Nutrition & Health      (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type       Variable      xx  Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes      xx  No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)      xx  Undergraduate       Graduate       Professional

m. Grade Method: Check (x)      xx  Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes      xx  No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course explores the role of nutrition science in health and wellbeing of populations. Basic concepts of the food groups and the implications for health and disease causation and prevention will be comprehensively examined. The facts and myths of organic, non-organic foods, vitamins and other nutrients and substances as they affect public health care services and practices will be discussed. Pre-requisites: PUBH 200 & PUBH 210. Typically offered in Fall and Spring

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 30      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 200, PUBH 201

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_\_\_ SCADETL \_\_\_\_ SCARRES \_\_\_\_ SCAPREQ \_\_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**     Number **330**     **LEC 3** LAB \_\_\_ SEM \_\_\_  
(Enter Contact Hours per week)

Title    **Environmental Health & Safety**

Credit Hours    **3**     Prerequisites **PUBH 200 & 210 and COHP 102**    Co-requisite

Course Description: (125 words maximum)

Environmental health professionals provide a first line of defense against public health hazards caused by the contamination of air, water, soil, and food. This course will provide an overview of environmental and occupational health and safety, followed by an exploration of how and why environmental and occupational standards and guidelines are established. The course will also address specific issues, exposures, and hazards within the field. Pre-Requisites: COHP 102, PUBH 200, PUBH 210. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan:

At the end of this course, students should be able to:

- 1) Describe various environmental and occupational influences on health.  
Assessment: Exam or Class Discussion or Activity
- 2) Analyze trends in environmental and occupational health and safety.  
Assessment: Journal Article Reviews
- 3) Conceptually develop plans to reduce specific environmental and occupational health hazards.  
Assessment: Environmental & Occupational Safety Plans – Group Project
- 4) Examine the role of the public health practitioner in the field of environmental and occupational health and safety.  
Assessment: Exam or Class Discussion or Activity
- 5) Compare health hazards common to a variety of occupations and environments.  
Assessment: Exam or Class Discussion or Activity
- 6) Describe communication and education strategies for environmental and occupational health and safety promotion.  
Assessment: Environmental & Occupational Safety Plans – Group Project

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

1. Introduction & What is Environmental Health & Safety? -----2 hours
2. Role of Environment Health & Safety in Public Health Services-----5 hours
3. Air, Water, Food and Soil Contaminants in Health and Diseases-----5 hours
4. Environment Risk Assessment and Health Status-----5 hours
5. Occupational Health and Safety issues-----5 hours
6. Environmental and Occupational Health Standards-----5 hours
7. Roles of EPA, OSHA, NIOSHA, CDC etc.-----5 hours
8. Trends in Environmental and Occupational Health and Safety-----5 hours
9. Worksite Safety Management-----3 hours
10. Student Assignments, case studies, research papers, presentations-----5 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date**\_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 330      c. Contact Hours 3 LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDependent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Environmental Health & Safety      (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type       Variable      xx  Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)       Yes      xx  No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)      xx  Undergraduate       Graduate       Professional

m. Grade Method: Check (x)      xx  Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)       Yes      xx  No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

Environmental health professionals provide a first line of defense against public health hazards caused by the contamination of air, water, soil, and food. This course will provide an overview of environmental and occupational health and safety, followed by an exploration of how and why environmental and occupational standards and guidelines are established. The course will also address specific issues, exposures, and hazards within the field. Pre-Requisites: COHP 102, PUBH 200, PUBH 210. Typically offered in Fall & Spring.

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 30      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 200, PUBH 201 & COHP 102

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_\_\_ SCADETL \_\_\_\_ SCARRES \_\_\_\_ SCAPREQ \_\_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**       Number **340**      LEC **3** LAB **\_\_\_** SEM **\_\_\_**

(Enter Contact Hours per week)

Title **Mass Media & Technology Use in Public Health**

Credit Hours **3**       Prerequisites **PUBH 200 & 210**      Co-requisite

Course Description: (125 words maximum)

This course examines the use of mass media, social marketing and promotion in the dissemination of Public Health education. Terms used by health care professionals in navigating health information management and health information technology will be explained. The student will also explore the concepts, principles, and practice of health information technology and the roles of health care information technology in health care delivery services including Public Health services. Pre-requisites: PUBH 200 & 210. Typically offered Fall and Spring.

Course Outcomes and Assessment Plan:

At the end of this course, students should be able to:

- 1) Explain the various concepts and practices of health information technology.  
Assessment: Exam &/or Class Discussion
- 2) Apply the use of the mass media and social marketing model in public health practice.  
Assessment: Marketing Simulation Activity/Assignment
- 3) Discuss emerging issues in health information technology including regional health information organizations, electronic health records (EHR) and International classification of Diseases (ICD).  
Assessment: Issue Analysis Paper
- 4) Explain the terms used by various health care (including public health) professionals in navigating health information management and health information technology.  
Assessment: Exam &/or Class Discussion
- 5) Explain the use of computers and basic health care data management concepts.  
Assessment: Exam &/or Class Discussion
- 6) Discuss basic health information management-focused summary of statistics to the benefits of health care professionals.  
Assessment: Health Information Case Study

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

1. Introduction & Meaning/roles of Mass Media in Public Health-----3 hours
2. Use of Computers and other electronic media in Health Care Services----5 hours
3. Health Information Technology and Public Health-----5 hours
4. Health Information Technology and Health Information management----5 hours
5. Health Data Mining and Health Care Delivery Systems-----6 hours
6. Advocacy and Social Marketing in Public Health-----5 hours
7. Electronic Health Records (EHR)----- 5 hours
8. International Classification of Diseases (ICD)-----5 hours
9. Student Assignments, case studies, research papers, presentations-----6 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH    b. Number 340    c. Contact Hours 3 LECture    LAB     Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum     INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Mass Media & Technology in PH    (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP    g. Department Code: CRHA    h. Credit Hours: Check (x) type  Variable    xx Fixed

i. Enter number in box: 3 Minimum Credit Hours    j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes    xx No  
If yes, Max Times    or Max Credits Awarded

l. Levels: Check (x)    xx Undergraduate     Graduate     Professional

m. Grade Method: Check (x)    xx Normal Grading     Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes    xx No

o. Equivalent course: Prefix    Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course examines the use of mass media, social marketing and promotion in the dissemination of Public Health education. Terms used by health care professionals in navigating health information management and health information technology will be explained. The student will also explore the concepts, principles, and practice of health information technology and the roles of health care information technology in health care delivery services including Public Health services. Pre-requisites: PUBH 200 & 210. Typically offered Fall & Spring.

q. Term(s) Offered: FA/SP    r. Max Section Enrollment: 30    s. Prerequisites or Restrictions: (if none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 200 & PUBH 210

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code  
 Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

UCC Chair Signature/Date: \_\_\_\_\_ / /

Academic Affairs Approval Signature/Date: \_\_\_\_\_ / /

### Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_\_\_ SCADETL \_\_\_\_\_ SCARRES \_\_\_\_\_ SCAPREQ \_\_\_\_\_



# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**                       Number **350**

**LEC 3** LAB \_\_\_ SEM \_\_\_  
(Enter Contact Hours per week)

Title **Epidemiology**

Credit Hours **3**     Prerequisites **COHP 350, PUBH 200 & 210**    Co-requisite

Course Description: (125 words maximum)

This course will facilitate students' understanding of fundamental epidemiological concepts (e.g. terminology, calculations, etc.); methods (e.g. study designs, risk communication, etc.); and applications (e.g. screening, disease surveillance, outbreak investigation, and community needs assessment). Case studies to explore the meaning of distributions and determinants of disease, disabilities and death in human populations; the characteristics and dynamics of human populations; the natural history of disease and the biologic basis of health will be discussed. Pre-requisites: COHP 350, PUBH 200 & PUBH 210. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan:

At the end of this course, students should be able to:

1. Explain the basic concepts of descriptive and analytic epidemiology.  
Assessment: Exams &/or Class Discussion
2. Identify the appropriate application of common rates and ratios.  
Assessment: Exam / Case Studies
3. Organize epidemiologic data for the planning of health programs and services.  
Assessment: Exam / Case Studies
4. Identify and recognize the characteristics and objectives of disease surveillance, disease investigation and prevention.  
Assessment: Exam / Case Studies
5. Describe the study designs used in epidemiologic research.  
Assessment:
6. Design a study to examine a specific population health problem or preventive intervention.  
Assessment: Epidemiological Simulation Case Study
7. Identify the agencies, both governmental and voluntary, which serve as ready resources and combatants of disease prevention and control.  
Assessment: Exam/ Class Discussion

8. Apply epidemiologic methods to quantify and propose solutions to public health problems.  
 Assessment: Epidemiological Simulation Case Study

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

- Weeks (15 weeks)
- Hours (45 hours; assuming 3 contact hours per week)
- Percentages (100 percent)

- |     |                                                                       |         |
|-----|-----------------------------------------------------------------------|---------|
| 1.  | Introduction & What is Epidemiology? -----                            | 3 hours |
| 2.  | Role of Epidemiology in Public Health Service-----                    | 3 hours |
| 3.  | Basic concepts/principles in Epidemiology-----                        | 3 hours |
| 4.  | Descriptive and Analytic Epidemiology-----                            | 3 hours |
| 5.  | Quantitative Methods in Epidemiology-----                             | 5 hours |
| 6.  | Organizing Epidemiologic Data-----                                    | 4 hours |
| 7.  | Disease Surveillance and Investigation-----                           | 4 hours |
| 8.  | Levels of Prevention—3 levels-----                                    | 3 hours |
| 9.  | Study Designs in Epidemiology Research-----                           | 5 hours |
| 10. | Disease Prevention and Control-----                                   | 3 hours |
| 11. | Communicable and Chronic Disease Epidemiology-----                    | 3 hours |
| 12. | Student Assignments, case studies, research papers, presentations---- | 6 hours |

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 21308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 350      c. Contact Hours 3 LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Epidemiology      (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type  Variable  Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes  No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)  Undergraduate       Graduate       Professional

m. Grade Method: Check (x)  Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes       No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course will facilitate students' understanding of fundamental epidemiological concepts (e.g. terminology, calculations, etc.); methods (e.g. study designs, risk communication, etc.); and applications (e.g. screening, disease surveillance, outbreak investigation, and community needs assessment). Case studies to explore the meaning of distributions and determinants of disease, disabilities and death in human populations; the characteristics and dynamics of human populations; the natural history of disease and the biologic basis of health will be discussed. Pre-requisites: COHP 350, PUBH 200 & PUBH 210. Typically offered in Fall and Spring.

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 30      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 200 & 210 and COHP 350

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_\_\_ SCADETL \_\_\_\_ SCARRES \_\_\_\_ SCAPREQ \_\_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**     Number **400**     LEC **3** LAB \_\_\_ SEM \_\_\_  
(Enter Contact Hours per week)

Title **Health Care Services Administration & Management**

Credit Hours **3**     Prerequisites **PUBH 330, 340 & 350**    Co-requisite

Course Description: (125 words maximum)

The focus of this course is on the planning, organization, administration, management, evaluation and policy analysis of health programs. Students will explore the structure, organization, and function of contemporary health care delivery organizations with emphasis on administrative and managerial concepts. Pre-requisites: PUBH 330, 340 & 350. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan:

At the end of this course, students should be able to:

- 1) Define the administrative/management process and identify the four key managerial roles.  
Assessment: Exam &/or Class Discussion
- 2) Describe the important management and leadership issues facing public health organizations.  
Assessment: Management Issue Analysis Paper
- 3) Identify the major initiatives and programs addressing management in public health, nationally and locally.  
Assessment: Exam &/or Class Discussion
- 4) Write a strategic plan with a mission and vision statement, core values, and measurable goals and objectives.  
Assessment: Organizational Strategic Plan Assignment
- 5) Apply management strategies and techniques to a variety of issues and problems in public health settings or in settings that use a public health perspective in service delivery.  
Assessment: Organizational Strategic Plan Assignment
- 6) Work effectively in interdisciplinary/inter-professional teams to engage in and manage group decision processes.  
Assessment: Organizational Strategic Plan Assignment
- 7) Demonstrate and articulate a management/administrative style and strategy suited to his/her practice of public health principles in a specific health arena.  
Assessment: Leadership Analysis Paper

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

- 1. Differences between Health Care Administration and Management-----3 hours
- 2. Concepts used in Administration and Management-----3 hours
- 3. Structure of Health Care Organizations-----4 hours
- 4. Leadership Attributes in Health Care Management and Administration--4 hours
- 5. Vision, Mission Statements-----5 hours
- 6. Writing Goals and Objectives-----5 hours
- 7. Applications of Management Strategies & Techniques-----10 hours
- 8. Inter-professional Education and Practice in Health Care Management---5 hours
- 9. Student Assignments, case studies, research papers, presentations-----6 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201408 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 400      c. Contact Hours 3 LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Health Care Services Admin      (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type       Variable      xx Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)       Yes      xx No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x) xx Undergraduate       Graduate       Professional

m. Grade Method: Check (x) xx Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)       Yes      xx No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

The focus of this course is on the planning, organization, administration, management, evaluation and policy analysis of health programs. Students will explore the structure, organization, and function of contemporary health care delivery organizations with emphasis on administrative and managerial concepts. Pre-requisites: PUBH 330,340 & 350. Typically offered in Fall and Spring.

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 30      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 330,340 & 350

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_

### Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_\_\_ SCADETL \_\_\_\_ SCARRS \_\_\_\_ SCAPREQ \_\_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**       Number **410**      LEC **3** LAB \_\_\_ SEM \_\_\_  
(Enter Contact Hours per week)

Title **Infectious/Communicable Diseases Epidemiology**

Credit Hours **3**       Prerequisites **PUBH 350, BIOL 108**      Co-requisite

Course Description: (125 words maximum)

This course provides the student with the opportunity to apply epidemiological methods, including study design, legal/ethical aspects, and public health information software programs in the investigation, surveillance, and prevention of infectious/communicable diseases. The focus of the course is on the applications of methods of screening, disease surveillance, outbreak investigation, and community needs assessment specifically regarding infectious-communicable diseases. Student presentations will focus on specific infectious disease topics. Pre-requisites: PUBH 350 & BIOL 108. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan

At the end of this course, students should be able to:

1. Explain the basic concepts of descriptive and analytic epidemiology in reference to communicable diseases and disorders.  
Assessment: Exam &/or Class Discussion
2. Identify the appropriate application of common rates and ratios used in infectious disease investigation and surveillance  
Assessment: Exam &/or Class Discussion
3. Identify agencies, both governmental and voluntary, which serve as ready resources and combatants of communicable disease prevention and control.  
Assessment: Exam &/or Class Discussion
4. Organize epidemiologic data for the planning of health programs and services in the control and prevention of communicable diseases.  
Assessment: Case Study Analysis
5. Identify the general characteristics and objectives of communicable disease surveillance, investigation and prevention.  
Assessment: Exam &/or Class Discussion

6. Describe the study designs used in communicable disease epidemiologic research.  
Assessment: Analysis of Published Epidemiologic Research Studies or Case Study Analysis
7. Design a study to examine a specific population health problem or preventive intervention.  
Assessment: Case Study Analysis
8. Apply epidemiologic methods to quantify and propose solutions to public health problems of infectious/communicable disease epidemic magnitude.  
Assessment: Case Study Analysis

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

1. What is Communicable Disease (CD) Epidemiology? -----3 hours
2. Communicable Disease Epidemiology in Public Health Service-----3 hours
3. Basic concepts/principles of Communicable Disease Epid-----3 hours
4. Descriptive and Analytic Epidemiology of Communicable Disease-----3 hours
5. Quantitative Methods in CD Epidemiology-----5 hours
6. Organizing Epidemiologic Data-----4 hours
7. Epidemic Curve-----3 hours
8. Communicable Disease Surveillance and Investigation-----4 hours
9. Levels of Prevention & Communicable Disease Epid-----3 hours
10. Study Designs in Epidemiology Research-----5 hours
11. Communicable Disease Prevention and Control----- 3 hours
12. Student Assignments, case studies, research papers, presentations----6 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_



# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 410      c. Contact Hours 3 LECTure      LAB      Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Infectious/Comm. Diseases Epid (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type       Variable      xx Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)       Yes      xx No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)      xx Undergraduate       Graduate       Professional

m. Grade Method: Check (x)      xx Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)       Yes      xx No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course provides the student with the opportunity to apply epidemiological methods, including study design, legal/ethical aspects, and public health information software programs in the investigation, surveillance, and prevention of infectious/communicable diseases. The focus of the course is on the applications of methods of screening, disease surveillance, outbreak investigation, and community needs assessment specifically regarding infectious-communicable diseases. Student presentations will focus on specific infectious disease topics. Pre-requisites: PUBH 350 & BIOL 108. Typically offered in Fall and Spring.

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 30      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 350, BIOL 108

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_ / /

\_\_\_\_\_ / /

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_\_\_ SCADETL \_\_\_\_\_ SCARRES \_\_\_\_\_ SCAPREQ \_\_\_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New or Current).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed).

## Course Identification

Prefix **PUBH**     Number **420**     **LEC 3** LAB \_\_\_\_ SEM \_\_\_\_  
(Enter Contact Hours per week)

Title    **Health Program Planning, Implementation & Evaluation**

Credit Hours (current) **3**     Prerequisites **PUBH 300, 310, 320, 330 & 340** Co-requisite

Course Description: (125 words maximum)

This course is designed to provide a comprehensive overview and analysis of theories, concepts, principles and practices related to program planning, administration and evaluation. Students will explore the concepts and methods involved in the determination of health needs and the planning, implementation, and evaluation of appropriate programs designed to improve health status in various population groups and community settings. Pre-requisites: PUBH 300, 310, 320, 330 & 340. Typically offered Fall and Spring.

Course Outcomes and Assessment Plan:

At the end of this course, students should be able to:

- 1) Explain program planning and planning process, implementation and evaluation.  
Assessment: Exam &/or Class Discussion
- 2) Explain the importance of implementation and evaluation strategies in planning process.  
Assessment: Exam &/or Class Discussion
- 3) Explain how program planning/implementation/evaluation affects both individual and community lifestyles.  
Assessment: Health Program Planning Analysis Paper
- 4) Identify barriers and support sources in planning, implementing and evaluating programs.  
Assessment: Health Program Planning Analysis Paper
- 5) Describe the current political climate evolving around health program planning activities at all levels of governments- national, state, local, and voluntary organizations.  
Assessment: Health Program Planning Analysis Paper
- 6) Apply planning techniques for the purpose of program planning and evaluation for various population groups.  
Assessment: Health Program Planning Case Study

7) Apply various theories/models (e.g. PRECEDE- PROCEED) in health education program planning, implementation and evaluation.

Assessment: Health Program Planning Case Study

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

- 1. Introduction, planning and planning process/techniques-----5 hours
- 2. Health Program planning at different levels (micro & macro)----- 4 hours
- 3. Three phases of administrative planning----- 6 hours
- 4. Planning, Implementation & Evaluation phases-----5 hours
- 5. Theories/models/frameworks of Health Program Planning-----5 hours
- 6. Applications of the various theories/models/frameworks-----10 hours
- 7. Barriers and support sources in Health Program Planning-----4 hours
- 8. Student Assignments, case studies, research papers, presentations---6 hours

**Total Hours = 45**

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 420      c. Contact Hours 3 LECTure      LAB       Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDependent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: **Health Program Planning** (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type       Variable      xx Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)       Yes      xx No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)      xx Undergraduate       Graduate       Professional

m. Grade Method: Check (x)      xx Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)       Yes      xx No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course is designed to provide a comprehensive overview and analysis of theories, concepts, principles and practices related to program planning, administration and evaluation. Students will explore the concepts and methods involved in the determination of health needs and the planning, implementation, and evaluation of appropriate programs designed to improve health status in various population groups and community settings. Pre-requisites: PUBH 300, 310, 320, 330 & 340. Typically offered Fall and Spring.

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 30      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 300, 310, 320, 330 & 340

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
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Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_\_\_ SCADETL \_\_\_\_ SCARRES \_\_\_\_ SCAPREQ \_\_\_\_

# COURSE INFORMATION FORM – This is a New Course

**FORM E**  
Rev. May 2013

Complete all items below (New).

Check all boxes where modifications are being made. NA  
Enter the modification to be made (Proposed). NA

## Course Identification

Prefix **PUBH**                       Number **495**                       LEC **3** LAB \_\_\_\_ SEM \_\_\_\_  
(Enter Contact Hours per week)

Title **Public Health Internship & Capstone**

Credit Hours **3**                       Prerequisites **PUBH 400,410 & 420** Co-requisite

Course Description: (125 words maximum)

This capstone course provides the student with an internship opportunity to integrate classroom learning and guided experiences with the challenges of the practice environment. Students will collaborate with a faculty advisor and community preceptors(s) to pursue a capstone project in a contemporary health care/public health services facility. The project focuses on the application of public health skills, concepts and principles in terms of solving problems within health care organizations and systems. A professional capstone portfolio will be developed for the experience and the student will make an exit oral presentation. Pre-requisites: Completion of all core PUBH courses. This is the last course taken in the BPH program. Typically offered in Fall and Spring.

Course Outcomes and Assessment Plan

At the end of this course, students should be able to:

- 1) Design an internship opportunity for integrating classroom learning and guided experiences with the problems of the practice environment.  
Assessment: Internship Proposal & Capstone Portfolio
- 2) Participate in internship opportunities to advance their practical/professional knowledge and skills in inter-professional education and practice with health care providers.  
Assessment: Capstone Portfolio
- 3) Demonstrate active involvement and participation in the activities of the public/community health agency, which benefit the agency while also enhancing the student's learning experience.  
Assessment: Capstone Portfolio / Preceptor Evaluation
- 4) Produce a pragmatic, concrete and tangible output for host agency's utilization.  
Assessment: Capstone Project Analysis / Capstone Portfolio & Preceptor Evaluation
- 5) Complete a capstone project of specific interest in an official or voluntary public/community health agency.  
Assessment: Capstone Project Analysis / Capstone Portfolio & Preceptor Evaluation
- 6) Develop a professional capstone portfolio of the experience for oral exit presentation and overall grading and assessment.  
Assessment: Capstone Portfolio & Presentation Rubric

- 7) Demonstrate professional leadership skills and attributes during the experience with the host organization.  
Assessment: Preceptor Evaluation

**Course Outline including Time Allocation**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)

Internship / Practicum Course (6 credits): 40 hours / week for 15 weeks = a total of 600 hours.

The student will spend a total of 600 hours (40 hours/ week) engaged in experiential learning in an approved internship setting with a qualified preceptor.

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201308 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix PUBH      b. Number 495      c. Contact Hours LECture 40 LAB  Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d. xx Practicum       INDEpendent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Public Health Internship & Capstone      (Limit to 30 characters including punctuation and spaces.)

f. College Code: HP      g. Department Code: CRHA      h. Credit Hours: Check (x) type  Variable xx Fixed

i. Enter number in box: 3 Minimum Credit Hours      j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes xx No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x) xx Undergraduate  Graduate  Professional

m. Grade Method: Check (x) xx Normal Grading  Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes      xx No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This capstone course provides the student with an internship opportunity to integrate classroom learning and guided experiences with the challenges of the practice environment. Students will collaborate with a faculty advisor and community preceptors(s) to pursue a capstone project in a contemporary health care/public health services facility. The project focuses on the application of public health skills, concepts and principles in terms of solving problems within health care organizations and systems. A professional capstone portfolio will be developed for the experience and the student will make an exit oral presentation. Pre-requisites: Completion of all core PUBH courses. This is the last course taken in the BPH program. Typically offered in Fall and Spring.

q. Term(s) Offered: FA/SP      r. Max Section Enrollment: 20      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) PUBH 400, 410 & 420

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

### Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_\_\_ SCADETL \_\_\_\_\_ SCARRES \_\_\_\_\_ SCAPREQ \_\_\_\_\_

## Responses to Concerns:

Here is the 1/28/14 email response to the Department of Physical Sciences (See Form B Page 9):

Dr. Frank & Department Faculty:

I read your comments and wanted to address them so that we are all clear and have a common understanding. We really appreciate your careful review and excellent feedback.

First, we do understand that MATH 115 is a pre-requisite to CHEM 121. If a student doesn't have MATH 115, they would be in a more developmental track. Clearly they can't take them concurrently, which is why I made the note on that first semester of the program plan. I was just trying to both include the MATH 115 in the credit total (if needed) and These would be advising issues, but we anticipate that most students can meet the MATH requirement if they are interested in this degree, i.e., are pre-pharm, etc. As far as those other math courses, we will sub any math that meets general education quantitative skills, so no worries there. We can certainly add the higher level MATH courses to the selected electives and it is clear that students who need higher level courses may not even be taking MATH 115.

Yes, additional organic Chemistry would be great, but as you can see we are already at 130 credits, having added 10 when we went from the CHEM 114 to the 121/122 sequence. This is really a matter of trying to find a way to best accommodate the broad range of students who might be interested in this degree. According to Matthew, the CHEM 121/122 sequence will suffice for this degree in terms of meeting accreditation standards and we will be meeting necessary pre-requisite requirements for other science courses. The reason we put the higher level science courses in the "selected electives" is so that different groups of students can tailor the program to best meet their needs. A student who is on a PH track only, wouldn't need all those courses and may instead elect to focus more on the social or behavioral sciences as an example. We are very much aware of the fact that our pre-professional students will exceed the 130 credits of the BPH because their requirements for entry into pharmacy, optometry, medicine and dentistry are much more rigorous than required for the generic BPH degree. We have addressed this with both Deans of Pharmacy and Optometry and they understand that this will be a factor for students selecting this degree as preparation for their programs. In fact, both Deans are preparing strong letters of support for this program because they see this degree as an excellent preparation for their prospective students. The good news is that they will have the ability for at least a significant portion of their qualification coursework will also apply to this degree.

I hope that this helps clarify our perspective. We are so glad that you will be able to accommodate our BPH students and that you are so invested in their success.

Julie A. Coon, Ed.D, MSN  
Associate Dean,  
College of Health Professions  
VFS 200E  
Ferris State University  
200 Ferris Drive  
Big Rapids, MI 49307  
231-591-2273 (office)  
231-591-3788 (fax)  
[coonj@ferris.edu](mailto:coonj@ferris.edu)



PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Lean Healthcare Minor

Initiating Individual: Gail Bullard, DHEd, MHA, RN, Gregory Zimmerman, EdD Initiating Department or Unit: HCSA

Contact Person's Name: Gail Bullard e-mail: bullarg@ferris.edu phone: 591-2279

Group I - A – New degree, major, concentration, minor, or redirection of a current offering

Group I - B – Deletion of a degree, major, concentration, or minor

Group II - A – New Course, modification of a course, deletion of a course

Group II - B – Minor curriculum clean-up

Group III – Certificates ( College Credit  Non-Credit)

Group IV – Other Site Locations ( College Credit  Non-Credit)

34 Support +  
0 Support with Concerns  
0 Not Support  
0 Abstain

CHP

*Stan D. Karnes*

1/28/14

|                                                  | Signature              | Date      | Vote/Action *<br>Number count **                                                                                                                               |
|--------------------------------------------------|------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Representative **                        | <i>Gail L. Bullard</i> | 1/23/2014 | 1 Support<br>0 Support with Concerns<br>0 Not Support<br>0 Abstain                                                                                             |
| Department/School/Faculty Representative Vote ** | <i>Gail L. Bullard</i> | 1/23/2014 | 5 Support<br>0 Support with Concerns<br>0 Not Support<br>0 Abstain                                                                                             |
| Department/School Administrator                  | <i>[Signature]</i>     | 1/23/14   | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support                          |
| College Curriculum Committee/Faculty             | <i>Stan D. Karnes</i>  | 1/23/14   | 6 Support<br>0 Support with Concerns<br>0 Not Support<br>0 Abstain                                                                                             |
| Dean                                             | <i>Matthew Adyagye</i> | 1/28/14   | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support                          |
| University Curriculum Committee **               |                        |           | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support<br><input type="checkbox"/> Abstain |
| Senate **                                        |                        |           | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support<br><input type="checkbox"/> Abstain |
| Academic Affairs                                 |                        |           | <input type="checkbox"/> Support<br><input type="checkbox"/> Hold<br><input type="checkbox"/> Not Support                                                      |

\* Support with Concerns or Not Support must include identification of specific concerns with appropriate rationale.

\*\* Number count must be given for all members present and/or voting.

|                                     |                                         |                                               |
|-------------------------------------|-----------------------------------------|-----------------------------------------------|
| To be completed by Academic Affairs |                                         | Date/Term of Implementation: _____            |
| President (Date Approved) _____     | Board of Trustees (Date Approved) _____ | Academic Officers of MI (Date Approved) _____ |

**1. Proposal Summary**

Both the College of Business (COB) Management Department and the College of Health Professions (COHP) agree there is a strong need to prepare students to work with Lean Management within the healthcare business. Therefore, this proposal is a joint venture between COB and COHP to provide opportunity for students to enhance their employment prospects. This joint venture will be located in the College of Health Professions.

The rationale and proposed curricular format are as follows:

- Courses will be offered in an online or hybrid format. Those not currently offered in this format will be transitioned to this format.
- As healthcare costs continue to skyrocket, health facilities are beleaguered with inconsistent and inefficient processes, while having no system for implementing solutions to deliver safe, cost-effective, quality care. Lean Management is being recognized globally as a solution which provides clear guidelines for identifying these inefficiencies and effective methods for developing effective, sustainable change solutions.
- Students who earn this minor will be at a unique advantage and in high-demand in the field of healthcare administration, as the Joint Commission Center for Transformative Healthcare encourages use of Lean Six Sigma principles. Major healthcare systems using Lean principles include Trinity Health System (MI), The University of Michigan Medical Center, Yale-New Haven Health System, Mount Carmel Medical Center (Columbus OH), Charleston Area Medical Center (WV), Virtua Health (NJ/PA), Wellmark Blue Cross Blue Shield (CA), Luther Midelfort/ Mayo Health System (MN/WI), Froedert Medical Center, and Palomar Pomerado Health (San Diego CA).
- Healthcare management has a projected employment growth for 2010-2020 faster than average (20% to 28%), with a median national income of \$42.59 hourly. Michigan projects a 14% increase in this same timeframe, with a median income of \$39.28, as reported on O\*Net.

The joint venture between the COB and the COHP colleges does not have a similar program provided. It is the belief of faculty within the COB and COHP that this minor would be appealing to BS Degree enrolled students in the COHP.

**2. Summary of Curricular Action (check all that apply to this proposal)**

Degree  Major  Minor  Concentration  Certificate  Course

New  Modification  Deletion

Name of Degree, Major, etc.: Lean Healthcare Minor

**3. Summary of All Course Action Required** Contact Senate Secretary or UCC Chair if additional spaces are required.

**a. Newly Created Courses to be Added to FSU Catalog:**

| Prefix | Number | Title                        |
|--------|--------|------------------------------|
| HCSA   | 425    | Lean Healthcare Applications |

**b. Courses to be Deleted from FSU Catalog:**

| Prefix | Number | Title |
|--------|--------|-------|
| N/A    |        |       |

**c. Existing Course(s) to be Modified:**

| Prefix | Number | Title |
|--------|--------|-------|
| N/A    |        |       |

**d. Addition of existing FSU courses to program**

| Prefix | Number | Title                                  |
|--------|--------|----------------------------------------|
| HCSA   | 336    | Healthcare Supervisory Practices       |
| MGMT   | 492    | Lean Service Enterprise Leadership     |
| MGMT   | 402    | Six Sigma Process Management <u>or</u> |
| MGMT   | 422    | Lean Accounting                        |
| MGMT   | 412    | Lean Culture & Skills Development      |
| MRIS   | 209    | Quality Management in Healthcare       |

**e. Removal of existing FSU courses from program**

| Prefix | Number | Title |
|--------|--------|-------|
| N/A    |        |       |

**4. Summary of All Consultations**

| Form Sent (B or C) | Date Sent  | Responding Dept. | Date Received & by Whom |
|--------------------|------------|------------------|-------------------------|
| Form B             | 01/20/2014 | Management       |                         |
| Form C             | 01/20/2014 | FLITE            |                         |

**5. Will External Accreditation be sought? (For new programs or certificates only)**

Yes       No

If yes, name the organization involved with accreditation for this program.

**6. Program Checksheets affected by this proposal (check all that apply to this proposal)**

Add Course    Delete Course    Modify Course    Change Prerequisite    Move from required to elective  
 Move from elective to required    Change Outcomes and Assessment Plan    Change credit hours

List all Checksheets affected by this proposal:

College    Department    Program

**Does not impact current check sheet(s)**

**See Form D below – Proposed Check Sheet**

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.
2. The department must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original is returned to the Academic Senate office to be inserted into the proposal and a copy is returned to the initiator.

The department must acknowledge receipt of this form and the proposal in writing to the initiator.

**Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

**RE: Proposal Title** Lean Healthcare Minor

**Initiator(s):** Gail Bullard, DHEd, MHA, RN, Gregory Zimmerman, EdD

**Proposal Contact:** Gail Bullard **Date Sent:** 01/20/2014

**Department:** CRHA **Campus Address:** VFS 414, College of Health Professions

**Responding Department:** Management

**Administrator:** Paula Hagstrom **Date Received:** \_\_\_\_\_ **Date Returned:** \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

The CAHS, in coordination with the COB, would like to develop a minor in Lean Healthcare for the HCSA program. Please review the attached Form A which describes the program.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.
2. The department must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original is returned to the Academic Senate office to be inserted into the proposal and a copy is returned to the initiator.

The department must acknowledge receipt of this form and the proposal in writing to the initiator.

**Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title Lean Healthcare Minor

Initiator(s): Gail Bullard, DHEd, MHA, RN, Gregory Zimmerman, EdD

Proposal Contact: Gail Bullard Date Sent: 01/20/2014

Department: CRHA Campus Address: VFS 414, College of Health Professions

Responding Department: Management

Administrator: Bill Smith Date Received: \_\_\_\_\_ Date Returned: \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_(date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

The CAHS, in coordination with the COB, would like to develop a minor in Lean Healthcare for the HCSA program. Please review the attached Form A which describes the program.

## FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. FLITE must return the original form to the Academic Senate office to be inserted in the proposal and a copy to the initiator. FLITE must respond within 10 business days of receipt of this form to insure that the form is included in the final proposal.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

**RE: Proposal Title: Lean Healthcare Minor**

Projected number of students per year affected by proposed change: 50

Initiator(s): Gail Bullard, DHEd, MHA, RN, Gregory Zimmerman EdD  
Proposal Contact: Gail Bullard Date Sent: 01/20/2014

Department: CRHA Campus Address: VFS 414 College of Health Professions  
(Please type)

Liaison Librarian Signature: \_\_\_\_\_ Date Received: \_\_\_\_\_  
Dean of FLITE Signature: \_\_\_\_\_ Date Returned: \_\_\_\_\_

Based upon our review on \_\_\_\_\_ (date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$\_\_\_\_\_.
- Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, or other FLITE programs. Use additional pages if necessary.

## MAJOR, MAJOR WITH CONCENTRATION, MINOR OR CERTIFICATE CHECKSHEET(S)

**Lean Healthcare Minor Catalog Description:**

The Lean Healthcare minor enhances graduates opportunities for assuming leadership roles in lean systems and six sigma management within numerous healthcare organizations. More specifically, it integrates process efficiency, process quality, value stream performance measurement and leadership techniques to assist the healthcare organization in achieving and sustaining optimal employee and operational performance.

**Revised Program Admission Criteria:**

None.

**OUTCOMES STATEMENT AND ASSESSMENT PLAN FOR THE LEAN SYSTEMS MINOR**

The minor will include the following areas for outcomes assessment at the university level.

| Learning Outcome # | Certificate Course Outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Assessment                                                                                                                                                   |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1                  | <b>MGMT 492:</b> Evaluate, design, improve, and lead a lean service business process initiative using Systems Planning and Thinking (seeing the whole business as a value stream), Human relations skills (leadership, strategy development and deployment, change management, and team problem solving) and Lean Principles (kaizen, PDCA, 5S, pull, leveling process stability, standardized work, root-cause problem resolution and A3 Reporting).                                                                                           | Individual Exercises/Assignments, Team Based projects, exams, Peer evaluation,                                                                               |
| 2                  | <b>MGMT 402:</b> Explain the metrics and tools related to business process variation and apply Six Sigma to standardize processes across different disciplines and practices. <u>OR</u><br><b>MGMT 422:</b> Design a lean-focused set of simplified accounting, control, and measurement tools to develop accurate, timely, & understandable financially driven strategies to motivate and sustain a lean financial transformation throughout the organization resulting in increased customer value, organizational growth, and profitability. | In-Class Assignments, Class Project, Homework, and Exams<br><br>Individual Exercises/Assignments, Team Based Projects, Exams, Mid-term exam, Peer evaluation |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                         |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| 3 | <b>MGMT 412:</b> Develop and integrate an employee centric lean culture resulting in consistent organizational growth, innovation, profitability and process excellence.                                                                                                                                                                                                                                                                        | Individual Exercises/Assignments, Team Based projects, Peer evaluation                                                  |
| 4 | <b>HCSA 425:</b> Identify sources of waste in healthcare, analyze data trends and provide Root Cause Analysis. Using an interdisciplinary approach, identify, measure, and calculate metrics and indicators related to process variation. Through the use of simulation, analyze processes and redesign them to minimize inefficiency or eliminate Non-Value-Added processes and improve efficiency in both clinical and non-clinical settings. | Individual Exercises/Assignments, Exams, Case Analysis, Reports                                                         |
| 5 | <b>HCSA 336:</b> Develop tools for the interview process Develop policies and procedures Develop an orientation project                                                                                                                                                                                                                                                                                                                         | Individual Exercises/Assignments, Team Based projects, exams, Peer evaluation                                           |
| 6 | <b>MRIS 209:</b> Describe various quality improvement philosophies: Complete the procedures for utilization review Apply quality improvement tools and techniques Apply team skills Design data retrieval forms                                                                                                                                                                                                                                 | Individual Exercises/Assignments, Team Based projects, Peer evaluation, Exams, Case Analysis, Reports, Field Experience |



## Ferris State University – College of Health Professions

## CLINICAL LAB/RESPIRATORY/HEALTH ADMINISTRATION DEPARTMENT

## LEAN HEALTHCARE MINOR – 19 Credits

Name: \_\_\_\_\_ ID#: \_\_\_\_\_

| REQUIRED | COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( ) | S.H. | GRADE |
|----------|----------------------------------------------------|------|-------|
|----------|----------------------------------------------------|------|-------|

| Six Required Classes (19 credits) |     |                                                                                                                                                                            |           |
|-----------------------------------|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| MGMT                              | 492 | <b>Lean Service Enterprise Leadership (Junior Status)</b><br><i>Typically offered Fall, Spring, Summer</i>                                                                 | 3         |
| MGMT                              | 402 | <b>Six Sigma Process Management (MGMT 492)</b> <i>Typically offered Fall, Spring</i><br><b>OR Lean Accounting (MGMT 492)</b> <i>Typically offered Fall, Spring, Summer</i> | 3         |
| MGMT                              | 422 |                                                                                                                                                                            |           |
| MGMT                              | 412 | <b>Lean Culture and Skills Development (MGMT 492)</b><br><i>Typically offered Fall, Spring, Summer</i>                                                                     | 3         |
| HCSA                              | 425 | <b>Lean Healthcare Applications (MGMT 492)</b><br><i>Typically offered Fall, Spring, Summer</i>                                                                            | 3         |
| HCSA                              | 336 | <b>Healthcare Supervisory Practices (COHP 101)</b><br><i>Typically offered Fall, Spring, Summer</i>                                                                        | 4         |
| MRIS                              | 209 | <b>Quality Management in Healthcare (MRIS 103 and HCSA 120 or MRIS 101)</b> <i>Typically offered Fall, Spring</i>                                                          | 3         |
|                                   |     | <b>Total Credits</b>                                                                                                                                                       | <b>19</b> |

1. In consultation with Professor Bullard, VFS 414, or Professor Hagstrom, VFS 400B, the student will complete a Lean Healthcare Minor check sheet, indicating the courses he/she plans to complete. Signatures of the student and advisor are required.
2. The completed Lean Healthcare Minor check sheet will be forwarded to the CRHA Department Head for approval. The approved check sheet will then be forwarded to Student Records in the College of Health Professions.
3. Grades of the completed courses for the Lean Healthcare Minor will be posted on the student's check sheet.
4. A term prior to completion of the Lean Healthcare Minor program, the student will make an appointment with their advisor in the College of Health Professions. Upon verification that the student has completed the bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note the completion of the Lean Healthcare Minor on the student's official transcript.

NOTE: No more than 50% of the credits in this minor may be transferred from another institution, nor will this minor be granted if more than 10 of the minor credits are specifically required in the students' major.

**For more information, please contact the CRHA Department (231) 591-2266.**

**Notice Regarding Withdrawal, Re-admission and Interruption of Studies**

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the minor which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

NOTE: a 2.25 cumulative GPA is required for completion of the Lean Healthcare Minor.

**Student:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Advisor:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Dept. Head:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*(To receive this minor, you must complete a certificate clearance in the College of Health Professions)*

**Effective Fall 2014**

# COURSE INFORMATION FORM

# FORM E

Rev. May 2013

Complete all items below (New or Current).

Check all boxes where modifications are being made.

Enter the modification to be made (Proposed).

### Course Identification

X Prefix (current)

(proposed) HCSA

X Number (current)

(proposed) 425

LEC \_\_\_ LAB \_\_\_ SEM \_\_\_ (current)

(Enter Contact Hours per week)

LEC \_3\_ LAB \_\_\_ SEM \_\_\_ (proposed):

X Title (current)

(proposed) Lean Healthcare Applications

X Credit Hours (current)

(proposed) 3

X Prerequisites (current)

(proposed) MGMT 492

Co-requisite (current)

(proposed)

X Course Description (current): (125 words maximum)

(proposed): This course will provide the student with insight and practical experience in the use of Lean Management principles within the healthcare industry. Through use of simulated scenarios, students will identify, measure and analyze inefficiencies and design systems to eliminate waste and non-value-added actions.

X Course Outcomes and Assessment Plan (current)

(proposed): See table

| Outcome | Student will be able to:                                                                                                                                                                              | Assessment                                       | Measure                  |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|--------------------------|
| 1       | Analyze data trends of identified sources of wastes in healthcare, and provide Root Cause Analysis.                                                                                                   | Case Analysis                                    | Indirect                 |
| 2       | Measure and calculate metrics and indicators related to process variation, using an interdisciplinary approach.                                                                                       | a. Team exercises<br>b. Written Report           | a. Indirect<br>b. Direct |
| 3       | Analyze processes and redesign them to minimize inefficiency or eliminate Non-Value-Added processes and improve efficiency in both clinical and non-clinical settings, through the use of simulation. | a. Individual and Team assignments<br>b. Reports | a. Indirect<br>b. Direct |

**X Course Outline including Time Allocation (current)**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

- Weeks (15 weeks)
- Hours (45 hours; assuming 3 contact hours per week)
- Percentages (100 percent)
- (proposed)

**Proposed:**

Course to be offered in 15 weeks, 3 hours per week for a total of 45 hours

**Course objectives**

At the end of this course, the student shall be able to

1. Take part in and/or coordinate healthcare Lean management projects
2. Collaborate with other disciplines within the healthcare setting to select and analyze identified sources of waste in healthcare.
3. Apply Lean Six Sigma principles to standardize metrics across different disciplines and functions.
4. Develop, implement and monitor action plans to reduce process variations within the healthcare setting
5. Develop, implement and monitor action plans to reduce process waste within the healthcare setting
6. Develop visual guides and other tools to assure sustainability of processes with the healthcare setting
7. Provide presentations to groups which articulate the need for process and waste reduction and a recommended action plan

Competencies to be achieved from this class include

- Retain Lean Management principles retrieved from simulation application, research and textbook in order to be effective as a manager within the healthcare setting.
- Learn how to apply Lean Six Sigma principles to the healthcare setting
- Learn to access electronic databases to obtain current Lean Management information related healthcare, from professional organizations, journals, and accrediting bodies such as Joint Commission.
- Able to analyze and synthesize information from various sources into a written document, using APA citation
- Apply writing and presentation skills required within the role of a healthcare manager.

| Topic                                                                     | Time Allocation |
|---------------------------------------------------------------------------|-----------------|
| Overview of Lean Six Sigma – concepts, goals, terminology                 | 5%              |
| Why healthcare – why now                                                  | 5%              |
| Sources of waste in healthcare                                            | 10%             |
| Voice of Customer and Critical to Quality – an interdisciplinary approach | 10%             |
| Process variation in healthcare                                           | 10%             |
| Value-added vs. Non-value-added processes in healthcare                   | 10%             |
| Cost of Quality – the impact of new regulations                           | 10%             |
| Applying Lean Six Sigma tools and concepts to healthcare                  | 30%             |
| Managing Lean Six Sigma projects in healthcare                            | 10%             |
|                                                                           |                 |
|                                                                           | 100%            |

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

# FORM F

## Course Data Entry Form

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201408 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix HCSA      b. Number 425      c. Contact Hours 3 LECTure      0 LAB      0 Seminar

[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INdependent Study

[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: Lean Healthcare Applications (Limit to 30 characters including punctuation and spaces.)

f. College Code: COHP g. Department Code: CRHA h. Credit Hours: Check (x) type  Variable    X Fixed

i. Enter number in box: 3 Minimum Credit Hours    j. 3 Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes    X No

If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x) X Undergraduate     Graduate     Professional

m. Grade Method: Check (x) X Normal Grading     Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes    X No

o. Equivalent course: Prefix      Number      None

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course will provide the student with insight and practical experience in the use of Lean Management principles within the healthcare industry. Through use of simulated scenarios, students will identify, measure and analyze inefficiencies and design systems to eliminate waste and non-value-added actions.

q. Term(s) Offered: Fall/Spring/Summer    r. Max Section Enrollment: 50    s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) MGMT 492 Lean Service Enterprise Leadership

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.) N/A

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)     General Education (GE)     Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date:

Academic Affairs Approval Signature/Date:

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_/\_\_\_\_/\_\_\_\_

### Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_ Date Completed: \_\_\_\_ Entered: SCACRSE \_\_ SCADETL \_\_ SCARRES \_\_ SCAPREQ \_\_

**PROPOSAL SUMMARY AND ROUTING FORM**

**Proposal Title: Sports Communication major**

Initiating Individual: Sandy Aispach Initiating Department or Unit: Humanities

Contact Person's Name: Sandy Aispach e-mail: alspachs@ferris.edu phone: 2779

Group I - A – New degree, major, concentration, minor, or redirection of a current offering



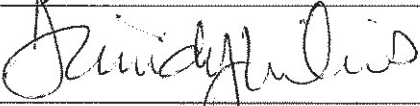
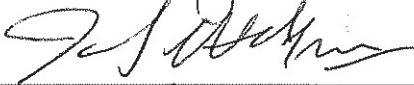

Group I - B – Deletion of a degree, major, concentration, or minor

Group II - A – New Course, modification of a course, deletion of a course

Group II - B – Minor curriculum clean-up

Group III – Certificates ( College Credit  Non-Credit)

Group IV – Other Site Locations ( College Credit  Non-Credit)

|                                                  | Signature                                                                           | Date     | Vote/Action *<br>Number count **                                                                                                                                                                           |
|--------------------------------------------------|-------------------------------------------------------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Program Representative **                        |    | 10/2/13  | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support<br><input type="checkbox"/> Abstain                                  |
| Department/School/Faculty Representative Vote ** |    | 12-9-13  | <input checked="" type="checkbox"/> Support<br><input checked="" type="checkbox"/> Support with Concerns<br><input checked="" type="checkbox"/> Not Support<br><input checked="" type="checkbox"/> Abstain |
| Department/School Administrator                  |   | 12/10/13 | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support                                                                      |
| College Curriculum Committee/Faculty             |  | 1-23-14  | <input checked="" type="checkbox"/> Support<br><input checked="" type="checkbox"/> Support with Concerns<br><input checked="" type="checkbox"/> Not Support<br><input checked="" type="checkbox"/> Abstain |
| Dean                                             |  | 2/19/14  | <input type="checkbox"/> Support<br><input checked="" type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support                                                                      |
| University Curriculum Committee **               |                                                                                     |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support<br><input type="checkbox"/> Abstain                                             |
| Senate **                                        |                                                                                     |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support<br><input type="checkbox"/> Abstain                                             |
| Academic Affairs                                 |                                                                                     |          | <input type="checkbox"/> Support<br><input type="checkbox"/> Hold<br><input type="checkbox"/> Not Support                                                                                                  |

\* Support with Concerns or Not Support must include identification of specific concerns with appropriate rationale.

\*\* Number count must be given for all members present and/or voting.

|                                     |                                         |                                               |
|-------------------------------------|-----------------------------------------|-----------------------------------------------|
| To be completed by Academic Affairs |                                         | Date/Term of Implementation: _____            |
| President (Date Approved) _____     | Board of Trustees (Date Approved) _____ | Academic Officers of MI (Date Approved) _____ |

COLLEGE OF ARTS & SCIENCES  
MEMORANDUM

TO: University Curriculum Committee  
FROM: J. Andy Karafa, Associate Dean, Arts & Sciences  
RE: Sports Communication Major  
DATE: 02/05/2014

I support the proposal with the following amendments:

1. The cap for COMM 381 is now set at 32, the usual cap in this area.
2. The cap for COMM 489 is now set at 30. This is open for additional discussion; however, I wanted to move the packet forward without delay.

**1. Proposal Summary**

(Summary is generally less than one page. Briefly: state what is proposed with a summary of rationale and highlights.)

The Sports Communication program: concentration, minor and certificate, has proven to be a strong recruiting tool for students interested in careers in the Sports industry. In the two years since it was originally approved and modified, over thirty students have declared their interest in this program. Six graduates have already been accepted into graduate programs to build their credentials and training for advanced careers in the Sports industry. Other graduates are exploring graduate study or pursuing careers in Sports or related fields. The influx of "Sports Comm" students caused the department to create a second section of COMM 101 Introduction to Communication Study in fall 2013. A registered student organization, Sports Careers RSO, has grown to over a dozen active members in September 2013, in spite of the graduation of six charter members. Prospective students are inquiring about this program at college interest events around the state.

Dean Kurtz has asked the Communication area to elevate the visibility of this program from a concentration within the current BA and BS programs to a "stand alone" major. This proposal accomplishes that task. The proposal deletes the Sports Concentration in the BS Applied Speech Communication major and in the BA Communication major. The proposal builds on a strong supporting relationship with the Ferris Athletic Department and collaboration with programs in three other Colleges within the University. The combination of core Communication courses with a concentration in a focused career field prepares the graduate to move directly into career paths with growth potential. In addition, students are required to complete a minor or "application to the workplace" of 18 credits to refine the particular skills they offer employers in the Sports industry.

Experience with the Sports concentration has taught us that one of the elective courses currently on the checksheet for the BS and BA concentrations, the Sports Communication minor, and the Sports Communication certificate is inappropriate. This proposal modifies the Sports Communication minor and certificate by replacing this course. BLAW 411 Legal Env-Sport-Resort Mgmt is rarely offered. Replacing this course with BLAW 321 Contracts and Sales meets the outcome for introducing students to the legal aspects of the Sports industry.

Ferris State University is positioned to offer a unique focus on sports communication in the state of Michigan. Related programs around the state focus on sports management, sports media, or sports medicine. The proposed program prepares students to advance in several of these career fields while providing them a strong undergraduate preparation should they choose to enter directly into the workplace. Not only will this program distinguish Ferris from other state programs, but additionally it will position Ferris as a regional, national and international leader in interdisciplinary study of sports communication and student preparation for careers in the field. Ferris is the first institutional member of the International Association for Communication and Sport. In spring 2013 a student in the Sports Communication program presented her paper at the IACS conference in Austin, Texas. Students in COMM 389 Sports Communication began a research project in spring which is being prepared for presentation at the IACS Summit in New York City in spring 2014.

**2. Summary of Curricular Action (check all that apply to this proposal)**

Degree  Major  Minor  Concentration  Certificate  Course

New  Modification  Deletion

Name of Degree, Major, etc. : Sports Communication (BS, minor and certificate)

**3. Summary of All Course Action Required** Contact Senate Secretary or UCC Chair if additional spaces are required.

**a. Newly Created Courses to be Added to FSU Catalog:**

| Prefix | Number | Title                                      |
|--------|--------|--------------------------------------------|
| COMM   | 381    | Communication in Sports Organizations      |
| COMM   | 489    | Seminar in Sports Communication (capstone) |

**b. Courses to be Deleted from FSU Catalog:**

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|

**c. Existing Course(s) to be Modified:**

| Prefix | Number | Title |
|--------|--------|-------|
|--------|--------|-------|



**d. Addition of existing FSU courses to program**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b>                        |
|---------------|---------------|-------------------------------------|
| COMM          | 101           | Intro to Communication Study        |
| COMM          | 105           | Interpersonal Communication         |
| COMM          | 121           | Fundamentals - Public Speaking      |
| COMM          | 221           | Small Group Decision Making         |
| COMM          | 299           | Theories Human Communication        |
| COMM          | 300           | Research Methods in Comm            |
| COMM          | 301           | Interviewing                        |
| COMM          | 336           | Tech and Prof Presentation          |
| COMM          | 366           | Diversity and Communication         |
| COMM          | 383           | Mass and Social Media Comm          |
| COMM          | 385           | Broadcast Writing                   |
| COMM          | 387           | Broadcast Presentation              |
| COMM          | 389           | Sports Communication                |
| COMM          | 493           | Internship in Communication         |
| TDMP          | 110           | Intro to Video Productions          |
| TDMP          | 136           | Audio Production                    |
| TDMP          | 243           | Field Production                    |
| TDMP          | 314           | Remote Field Production             |
| TDMP          | 326           | Script Writing                      |
| JRNL          | 121           | Writing for Mass Media              |
| JRNL          | 122           | Reporting                           |
| JRNL          | 228           | Feature and Opinion Writing         |
| JRNL          | 251           | Understanding Mass Media            |
| RFIM          | 110           | Intro to Hospitality Industry       |
| HOMT          | 301           | Properties/Facilities Management    |
| HOMT          | 302           | Ski Operations Management           |
| HOMT          | 305           | Convention and Meeting Sales        |
| HOMT          | 401           | Special Event Planning              |
| FMAN          | 321           | Principles of Facilities Management |
| FMAN          | 322           | Project Management                  |
| BLAW          | 321           | Contract and Sales                  |
| AIMC          | 334           | Fundamentals of Media               |

**e. Removal of existing FSU courses from program**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b>                |
|---------------|---------------|-----------------------------|
| BLAW          | 411           | Legal Env-Sport-Resort Mgmt |

**4. Summary of All Consultations**

| <b>Form Sent (B or C)</b> | <b>Date Sent</b> | <b>Responding Dept.</b>     | <b>Date Received &amp; by Whom</b> |
|---------------------------|------------------|-----------------------------|------------------------------------|
| Form B                    | 9/16/13          | Humanities                  | T. Williams                        |
| Form B                    | 9/16/13          | Lang/Lit                    | S. Balkema                         |
| Form B                    | 9/16/13          | School of Education         | J. Powell                          |
| Form B                    | 9/16/13          | School of Digital Media     | G. Okonoski                        |
| Form B                    | 9/16/13          | MGMT                        | W. Smith                           |
| Form B                    | 9/16/13          | MKTG                        | L. Dix                             |
| Form B                    | 9/16/13          | SEHM                        | J. Doyle                           |
| Form B                    | 9/16/13          | School of Built Environment | D. Nagelkirk                       |
| Form C                    | 9/16/13          | FLITE                       | M. Kermit-Canfield                 |

**5. Will External Accreditation be sought? (For new programs or certificates only)**

Yes       No

**If yes, name the organization involved with accreditation for this program.**

**6. Program Checksheets affected by this proposal (check all that apply to this proposal)**

Add Course    Delete Course    Modify Course    Change Prerequisite    Move from required to elective  
 Move from elective to required    Change Outcomes and Assessment Plan    Change credit hours

List all Checksheets affected by this proposal:

College   Department   Program

Arts and Sciences

Humanities

Sports Communication (BS)  
Sports Communication (minor)  
Sports Communication (certificate)

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.
2. The department must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original is returned to the Academic Senate office to be inserted into the proposal and a copy is returned to the initiator.

The department must acknowledge receipt of this form and the proposal in writing to the initiator.

**Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 9/16/2013

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** Humanities

**Administrator:** T. Williams **Date Received:** \_\_\_\_\_ **Date Returned:** 12/9/13

Based upon department faculty review on 12/9/13 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

## CURRICULUM CONSULTATION FORM

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**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 9/16/2013

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** Languages and Literature

**Administrator:** S. Balkema **Date Received:** \_\_\_\_\_ **Date Returned:** \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

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**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 9/16/2013

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** Management

**Administrator:** W. Smith **Date Received:** \_\_\_\_\_ **Date Returned:** \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

# CURRICULUM CONSULTATION FORM

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**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 1/7/2014

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** Marketing

**Administrator:** J.Ek **Date Received:** 1/15/14 **Date Returned:** 1/30/14

Based upon department faculty review on 1/30/14 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

**Concerns:**

The proposal summary of the attached form A does not address the similarities and distinctions between the College of Business Sports Marketing BS degree and the proposed Arts and Sciences Sports Communication BS degree. Marketing faculty are concerned that there will be confusion for students as they choose a program to prepare them for a sports related career and even greater confusion for employers as they hire graduates with expectations of specific knowledge and competencies.

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

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**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 9/16/2013

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** SEHM

**Administrator:** J. Doyle **Date Received:** \_\_\_\_\_ **Date Returned:** \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

## CURRICULUM CONSULTATION FORM

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3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 9/16/2013

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** School of Digital Media

**Administrator:** G. Okonoski **Date Received:** \_\_\_\_\_ **Date Returned:** \_\_\_\_\_

Based upon department faculty review on \_\_\_\_\_ (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.



## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

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**Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 1/7/2014

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** School of Education

**Administrator:** J. Powell **Date Received:** 1/8/14 **Date Returned:** 1/8/2014

Based upon department faculty review on 1/21/2014 (date), we

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

*Agree - initials*

*JEP*  
*DKF*  
*HM*

## CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

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**Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

**RE: Proposal Title** Sports Communication major, minor, certificate

**Initiator(s):** Sandy Alspach

**Proposal Contact:** Sandy Alspach **Date Sent:** 1/7/2014

**Department:** Humanities **Campus Address:** JOH 119  
(Please type)

**Responding Department:** School of Built Environment

**Administrator:** D. Nagelkirk **Date Received:** 1/7/2014 **Date Returned:** 1/7/2014

Based upon department faculty review on 1/7/2014(date), we Architecture and Facility Management Faculty, Diane L. Nagelkirk, Program Coordinator.

- Support the above proposal.
- Support the above proposal with the modifications and concerns listed below.
- Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

## FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. FLITE must return the original form to the Academic Senate office to be inserted in the proposal and a copy to the initiator. FLITE must respond within 10 business days of receipt of this form to insure that the form is included in the final proposal.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

**RE: Proposal Title: Sports Communication Major, Minor, Certificate**

Projected number of students per year affected by proposed change: 50

Initiator(s): Sandy Alspach  
Proposal Contact: Sandy Alspach Date Sent: 9/16/2013  
Department: Humanities Campus Address: 119 Johnson Hall  
(Please type)

Liaison Librarian Signature: \_\_\_\_\_ Date Received: \_\_\_\_\_  
Dean of FLITE Signature: \_\_\_\_\_ Date Returned: \_\_\_\_\_

Based upon our review on \_\_\_\_\_ (date), FLITE concludes that:

- Library resources to support the proposed curriculum change are currently available.
- Additional Library resources are needed but can be obtained from current funds.
- Support, but significant additional Library funds/resources are required in the amount of \$\_\_\_\_\_.
- Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, or other FLITE programs. Use additional pages if necessary.

# BACHELOR OF SCIENCE IN SPORTS COMMUNICATION

## FERRIS STATE UNIVERSITY

**PROGRAM COORDINATOR: Dr. Sandy Alspach**

**OFFICE: JOH 127 PHONE: (231) 591-2779 E-MAIL: alsbachs@ferris.edu**

Admission requirements: First year student admission is open to high school graduates (or equivalent) who demonstrate appropriate academic preparedness, maturity and seriousness of purpose. High school courses and grade point average, ACT composite score, and ACT Mathematics and Reading sub scores will be considered in the admission and course placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course or they will be considered as first year students.

**Graduation Requirements:**

1. 2.0 CUMULATIVE grade point average in all courses with no grade lower than a "C" in any COMM or ENGL class.
2. 120 minimum semester credits including general education requirements.
3. Residency requirement: 30 minimum FSU semester credits.
4. Minimum of 40 credits numbered 300 or higher.

Number of 300+ Credits: \_\_\_\_\_

|                                                                                                                                  |     | COURSE TITLE – FOR PREREQUISITES NOT INDICATED,<br>SEE FSU CATALOG COURSE DESCRIPTIONS        | FSU<br>S.H. | GRADE |
|----------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------|-------------|-------|
| <b>CORE: Minimum 39 credits</b>                                                                                                  |     |                                                                                               |             |       |
| (Prerequisites)                                                                                                                  |     |                                                                                               |             |       |
| COMM                                                                                                                             | 101 | Intro to Communication Study (F)                                                              | 3           |       |
| Select one:                                                                                                                      |     |                                                                                               | 3           |       |
| COMM                                                                                                                             | 105 | Interpersonal Communication (F,Sp, Su)                                                        |             |       |
| COMM                                                                                                                             | 221 | Small Group Decision Making (F,Sp,Su)                                                         |             |       |
| MGMT                                                                                                                             | 302 | Team Dynamics – Org Behavior (F, Sp, Su) (Sophomore standing)                                 |             |       |
| COMM                                                                                                                             | 121 | Fundamentals of Public Speaking (F,Sp,Su) (May substitute COMH 121)                           | 3           |       |
| COMM                                                                                                                             | 299 | Theories of Human Communication (F,Sp) (COMM 221 and 105 and 121 or COMH121)                  | 3           |       |
| COMM                                                                                                                             | 300 | Research Methods in Comm. (F) (COMM 299)                                                      | 3           |       |
| Select one:                                                                                                                      |     |                                                                                               | 3           |       |
| COMM                                                                                                                             | 301 | Interviewing (F,Su) (COMM 105 or COMM 121 or COMH 121)                                        |             |       |
| COMM                                                                                                                             | 336 | Tech and Prof Presentation (Sp, Su) (COMM 121 or COMH 121)                                    |             |       |
| Select one:                                                                                                                      |     |                                                                                               | 3           |       |
| COMM                                                                                                                             | 383 | Mass and Social Media Comm (Sp) (COMM 105 or 121 or 221 or COMH 121)                          |             |       |
| TDMP                                                                                                                             | 110 | Intro to Video Productions (F,Sp,Su)                                                          |             |       |
| JRNL                                                                                                                             | 251 | Understanding Mass Media (Sp)                                                                 |             |       |
| COMM                                                                                                                             | 366 | Diversity and Communication (F,Sp,Su) (COMM 105 or 121 or 221 or COMH 121, with C or better)  | 3           |       |
| Select one:                                                                                                                      |     |                                                                                               | 3           |       |
| COMM                                                                                                                             | 381 | Comm in Sports Organizations (F) (COMM 105 or 121 or 221 or COMH 121, with C or better)       |             |       |
| MGMT                                                                                                                             | 301 | Applied Management (F,Sp,Su)                                                                  |             |       |
| COMM                                                                                                                             | 389 | Sports Communication (Sp) (COMM 105 or 121 or 221 or COMH 121 and ENGL 250, with C or better) | 3           |       |
| COMM                                                                                                                             | 493 | Internship in Communication (total 6 credit minimum) (F,Sp,Su) (instructor consent)           | 1 - 8       | CR/NC |
| COMM                                                                                                                             | 489 | Seminar in Sports Communication (Sp) (COMM 299 and 300 and 389)                               | 3           |       |
| <b>WORKPLACE CONCENTRATION: Minimum 15 credits</b>                                                                               |     |                                                                                               |             |       |
| <b>Broadcasting and Journalism</b>                                                                                               |     |                                                                                               | 18          |       |
| COMM 385 or TDMP 326; COMM 387; TDMP 243; TDMP 136; Select 2: JRNL 121 or JRNL 122 or JRNL 228                                   |     |                                                                                               |             |       |
| <b>Media and Marketing</b>                                                                                                       |     |                                                                                               | 18          |       |
| Select one of the following Minors: AIMC, ECOM, IMT, MKTG, PREL (see Catalog for course listings)                                |     |                                                                                               |             |       |
| <b>Operations/Facility Management</b>                                                                                            |     |                                                                                               | 15          |       |
| RFIM 110; Select 1: HOMT 301, FMAN 321; Select 1: HOMT 401, FMAN 322; Select 1: HOMT 302, MGMT 321; Select 1: HOMT 305, BLAW 321 |     |                                                                                               |             |       |
|                                                                                                                                  |     |                                                                                               |             |       |
|                                                                                                                                  |     |                                                                                               |             |       |
|                                                                                                                                  |     |                                                                                               |             |       |

**ACADEMIC MINOR: Minimum 18 credits. Two courses from the major may be applied to the minor.**

|  |  |  |  |  |
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**ELECTIVES to total 120 credits hours (40 credits at 300 or above)**

|  |  |  |  |  |
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## GENERAL EDUCATION REQUIREMENTS

Courses which qualify in the Scientific Understanding (Z), Cultural Enrichment (C) and Social Awareness (S) categories are delineated in the General Education section of the FSU electronic catalog:

<http://www.ferris.edu/htmls/academics/gened/courses.html>

| <b>I. GENERAL EDUCATION REQUIREMENTS</b>                                             |                                          |         |         |
|--------------------------------------------------------------------------------------|------------------------------------------|---------|---------|
| <b>A. COMMUNICATION COMPETENCE 12 Sem Credits</b>                                    |                                          |         |         |
| Course                                                                               | Grade                                    | Credits |         |
| ENGL 150                                                                             |                                          | 3       |         |
| ENGL 250                                                                             |                                          | 3       |         |
| ENGL 311 or 321 or 323 or 325                                                        |                                          | 3       |         |
| COMM (Achieved in program coursework)                                                |                                          | (3)     |         |
| <b>TOTAL</b>                                                                         |                                          |         |         |
| <b>B. SCIENTIFIC UNDERSTANDING 7 Sem Credits</b>                                     |                                          |         |         |
| Only approved "Z" courses may count toward this category (one must be a lab course). |                                          |         |         |
| Course                                                                               | Grade                                    | Credits |         |
| Lab                                                                                  |                                          |         |         |
| <b>TOTAL</b>                                                                         |                                          |         |         |
| <b>C. QUANTITATIVE SKILLS</b>                                                        |                                          |         |         |
| This requirement can be fulfilled by ONE of the following options:                   |                                          |         |         |
| CHECK                                                                                | Course                                   | Grade   | Credits |
|                                                                                      | MATH 115 or higher <i>or</i>             |         | 3       |
|                                                                                      | MATH 115 or higher proficiency <i>or</i> |         |         |
|                                                                                      | MATH ACT subtest score $\geq 24$         | Score   |         |
| <b>TOTAL</b>                                                                         |                                          |         |         |

|                                                                                                                                                                                                               |       |         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------|
| <b>D. CULTURAL ENRICHMENT 9 Sem Credits</b>                                                                                                                                                                   |       |         |
| Only approved "C" courses may count toward this category. Requirements: 1) one course must be 200+ level, 2) maximum 5 credit hours of music and/or theater activities may apply                              |       |         |
| Course                                                                                                                                                                                                        | Grade | Credits |
| 200+ level                                                                                                                                                                                                    |       |         |
| <b>TOTAL</b>                                                                                                                                                                                                  |       |         |
| <b>E. SOCIAL AWARENESS 9 Sem Credits</b>                                                                                                                                                                      |       |         |
| Only approved "S" courses may count toward this category. Requirements: 1) two different subject areas including at least one "foundation" course, 2) one 200+ level course                                   |       |         |
| Course                                                                                                                                                                                                        | Grade | Credits |
| Foundation                                                                                                                                                                                                    |       |         |
| 200+ level                                                                                                                                                                                                    |       |         |
| <b>TOTAL</b>                                                                                                                                                                                                  |       |         |
| <b>F. GLOBAL CONSCIOUSNESS</b>                                                                                                                                                                                |       |         |
| Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement. |       |         |
| Course:                                                                                                                                                                                                       |       |         |
| <b>G. RACE/ETHNICITY/GENDER</b>                                                                                                                                                                               |       |         |
| Each student must complete one course from the list of qualifying courses presented in the FSU catalog. This course may also count toward fulfilling the Cultural Enrichment or Social Awareness requirement. |       |         |
| Course:                                                                                                                                                                                                       |       |         |

### NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

## Sports Communication Program Outcomes and Assessment Plan

| Ferris Learning Outcome (FLO)                                                                                                                                                                                                                      | At the end of this program, students will:                                                                                                              | As assessed by:                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Communication Technology                                                                                                                                                                                                                           | Identify and evaluate several types of communication messages (face-to-face and mediated) observed during sports events or produced about sports events | Leading class and seminar discussion, writing descriptive and evaluative reports of sports communication messages                                                                                                     |
| Communication Technology                                                                                                                                                                                                                           | Demonstrate a variety of communication skills necessary for success in careers in the Sports industry                                                   | Compiling written and oral documentation of appropriate and effective communication skills: including interpersonal formal and informal interaction and presentations                                                 |
| Communication<br>Culture<br>Society<br>Diversity<br>Ethics<br>Teamwork<br>Global Awareness<br>Civic Engagement<br>Critical Reasoning<br>Quantitative Skills<br>Science<br>Information Literacy<br>Creative Problem Solving<br>Integrative Learning | Critically analyze the interactive relationship of sport and society in the United States and around the globe                                          | Reading a variety of text material; writing critical essays, supported by primary and secondary quantitative and qualitative data; discussing and presenting positions on issues, individually and in groups          |
| Communication<br>Culture<br>Society<br>Diversity<br>Ethics<br>Teamwork<br>Global Awareness<br>Civic Engagement<br>Critical Reasoning<br>Quantitative Skills<br>Science<br>Information Literacy<br>Creative Problem Solving<br>Integrative Learning | Describe and evaluate the relationship between sports organizations, athletes, the media, and fans                                                      | Completing research projects, applying appropriate data collection strategies to draw conclusions about a question drawn from previous reports; presenting conclusions effectively in writing (APA format) and orally |

|                                                                                               |                                                                                                                                 |                                                                                                                                             |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Communication<br/>Lifelong Learning<br/>Lifestyle Choices<br/>Financial Responsibility</p> | <p>Identify a variety of careers in the Sports industry and evaluate the skills necessary to be successful in these careers</p> | <p>Participating in a variety of activities to identify career opportunities in the Sports industry, including an internship experience</p> |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|

Students will collect exemplars of these outcomes throughout their academic career in a portfolio. The portfolio will be reviewed periodically by the student's academic advisor and other communication faculty members. Portfolio review will be reported in the Comments accompanying the student's academic record. Submission of the final portfolio will be a significant portion of the requirements in the capstone course.

# ***SPORTS COMMUNICATION MINOR***

## **FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES**

**ADVISOR: Dr. Sandy Alspach**

**PHONE: (231) 591-2779**

**E-MAIL: [alspachs@ferris.edu](mailto:alspachs@ferris.edu) CAMPUS ADDRESS: JOH 127**

### **Why Choose a Sports Communication Minor?**

The sports industry has become a major player in the national and world economy. Beyond the obvious competition events involving players, coaches and spectators, the industry requires many support personnel to administer, market, and broadcast events. At every level of involvement, appropriate and effective communication is required. This minor offers students pursuing careers in the sports industry an opportunity to acquire knowledge and develop skills and attitudes for achieving competent 'sports communication'.

### **Admission Requirements**

This Sports Communication minor is open to any student admitted to Ferris State and pursuing a baccalaureate degree except those pursuing a B.S. in Applied Speech Communication or a B.A. with a Communication major. The minor is designed to complement any Ferris major program.

### **Graduation Requirements**

An academic minor may only be awarded upon completion of a baccalaureate degree at Ferris State. The Sports Communication minor requires a minimum of 18 credits of course work, nine of which are at the 300 or above level, and a minimum 2.0 grade point average in all course work comprising the minor. Also, 50% of the credits for a minor must be taught by Ferris State University faculty.

Required Courses – Pre-requisite COMM 105, COMM 121, or COMM 221 or COMH 121 and ENGL 250, all with C or higher

COMM 301 Interviewing  
 COMM 380 Organizational Communication  
 COMM 389 Sports Communication

Elective Courses – select 3:

|          |                                            |          |                                |
|----------|--------------------------------------------|----------|--------------------------------|
| AIMC 300 | Principles of Advertising                  | HOMT 305 | Convention and Meeting Sales   |
| BLAW 411 | Legal Environment: Sport-Resort Management | HOMT 401 | Special Event Planning         |
| COMM 385 | Broadcast Writing                          | JRNL 121 | Writing for Mass Media         |
| COMM 387 | Broadcast Presentation                     | JRNL 251 | Understanding Mass Media       |
| FMAN 321 | Principles of Facility Management          | MGMT 375 | Negotiations                   |
| FMAN 322 | Project Management                         | MKTG 321 | Principles of Marketing        |
| GRDE 114 | Design Survey                              | MKTG 420 | Sports Marketing               |
| GRDE 116 | Computers in Visual Media                  | PREL 240 | Principles of Public Relations |
| GRDE 118 | Desktop Publishing                         | PREL 341 | Public Relations Writing Tools |
| HIST 285 | History of Sport                           | TDMP 110 | Video Communications           |
|          |                                            | TDMP 243 | Field Production               |
|          |                                            | TDMP 314 | Remote TV Production           |

DECLARATION SENT TO RECORDS \_\_\_\_\_

COMPLETION SENT TO RECORDS \_\_\_\_\_



## MINOR IN SPORTS COMMUNICATION

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_ B.S/ B.A. PROGRAM: \_\_\_\_\_

**Procedures:**

- 1) The student and the advisor for this minor will complete a plan for meeting the General Requirements and Required Courses for this minor (Section A).
- 2) When all signatures required in Section B are secured, a copy of this form will be sent to the College of Arts and Sciences for processing. The original form will be filed in the appropriate office (either the advisor or the department) and copied for the student. Students in Bachelor of Arts degree programs must also provide a copy of this form to their faculty advisor. A copy of the original form will be forwarded to the Registrar's Office for recording on the student's transcript (Section C).
- 3) Upon completion of all requirements, the department and the advisor will verify that the student has completed the minor and will forward the original form to the College of Arts and Sciences Dean's Office for approval. All deviations from or substitutions for courses listed in this original plan must be approved by the Department Head on official Course Substitution Forms and must accompany this form. The original form will be forwarded to the Registrar's Office for recording completion of the minor on the student's transcript (Section D).

|                                                                                                                                                                                                      |                                                                                                                                      |   |                     |              |                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---|---------------------|--------------|---------------------------|
| <b>SECTION A</b>                                                                                                                                                                                     | <b>General Requirements:</b>                                                                                                         |   |                     |              |                           |
|                                                                                                                                                                                                      | 1) At least 9 of the credits of the minor must be numbered 300 or higher                                                             |   |                     |              |                           |
|                                                                                                                                                                                                      | 2) At least 50% of the credits of the minor must be Ferris State University credits                                                  |   |                     |              |                           |
|                                                                                                                                                                                                      | 3) This minor requires a minimum of <u>18</u> credits.<br>Note: courses may require a prerequisite course. Check the course catalog. |   |                     |              |                           |
|                                                                                                                                                                                                      | 4) This minor requires a minimum GPA of 2.0 in these courses.                                                                        |   |                     |              |                           |
|                                                                                                                                                                                                      | <b>Required Courses</b>                                                                                                              |   | <b>Credit Hours</b> | <b>Grade</b> | <b>Semester Completed</b> |
|                                                                                                                                                                                                      | COMM 301 Interviewing                                                                                                                |   | 3                   |              |                           |
|                                                                                                                                                                                                      | COMM 380 Organizational Communication                                                                                                |   | 3                   |              |                           |
|                                                                                                                                                                                                      | COMM 389 Sports Communication                                                                                                        |   | 3                   |              |                           |
|                                                                                                                                                                                                      | <b>Elective Courses:</b> select 3 courses from the following options:                                                                |   | 6                   |              |                           |
| AIMC300, BLAW411, COMM385, COMM387, FMAN321, FMAN322, GRDE114, GRDE116, GRDE118, HIST285, HOMT305, HOMT401, JRNL121, JRNL251, MGMT375, MKTG321, MKTG420, PREL240, PREL341, TDMP110, TDMP243, TDMP314 |                                                                                                                                      |   |                     |              |                           |
|                                                                                                                                                                                                      |                                                                                                                                      | 3 |                     |              |                           |
|                                                                                                                                                                                                      |                                                                                                                                      | 3 |                     |              |                           |
|                                                                                                                                                                                                      |                                                                                                                                      | 3 |                     |              |                           |

CURRENT

COLLEGE OF ARTS AND SCIENCES - ACADEMIC MINOR DECLARATION AND AUDIT FORM

# MINOR IN SPORTS COMMUNICATION

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

| SECTION B | Declaration Signatures |  | Date |
|-----------|------------------------|--|------|
|           | Student                |  |      |
|           | Advisor                |  |      |
|           | Department Head        |  |      |

| SECTION C | Routing (ADDING THE DECLARED MINOR TO THE STUDENT'S TRANSCRIPT) |  | Date |
|-----------|-----------------------------------------------------------------|--|------|
|           | College of Arts & Sciences                                      |  |      |
|           | Registrar's Office                                              |  |      |

| SECTION D | Routing (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE MINOR) |  | Date |
|-----------|----------------------------------------------------------------------|--|------|
|           | College of Arts & Sciences                                           |  |      |
|           | Registrar's Office                                                   |  |      |

# ***SPORTS COMMUNICATION MINOR***

**FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES**

**ADVISOR: Dr. Sandy Alspach**

**PHONE: (231) 591-2779**

**E-MAIL: [alspachs@ferris.edu](mailto:alspachs@ferris.edu) CAMPUS ADDRESS: JOH 127**

## **Why Choose a Sports Communication Minor?**

The sports industry has become a major player in the national and world economy. Beyond the obvious competition events involving players, coaches and spectators, the industry requires many support personnel to administer, market, and broadcast events. At every level of involvement, appropriate and effective communication is required. This minor offers students pursuing careers in the sports industry an opportunity to acquire knowledge and develop skills and attitudes for career success.

## **Admission Requirements**

This Sports Communication minor is open to any student admitted to Ferris State and pursuing a baccalaureate degree except those pursuing a B.S. in Applied Speech Communication or a B.A. with a Communication major. The minor is designed to complement any Ferris major program.

## **Graduation Requirements**

An academic minor may only be awarded upon completion of a baccalaureate degree at Ferris State. The Sports Communication minor requires a minimum of 18 credits of course work, nine of which are at the 300 or above level, and a minimum 2.0 grade point average in all course work comprising the minor. Also, 50% of the credits for a minor must be taught by Ferris State University faculty.

Required Courses – Pre-requisite COMM 105, COMM 121, or COMM 221 or COMH 121 and ENGL 250, all with C or higher

|          |                                       |
|----------|---------------------------------------|
| COMM 301 | Interviewing                          |
| COMM 381 | Communication in Sports Organizations |
| COMM 389 | Sports Communication                  |

Elective Courses – select 3:

|          |                                   |          |                                |
|----------|-----------------------------------|----------|--------------------------------|
| AIMC 300 | Principles of Advertising         | HOMT 305 | Convention and Meeting Sales   |
| AIMC 334 | Fundamentals of Media             | HOMT 401 | Special Event Planning         |
| BLAW 321 | Contracts and Sales               | JRNL 121 | Writing for Mass Media         |
| COMM 383 | Mass and Social Media Comm        | JRNL 251 | Understanding Mass Media       |
| COMM 385 | Broadcast Writing                 | MGMT 375 | Negotiations                   |
| COMM 387 | Broadcast Presentation            | MKTG 321 | Principles of Marketing        |
| FMAN 321 | Principles of Facility Management | MKTG 420 | Sports Marketing               |
| FMAN 322 | Project Management                | PREL 240 | Principles of Public Relations |
| GRDE 114 | Design Survey                     | PREL 341 | Public Relations Writing\Tools |
| GRDE 116 | Computers in Visual Media         | TDMP 110 | Intro to Video Productions     |
| GRDE 118 | Desktop Publishing                | TDMP 243 | Field Production               |
| HIST 285 | History of Sport                  | TDMP 314 | Remote Field Production        |
|          |                                   | TDMP 326 | Script Writing                 |

DECLARATION SENT TO RECORDS \_\_\_\_\_

COMPLETION SENT TO RECORDS \_\_\_\_\_

**COLLEGE OF ARTS AND SCIENCES - ACADEMIC MINOR DECLARATION AND AUDIT FORM**

**MINOR IN SPORTS COMMUNICATION**

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_ B.S/ B.A. PROGRAM: \_\_\_\_\_

**Procedures:**

- 1) The student and the advisor for this minor will complete a plan for meeting the General Requirements and Required Courses for this minor (Section A).
- 2) When all signatures required in Section B are secured, a copy of this form will be sent to the College of Arts and Sciences for processing. The original form will be filed in the appropriate office (either the advisor or the department) and copied for the student. Students in Bachelor of Arts degree programs must also provide a copy of this form to their faculty advisor. A copy of the original form will be forwarded to the Registrar's Office for recording on the student's transcript (Section C).
- 3) Upon completion of all requirements, the department and the advisor will verify that the student has completed the minor and will forward the original form to the College of Arts and Sciences Dean's Office for approval. All deviations from or substitutions for courses listed in this original plan must be approved by the Department Head on official Course Substitution Forms and must accompany this form. The original form will be forwarded to the Registrar's Office for recording completion of the minor on the student's transcript (Section D).

|                                                                                                                                                                                                                          |                                                                                     |   |                     |              |                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---|---------------------|--------------|---------------------------|
| <b>SECTION A</b>                                                                                                                                                                                                         | <b>General Requirements:</b>                                                        |   |                     |              |                           |
|                                                                                                                                                                                                                          | 1) At least 9 of the credits of the minor must be numbered 300 or higher            |   |                     |              |                           |
|                                                                                                                                                                                                                          | 2) At least 50% of the credits of the minor must be Ferris State University credits |   |                     |              |                           |
|                                                                                                                                                                                                                          | 3) This minor requires a minimum of <u>18</u> credits.                              |   |                     |              |                           |
|                                                                                                                                                                                                                          | Note: courses may require a prerequisite course. Check the course catalog.          |   |                     |              |                           |
|                                                                                                                                                                                                                          | 4) This minor requires a minimum GPA of 2.0 in these courses.                       |   |                     |              |                           |
|                                                                                                                                                                                                                          | <b>Required Courses</b>                                                             |   | <b>Credit Hours</b> | <b>Grade</b> | <b>Semester Completed</b> |
|                                                                                                                                                                                                                          | COMM 301 Interviewing                                                               |   | 3                   |              |                           |
|                                                                                                                                                                                                                          | COMM 381 Comm in Sports Organizations                                               |   | 3                   |              |                           |
|                                                                                                                                                                                                                          | COMM 389 Sports Communication                                                       |   | 3                   |              |                           |
| <b>Elective Courses: select 3 courses from the following options:</b>                                                                                                                                                    |                                                                                     | 9 |                     |              |                           |
| AIMC300, AIMC 334, BLAW321, COMM383, COMM385, COMM387, FMAN321, FMAN322, GRDE114, GRDE116, GRDE118, HIST285, HOMT305, HOMT401, JRNL121, JRNL251, MGMT375, MKTG321, MKTG420, PREL240, PREL341, TDMP110, TDMP243, TDMP 326 |                                                                                     |   |                     |              |                           |
|                                                                                                                                                                                                                          |                                                                                     | 3 |                     |              |                           |
|                                                                                                                                                                                                                          |                                                                                     | 3 |                     |              |                           |
|                                                                                                                                                                                                                          |                                                                                     | 3 |                     |              |                           |

PROPOSED

**COLLEGE OF ARTS AND SCIENCES - ACADEMIC MINOR DECLARATION AND AUDIT FORM**

# MINOR IN SPORTS COMMUNICATION

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

| SECTION B | Declaration Signatures |  | Date |
|-----------|------------------------|--|------|
|           | Student                |  |      |
|           | Advisor                |  |      |
|           | Department Head        |  |      |

| SECTION C | Routing (ADDING THE DECLARED MINOR TO THE STUDENT'S TRANSCRIPT) |  | Date |
|-----------|-----------------------------------------------------------------|--|------|
|           | College of Arts & Sciences                                      |  |      |
|           | Registrar's Office                                              |  |      |

| SECTION D | Routing (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE MINOR) |  | Date |
|-----------|----------------------------------------------------------------------|--|------|
|           | College of Arts & Sciences                                           |  |      |
|           | Registrar's Office                                                   |  |      |

# SPORTS COMMUNICATION CERTIFICATE

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_

The sports industry has become a major player in the national and world economy. Beyond the obvious competition events involving players, coaches and spectators, the industry requires many support personnel to administer market and broadcast events. At every level of involvement, appropriate and effective communication is required. This certificate offers students pursuing careers in the sports industry an opportunity to acquire knowledge and develop skills and attitudes for achieving competent 'sports communication'.

For further information, contact Dr. Sandy Alspach, Program Advisor, Department of Humanities, 127 Johnson Hall, 231-591-2779, [alspachs@ferris.edu](mailto:alspachs@ferris.edu).

|                                                                                                                                                                                                                                                                        |                                                                                                                                                                                              |                     |              |                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------|---------------------------|
| <b>SECTION A</b>                                                                                                                                                                                                                                                       | <b>General Requirements:</b>                                                                                                                                                                 |                     |              |                           |
|                                                                                                                                                                                                                                                                        | 1) This certificate requires a minimum of <u>12</u> credits                                                                                                                                  |                     |              |                           |
|                                                                                                                                                                                                                                                                        | 2) This certificate requires a minimum GPA of <u>2.0</u> in these courses.                                                                                                                   |                     |              |                           |
|                                                                                                                                                                                                                                                                        | 3) At least 50% of the credits of the certificate must be Ferris State University credits. No more than six credits from this certificate may count towards completion of an academic major. |                     |              |                           |
|                                                                                                                                                                                                                                                                        | <b>Required Courses</b>                                                                                                                                                                      | <b>Credit Hours</b> | <b>Grade</b> | <b>Semester Completed</b> |
|                                                                                                                                                                                                                                                                        | COMM 301                                                                                                                                                                                     | 3                   |              |                           |
|                                                                                                                                                                                                                                                                        | COMM 380                                                                                                                                                                                     | 3                   |              |                           |
| COMM 389                                                                                                                                                                                                                                                               | 3                                                                                                                                                                                            |                     |              |                           |
| Choose one course from: AIMC300 or BLAW411 or COMM385 or COMM387 or FMAN321 or FMAN322 or GRDE114 or GRDE116 or GRDE118 or HIST285 or HOMT305 or HOMT401 or JRNL121 or JRNL251 or MGMT375 or MKTG321 or MKTG420 or PREL240 or PREL341 or TDMP110 or TDMP243 or TDMP314 |                                                                                                                                                                                              |                     |              |                           |
| <b>Signatures</b>                                                                                                                                                                                                                                                      |                                                                                                                                                                                              | <b>Date</b>         |              |                           |
| Student                                                                                                                                                                                                                                                                |                                                                                                                                                                                              |                     |              |                           |
| Advisor                                                                                                                                                                                                                                                                |                                                                                                                                                                                              |                     |              |                           |
| Department                                                                                                                                                                                                                                                             |                                                                                                                                                                                              |                     |              |                           |
| <b>SECTION B</b>                                                                                                                                                                                                                                                       | <b>Routing</b> (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE CERTIFICATE) <b>Date</b>                                                                                                |                     |              |                           |
|                                                                                                                                                                                                                                                                        | Department                                                                                                                                                                                   |                     |              |                           |
|                                                                                                                                                                                                                                                                        | CAS Dean                                                                                                                                                                                     |                     |              |                           |
|                                                                                                                                                                                                                                                                        | Registrar                                                                                                                                                                                    |                     |              |                           |

DECLARATION SENT TO RECORDS \_\_\_\_\_ COMPLETION SENT TO RECORDS \_\_\_\_\_

**SPORTS COMMUNICATION CERTIFICATE**

NAME \_\_\_\_\_ STUDENT NUMBER \_\_\_\_\_

STUDENT'S COLLEGE: \_\_\_\_\_

The sports industry has become a major player in the national and world economy. Beyond the obvious competition events involving players, coaches and spectators, the industry requires many support personnel to administer market and broadcast events. At every level of involvement, appropriate and effective communication is required. This certificate offers students pursuing careers in the sports industry an opportunity to acquire knowledge and develop skills and attitudes for achieving competent 'sports communication'.

For further information, contact Dr. Sandy Alspach, Program Advisor, Department of Humanities, 127 Johnson Hall, 231-591-2779, [alspachs@ferris.edu](mailto:alspachs@ferris.edu).

|                  |                                                                                                                                                                                                                                                                                                         |                     |                           |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------|
| <b>SECTION A</b> | <b>General Requirements:</b>                                                                                                                                                                                                                                                                            |                     |                           |
|                  | 1) This certificate requires a minimum of <u>12</u> credits                                                                                                                                                                                                                                             |                     |                           |
|                  | 2) This certificate requires a minimum GPA of <u>2.0</u> in these courses.                                                                                                                                                                                                                              |                     |                           |
|                  | 3) At least 50% of the credits of the certificate must be Ferris State University credits. No more than six credits from this certificate may count towards completion of an academic major.                                                                                                            |                     |                           |
|                  | <b>Required Courses</b>                                                                                                                                                                                                                                                                                 | <b>Credit Hours</b> | <b>Semester Completed</b> |
|                  | COMM 301                                                                                                                                                                                                                                                                                                | 3                   |                           |
|                  | COMM 381                                                                                                                                                                                                                                                                                                | 3                   |                           |
|                  | COMM 389                                                                                                                                                                                                                                                                                                | 3                   |                           |
|                  | Choose one course from: AIMC300 or AIMC334 or BLAW321 or COMM383 or COMM385 or COMM387 or FMAN321 or FMAN322 or GRDE114 or GRDE116 or GRDE118 or HIST285 or HOMT305 or HOMT401 or JRNL121 or JRNL251 or MGMT375 or MKTG321 or MKTG420 or PREL240 or PREL341 or TDMP110 or TDMP243 or TDMP314 or TDMP326 | 3                   |                           |
|                  | <b>Signatures</b>                                                                                                                                                                                                                                                                                       |                     | <b>Date</b>               |
| Student          |                                                                                                                                                                                                                                                                                                         |                     |                           |
| Advisor          |                                                                                                                                                                                                                                                                                                         |                     |                           |
| Department       |                                                                                                                                                                                                                                                                                                         |                     |                           |
| <b>SECTION B</b> | <b>Routing (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE CERTIFICATE)</b>                                                                                                                                                                                                                       |                     | <b>Date</b>               |
|                  | Department                                                                                                                                                                                                                                                                                              |                     |                           |
|                  | CAS Dean                                                                                                                                                                                                                                                                                                |                     |                           |
|                  | Registrar                                                                                                                                                                                                                                                                                               |                     |                           |

DECLARATION SENT TO RECORDS \_\_\_\_\_ COMPLETION SENT TO RECORDS \_\_\_\_\_

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# COURSE INFORMATION FORM

# FORM E

Rev. May 2013

Complete all items below (New or Current).

Check all boxes where modifications are being made.  
Enter the modification to be made (Proposed).

## Course Identification

Prefix (current) COMM  Number (current) 381  
(proposed) (proposed)

LEC \_\_\_ LAB \_\_\_ SEM \_\_\_ (current)  
(Enter Contact Hours per week)  
LEC \_\_\_ LAB \_\_\_ SEM \_\_\_ (proposed):

Title (current) Comm in Sports Organizations  
(proposed)

Credit Hours (current) 3  Prerequisites (current) COMM 105 or COMM 121 or COMH 121 or COMM 221, with C or better  
Co-requisite (current)  
(proposed) (proposed) (proposed)

Course Description (current): (125 words maximum)

Students explore theories and principles of interpersonal, group, and mass and social media communication within the context of sports organizations, including applications of communication concepts to organizational structures, the roles of participants in and consumers of sport (fans), and the messages exchanged between sports organizations and the cultural contexts in which they operate. Students participate in and critically examine sports organizations' activities. Prerequisites: COMM 105, 121, 221 or COMH 121, with C or better. Typically offered Fall.

(proposed):

Course Outcomes and Assessment Plan (current)

| Students will:                                                                                                    | As demonstrated by:                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Describe and analyze different types of sport organization structures                                             | Written analysis of at least one sports organization structure, focusing on communication networks within the organization and messages produced by the organization for its external publics; quizzes, examinations and presentations |
| Describe and analyze the roles of participants in and consumers of sport (fans)                                   | Written analysis of communication behaviors between and among team members, coaching staff and administration. Written analysis of attitudes and behaviors exhibited by sports fans; quizzes, examinations and presentations           |
| Describe and analyze the messages, including face-to-face and mediated messages, produced by sports organizations | Written analysis of a message campaign produced by a sports organization; quizzes, examinations and presentations                                                                                                                      |
| Participate in and critically reflect upon at least one sports organization activity                              | Written analysis of participation in a sports organization activity; quizzes, examinations and presentations                                                                                                                           |

(proposed):

Course Outline including Time Allocation (current)

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

- Weeks (15 weeks)
  - Hours (45 hours; assuming 3 contact hours per week)
  - Percentages (100 percent)
- (proposed)



Week 1: Introduction to Organizational Communication  
Week 2: Uniqueness of Sports Organizations  
Weeks 3-6: Types of Messages Produced and Consumed by Sports Organizations  
Weeks 7-9: Roles of Participants in and Consumers of "Products" of Sports Organizations  
Weeks 10-11: Career Opportunities and Responsibilities in Sports Organizations  
Weeks 12-15: Project Management and Presentation

Associate Provost's Signature: \_\_\_\_\_ Date \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201408 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix **COMM**      b. Number **381**      c. Contact Hours **3** LECTure      LAB      Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INdependent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: **Comm in Sports Organizations**      (Limit to 30 characters including punctuation and spaces.)

f. College Code: **AS**      g. Department Code: **HUMN**      h. Credit Hours: Check (x) type  Variable  Fixed

i. Enter number in box: **3** Minimum Credit Hours      j. **3** Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)  Yes  No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)  Undergraduate       Graduate       Professional

m. Grade Method: Check (x)  Normal Grading       Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)  Yes       No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

Students explore theories and principles of interpersonal, group, and mass and social media communication within the context of sports organizations, including applications of communication concepts to organizational structures, the roles of participants in and consumers of sport (fans), and the messages exchanged between sports organizations and the cultural contexts in which they operate. Students participate in and critically examine sports organizations' activities. Prerequisites: COMM 105, 121, 221 or COMH 121, with C or better. Typically offered Fall.

q. Term(s) Offered: **F Sp Su**      r. Max Section Enrollment: <sup>32</sup>~~30~~ *Q2*      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) **COMM 105 or COMM 121 or COMH 121 or COMM 221, with C or better**

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)       General Education (GE)       Occupational Education (OC)       G.E. Codes

UCC Chair Signature/Date: \_\_\_\_\_ / /

Academic Affairs Approval Signature/Date: \_\_\_\_\_ / /

### Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE\_\_ SCADETL\_\_ SCARRES\_\_ SCAPREQ\_\_

# COURSE INFORMATION FORM

**FORM E**

Rev. May 2013

Complete all items below (New or Current).

Check all boxes where modifications are being made.  
Enter the modification to be made (Proposed).

**Course Identification**

Prefix (current) COMM      Number (current) 489  
(proposed)      (proposed)

LEC LAB \_\_ SEM 3 (current)  
(Enter Contact Hours per week)  
LEC \_\_ LAB \_\_ SEM \_\_ (proposed):

Title (current) Seminar in Sports Comm  
(proposed)

Credit Hours (current) 3       Prerequisites (current) COMM 389, with C or better       Co-requisite (current)  
(proposed)      (proposed)      (proposed)

Course Description (current): (125 words maximum)

This course is the capstone for the Sports Communication major. Students read essays, lead class discussion and write essays analyzing the Sports industry in the United States and around the globe. They complete projects in teams and present their conclusions to clients in the Sports industry. They complete and present a portfolio demonstrating how they have improved their communication skills in preparation for career entry. Prerequisite: COMM 389, with C or better. Typically offered Spring.

(proposed):

Course Outcomes and Assessment Plan (current)

| Outcomes                                                                                                                                                | Assessment Strategies                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identify and evaluate several types of communication messages (face-to-face and mediated) observed during sports events of produced about sports events | Leading class and seminar discussion, writing descriptive and evaluative reports of sports communication messages                                                                                                     |
| Demonstrate a variety of communication skills necessary for success in careers in the Sports industry                                                   | Compiling written and oral documentation of appropriate and effective communication skills: including interpersonal formal and informal interactions and presentations                                                |
| Critically analyze the interactive relationship of sport and society in the United States and around the globe                                          | Reading a variety of text material; writing critical essays, supported by primary and secondary quantitative and qualitative data; discussing and presenting positions on issues, individually and in groups          |
| Describe and evaluate the relationship between sports organizations, athletes, the media, and fans                                                      | Completing research projects, applying appropriate data collection strategies to draw conclusions about a question drawn from previous reports; presenting conclusions effectively in writing (APA format) and orally |
| Identify a variety of careers in the Sports industry and evaluate the skills necessary to be successful in these careers                                | Participating in a variety of activities to identify career opportunities in the Sports industry, including an internship experience                                                                                  |

(proposed)

**Course Outline including Time Allocation (current)**

Express Time Allocation in one of the following formats for a 3 credit hour course; adjust accordingly:

Weeks (15 weeks)

Hours (45 hours; assuming 3 contact hours per week)

Percentages (100 percent)  
(proposed)

- Week 1: Communication and Sport
- Week 2: Communication Skills in the Sports Industry
- Weeks 3, 4: Research Strategies and Applications in Sports Communication
- Weeks 5, 6, 7, 8: Critical Issues in Sport in the United States
- Weeks 9, 10, 11, 12: Critical Issues in Sport around the Globe
- Week 13: Careers in Communication in the Sports Industry
- Weeks 14, 15: Project (Portfolio) presentations

**Associate Provost's Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

# CREATE NEW COURSE

## Course Data Entry Form

# FORM F

Rev. September 2012

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, Form F's that reflect the prerequisite change must be submitted for those courses as well. See Appendix E Instructions for Completing Forms.

### I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code only): 201408 Examples: 201301(Spring), 201305(Summer), 201308(Fall)

Note: The first four digits indicate year, the next two digits indicate month in which term begins.

### II. NEW COURSE ATTRIBUTES:

a. Course Prefix **COMM**      b. Number **489**      c. Contact Hours    LECTure      LAB    3 Seminar  
[Enter hours per week in box. See formula for contact hours to credit hours in Appendix E.]

d.  Practicum       INDependent Study  
[Check (x) box as appropriate. See definitions in Appendix E.]

e. Course Title: **Seminar in Sports Comm**      (Limit to 30 characters including punctuation and spaces.)

f. College Code: **AS**    g. Department Code: **HUMN**    h. Credit Hours: Check (x) type     Variable     Fixed

i. Enter number in box: **3** Minimum Credit Hours    j. **3** Maximum Credit Hours

k. May Be Repeated for Added Credit: Check (x)     Yes     No  
If yes, Max Times      or Max Credits Awarded

l. Levels: Check (x)     Undergraduate     Graduate     Professional

m. Grade Method: Check (x)     Normal Grading     Credit/No Credit (Pass/Fail)

n. Does proposed new course replace an equivalent course? Check (x)     Yes     No

o. Equivalent course: Prefix      Number

p. CATALOG DESCRIPTION – Limit to 125 words – PLEASE BE CONCISE.

This course is the capstone for the Sports Communication major. Students read essays, lead class discussion and write essays analyzing the Sports industry in the United States and around the globe. They complete projects in teams and present their conclusions to clients in the Sports industry. They complete and present a portfolio demonstrating how they have improved their communication skills in preparation for career entry. Prerequisites: **COMM 389, with C or better. Typically offered Spring.**

q. Term(s) Offered: **F Sp Su**      r. Max Section Enrollment: <sup>30</sup> ~~25~~      s. Prerequisites or Restrictions: (If none, leave blank. Limit to 100 characters including punctuation and spaces.) **COMM 389, with C or better**

t. Co-requisites: courses must be taken concurrently (if none, leave blank. Limit to 100 characters including punctuation and spaces.)

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)     General Education (GE)     Occupational Education (OC)     G.E. Codes

UCC Chair Signature/Date: \_\_\_\_\_ / /

Academic Affairs Approval Signature/Date: \_\_\_\_\_ / /

Office of the Registrar use ONLY

Date Rec'd: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SCACRSE \_\_\_\_\_ SCADETL \_\_\_\_\_ SCARRES \_\_\_\_\_ SCAPREQ \_\_\_\_\_



**revisions to Sports Communication major proposal**

Sandra L Alspach to: ekj, dixl, jones, Paul W Jackson

01/30/2014 10:26 AM

Cc: Trinity Williams, Cami Sanderson, John S Gray, Paula L  
Hadley-Kennedy

After consulting with the Marketing Department (COB), we have agree to the following revision in the Sports Communication major:

The Workplace Concentration option for Media and Marketing will be to select one of the following Minors:

Advertising/Integrated Marketing Communications (AIMC)  
E-Commerce Marketing (ECOM)  
Integrated Marketing Techniques (IMT)  
Marketing/Sales (MKTG)  
Public Relations (PREL)

Outcomes Assessment for these concentrations will be managed by the hosting programs as part of their assessment of their minors.

Students will be advised to select another of these minors to complete their Minor requirement for the BS degree, maximizing their opportunity and reducing their cost when courses appearing on both checksheets can be "double counted", according to UCC policy.

In effect, students who choose this Workplace application will be able to complete two certified minors that will appear on their transcripts.

See attached revised Form A and Form D (checksheet).



Form A Sports Comm major rev3.doc SPTC BS checksheet 013014.docx

Thanks to everyone for demonstrating how "consultation and collaboration" can produce win-win solutions to problems :-)

Sandra L. "Sandy" Alspach, Ph.D.  
Professor / Sports Communication champion  
Department of Humanities: Communication  
127 Johnson Hall  
1009 Campus Drive  
Ferris State University  
Big Rapids, MI 49307  
(o) 231-591-2779  
(f) 231-591-2188



**Re: curriculum question on Sports Comm major**  
Sandra L Alspach to: Elise M Gramza  
Cc: Paula L Hadley-Kennedy, Trinity Williams

02/04/2014 06:05 PM

thanks, Elise = that's what I was hoping you would say ;-)

Sandra L. "Sandy" Alspach, Ph.D.  
Professor / Sports Communication champion  
Department of Humanities: Communication  
127 Johnson Hall  
1009 Campus Drive  
Ferris State University  
Big Rapids, MI 49307  
(o) 231-591-2779  
(f) 231-591-2188

Elise M Gramza Hi Sandy, I think notating on that concentration c...

02/04/2014 04:51:56 PM

From: Elise M Gramza/FSU  
To: Sandra L Alspach/FSU@FERRIS,  
Cc: Paula L Hadley-Kennedy/FSU@FERRIS, Trinity Williams/FSU@FERRIS  
Date: 02/04/2014 04:51 PM  
Subject: Re: curriculum question on Sports Comm major

---

Hi Sandy,

I think notating on that concentration checksheet something about must also complete one of the following 5 minors. Then just list the minors and refer them to see their minor of choice checksheet separately would be fine. It seems like a lot to have to list all of the possible classes they may have to take as part of one of those five minors.

At least that's my two cents.

Hope this helps.

Thanks,  
Elise

Elise M. Gramza  
Ferris State University  
Registrar  
1201 S. State Street, CSS 201  
Big Rapids, MI 49307  
gramzae@ferris.edu  
(231) 591-2805  
Fax: (231) 591-2242

Sandra L Alspach Elise, I received a Form B of "no support" from t...

02/04/2014 02:37:04 PM



**curriculum question on Sports Comm major**

Sandra L Alspach to: Elise M Gramza

Cc: Paula L Hadley-Kennedy, Trindy Williams

02/04/2014 02:37 PM

Elise,

I received a Form B of "no support" from the Marketing Dept. (COB), so I met with their representatives last week and negotiated a compromise. It involves requiring a student who selects the Media and Marketing Concentration in the Sports Communication major to complete one of five designated minors in the Marketing program:

AIMC

ECOM

Integrated Marketing Techniques

Marketing/Sales

Public Relations

Two questions:

1 - do I now have to list on Form A all of the courses appearing on any of the minors listed above?

2 - will the notation on the checksheet for this concentration directing students/advisors to "See Catalog Listings" work for you?

Thanks - I'm working to get this major on the agenda for next Monday ;-)

Sandra L. "Sandy" Alspach, Ph.D.

Professor / Sports Communication champion

Department of Humanities: Communication

127 Johnson Hall

1009 Campus Drive

Ferris State University

Big Rapids, MI 49307

(o) 231-591-2779

(f) 231-591-2188