Academic Senate
Agenda for the Meeting of
January 12, 2016
UCB 202A
10:00 - 11:50 a.m.

1.   Call to Order and Roll Call

2.   Approval of Minutes
     A. December 1, 2015

3.   Open Forum

4.   Reports
     A.   Senate President – Khagendra Thapa
     B.   Senate Vice President – Charles Bacon
     C.   Senate Secretary – Melinda Isler

5.   Committee Reports
     A.   University Curriculum Committee – Kemi Fadayomi
     B.   Student Government – Wayne Bersano
     C.   General Education – Clifton Franklund

6.   Old Business
     A. Academic Program Review Recommendations – Wagenheim

7.   New Business
     A.   Academic Affairs Policy Letters
              1. Graduate Program Admissions Policy
              2. Graduate Academic Probation/Academic Dismissal Warning
     B.   New Graduate Program – Doctorate of Nursing Practice – Fadayomi
     C.   Graphic Design Program Redirection – Fadayomi
     D.   Associate of Applied Science in Professional Brew Management – Fadayomi

8.   Announcements

     A. FSU President - David Eisler
     B. Provost – Paul Blake
     C. Senate President – Khagendra Thapa

8.   Open Forum

9.   Adjournment

Minutes
Ferris State University
Academic Senate Meeting

December 1, 2015

Members in Attendance: Alspach, Bacon, C., Bacon, M., Bajor, Balanda, Baran, Berghoef, Brecken, Briggs, Cronk, Daubert, Epps, Fadayomi, Fagerman, Foulk, Fox, Gray, Hancock, Hanna, Isler, Jenerou, Klatt, Lewis, Maike, Mattis, Piercey, Richmond, Rumpf, Thapa, Todd, Wagenheim, Wancour, Zimmer, Zyla
Members absent with cause: Bright, Dinardo, Drake
Members absent: None
Ex Officio and Guests: Adeyanju, Blake, Durst, Franklund, C., Garrison, Bursano, Karfa, Nicol, Potter, Reifert, Schult, Quigley, Hardman, Bradley, Johnson, Hawkins, Franklund, Dawson, Schmidt, Urbanick, Zimmerman, Thapa, S., and 18 Visiting Faculty members from China

1.	President Thapa called the meeting to order at 10:01 a.m.
2.	**Approval of Minutes.** Senator Hancock moved to approve the minutes. Senator Richmond seconded. The motion passed.
3.	**Open Forum.** There were no comments in open forum.
4.	**Officer Reports/Provost Report.** President Thapa welcomed the group of visiting Chinese faculty from the School of Social Work to the Senate and gave a brief explanation of the purpose and function of the group. He also mentioned some concerns with conflict of interest in various campus projects. He noted that at the January meeting they would be recognizing the football and volleyball teams. Vice-President Bacon had no report. Secretary Isler had no report.
5.	**Committee Reports** UCC Chair Fadayomi discussed the recent Nursing doctorate proposal which will come before the Senate at the next meeting. She said that they had a useful meeting with the initiator about questions with the proposal and it was held for issues including a lack of information about the library resources funding. Senator Hanna asked whether or not the administrators had concerns about having enough faculty to run? UCC Chair Fadayomi said the program said it had adequate faculty. Senator Hanna then commented on how this college seemed be unique in the planning for the necessary faculty for new programs. General Education Coordinator Cliff Franklund said he continued to meet with programs to figure out mapping for programs. Comments and questions were deferred until the action item later in the meeting. Student Government President Wayne Bersano talked about their open forum and identifying the three things which most impacted students. He also encouraged faculty to participate in the upcoming pancakes with the president event.
6A	**Motion in support of Program Learning Outcomes in Curriculum Process** Senator Fagerman moved to support the use of program learning outcome in curriculum processed such as the University Curriculum Committee and Academic Program Review. Motion seconded by Vice-President Bacon. Faculty member Teresa Cook, College of Business who was attending the meeting asked to address group. She wanted to let the senate know that Senator Fagerman does not represent her college and she assumes this proposal has to do with the College of Business process to change math requirements. Senator Fagerman responded this motion was generated by the discussion at the November meeting and a request from UCC chair

	Fadayomi to answer whether or not they should be seeking outcomes. Senator Peircey expressed concern about forcing outcomes into a process which may lead to a rushed result. Vice-President Bacon questioned whether or not UCC measured the outcomes. UCC chair Fadayomi said they are just required to be there and she had asked the Senate for clarification. Senator Wancour expressed support for the use of program outcomes in both the UCC and APRC programs as a way of helping to improve curriculum. APRC chair Matt Wagenheim noted it is unfair to programs to allow them to not do them in the curriculum approval stage as it is a required part of the review process. It is a benefit that the UCC is emphasizing it. UCC chair Fadayomi said this was not a new requirement. Senator Brec also said as a UCC member he supports this and called the question. Senator Hanna asked if this was about program learning outcomes or course level. Senator Fagerman said program. Senator Balanda said this was important as the outcomes are important to demonstrate for other issues. The motion to call the question passed. The motion in support of program learning outcomes passed.
6B	**General Education Implementation Recommendations** Senator Richmond moved to approve the General Education Implementation recommendations. Senator Berghoef seconded. Senator Gray commented that there may be some small changes but the proposal pares the 9 to 10 outcomes down to four and the process makes it an improvement. Senator Fagerman commented that after rereading the original task force recommendations (which she recommended to all senators) Coordinator Franklund was doing as report suggest- which was to make gradual changes and that the report was talking about items outside the scope of general education. Senator Hanna thanked Franklund for providing committee structure and noted that 50% of membership from a single college was not diversity. Also that the process of assessment would be difficult. Franklund noted the difficulty in getting representatives from other colleges but acknowledged they should strive for that and noted assessment was still in process. Senator Todd also commented on committee makeup on page six and asked how they came up with that. Franklund said conversations with faculty and the senate. Senator Piercey asked for the timeline and when information would be available for new advisees. Franklund said before spring registration. Senator Briggs asked about the cultural requirement on page 2 which requires two different areas. She said her program has collaboration and data to measure and how would a course show that. Franklund said this was part of the form G. Senator Alspach asked how one knows if a course covers problem-solving, is there a percentage needed? Franklund said not hard numbers. Senator Balanda stated his support and asked for small wording change. Senator Fagerman again urged senators to consider the 2013 recommendations. Senator Piercey asked about process for outcomes- do they map to a flow from course outcomes? Franklund said yes, and any course changes go through the normal process. Senator Foulk asked about the diversity outcome and how it combines the former global and race, gender and ethnicity and how some classes may cover both. The motion passed.
6C	**First Reading of Academic Program Review Recommendations.** APRC chair Matt Wagenheim explained this was a first reading and a vote would be taken at the January meeting. He noted some changes from the reports given to the senators: CIS does have program level outcomes, Honors has a student population of 1000 and the optometry degree is an O.D. Senator Fagerman commended the committee for their work and noticed that they are doing this without a full membership and all attempts have not increased membership. She said the Senate needs to work on figuring out how to inspire faculty to serve on this important committee. Secretary Isler raised the question of why the meeting cannot be in January as voted upon last year. Chair Wagenheim said that when going through the process, they realized any changes needed to be approved by the curriculum committee by January so it needs to be before that time. Part of the general recommendations is to return the meeting to the fall. There was no further discussion.
7.	**Announcements.** President Eisler thanked the Senate for their support of the historical General Education changes. He noted the update from the state legislature which does indeed take $600 million out of general fund budget that covers education but the implementation has been delayed until 2021. This would be a 5% budget cut. Eisler said as part of the strategic planning process, The Diversity and Inclusion office is visioning a proposal with a strategic plan, and proposed initiatives. An alcohol abuse task force has also been created and an emergency preparedness committee. He invited everyone to the community/Ferris Christmas reception on December 16th. Vice-President Bacon asked why the strategic enrollment plan, which has lots of academic impact, has not come before the Senate. President Eisler said many faculty were involved in the process but contacting Vice-President Ward-Roof to present to the Senate would be a good idea. Provost Blake thanked General Education Coordinator Cliff Franklund for his continued efforts in implementing

	General Education. He also noted his support of our athletic success and the continued evolution of the Academic Program Review Process. President Thapa noted visitors to the meeting included his son and Emeriti President Doug Haneline.
8.	**Open Forum.** Senator Wancour said her student RSO in Dental Hygiene had been working to send holiday boxes to troops overseas. Senator Fagerman said that graduate policies will be coming before the Senate in January. This and the new doctorate in nursing proposal should help inform the decision as they have a meaningful discussion about the role of graduate programs at Ferris. Issues include graduate level work, course sunsets and faculty commitment. UCC chair Fadayomi said she was meeting with the Chinese group to further explain our curriculum processes.
9.	The meeting was adjourned at 11:20 a.m.

Academic Program Review Council - Report to the Senate 2015/2016 Cycle

Date: January 12, 2016
To: Academic Senate
From: Academic Program Review Council
Subject: Recommendations to the Academic Senate

In accordance with the guidelines set forth in *Academic Program Review: A Guide for Participants*, the Academic Program Review Council (APRC) presents these recommendations for Senate consideration. The recommendations are in three categories—general, program-specific, and process-related.

Academic program review began at Ferris in 1988, and has continued uninterrupted since 1995. This cycle we present the twentieth continuous year of program review recommendations. This is an impressive record that speaks well of the long-term commitment of Ferris faculty and administration to comprehensive program assessment and improvement.
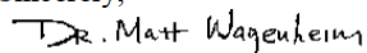
These recommendations are the product of work done over the course of a year by more than one hundred faculty members, administrators, and loyal friends of degree programs. Eleven programs produced self-study reports, four programs submitted accreditation summaries, and two programs produced updates which were submitted to APRC in August. Beginning in early September, the APRC has met for three hours on Tuesday and Thursday evenings for ten weeks meeting with program representatives and formulating recommendations—with additional hours reading and analyzing program review reports. It is our belief that these steps make academic program review valuable for the entire University community.

All faculty members bear a responsibility not just for their own courses and programs, but also for preserving the integrity and value of the University's entire curriculum. By our participation in this process, we affirm the importance of the role faculty play in decision-making about academic programs. I would like to publically thank the members of the 2015/2016 Academic Program Review Council. Program review is a time-consuming and challenging endeavor which council members took on with hard work and dedication. Additional thanks to Paula Hadley-Kennedy and Robbie Teahen. I am grateful for their help and insight.

2015/2016 APR Council Members

Ann Breitenwischer, FLITE
Nick Kuiper, Education and Human Services
Cindy Seel, Health Professions
Gary Todd, Engineering Technology
Beth Zimmer, Arts and Sciences

Sincerely,

Dr. Matt Wagenheim

Matt Wagenheim, Education and Human Services
Chair

Academic Program Review Council
Report to the Senate 2015/2016 Cycle

Suggestions for APR Process Improvements

These recommendations are designed to make the academic program review process more efficient and effective. Recommendations come from council members who have gone through the APR process themselves (as program representatives or PRP chairs) in addition to serving on the APRC for many years.

1. It is recommended that the meeting between the Academic Senate and the Academic Program Review Council, at which the APR recommendations for the cycle are presented for approval, take place no later than December 1 of the current cycle.
2. It is recommended that any request for a program review outside the established calendar be approved by the Senate Executive Committee.

12 January 2016

Academic Program Review Council
Report to the Senate 2015/2016 Cycle

General Recommendations

These recommendations accompany and complement the recommendations for specific degree programs. They also address policy issues broadly relevant to program review.

1. The University is encouraged to work in collaboration with the Academic Senate and College Deans to ensure fair and comprehensive representation on the APR Council.
2. The University is encouraged to work in collaboration with the Academic Senate and College Deans to facilitate a culture of support regarding the program review process at FSU.
3. In response to recommendations from the 2013/2014 APR cycle regarding the "roles, responsible parties, duties, and support for program-level marketing and promotion" the Provost's Office stated, "Program-level marketing resides with the faculty of the programs" and "Decisions about allocation of human and fiscal resources in support of program marketing are made at the College level." The University is encouraged to work in collaboration with College Deans to ensure that proper training, development, and allocation of resources is available in equitable terms so that all FSU programs have an opportunity to engage in effective program-level marketing and promotion activities.
4. The University is encouraged to explore the potential for a dedicated alumni relations liaison within each college.
5. The University is encouraged to investigate any relationship between facility and equipment quality and enrollment.

12 January 2016

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Biology**
CC: Clif Franklund, Brad Isler, Joe Lipar, Andy Karafa, Khagendra Thapa, Roberta
             Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Biology (BS)
Biology (BA)
Biology (Minor)
Cell and Molecular Biology (Minor)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation. Minor modifications may be
needed.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing an
  educational experience with opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program serves as both a provider of general
  education courses as well as serving a large number of majors.
- **Program Value:** The program monitors and implements program improvements through strong
  goals, a strategic plan, and program-level student learning outcomes.
- **Program Enrollment:** In Fall 2015, the program had approximately 443 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy
  employment and graduate school opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program level.
- The program has program-level learning outcome results housed in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined strategic plan and goals for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated faculty who work closely with stakeholders within the profession.
- The program monitors quality through use of a strategic plan and program-level student learning outcomes.
- The program has implemented a strong student advising component.
- Program faculty are active through service to their department, college, and university.
- The program provides additional value to the University through operation of the Card Wildlife Center, Osprey Cam, and the John and Rhea Smith Greenhouse.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to continue to strive toward quality improvement through enhanced monitoring and analysis of each minor.
- The program is encouraged to continue progress in the elimination of the BA in Biology.
- College administration is encouraged to work in collaboration with program representatives in addressing the challenge of decreasing program-related job growth in the State of Michigan.
- College administration is encouraged to work in collaboration with program representatives in addressing identified lab space renovation needs.
- The program is encouraged to reinvigorate active input from its advisory committee.
- The program is encouraged to continue to strive toward student understanding of the scientific research process earlier in the curriculum.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Chemistry**
CC: Dan Adsmond, Kim Colvert, David Frank, Andy Karafa, Khagendra Thapa, Roberta
            Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Chemistry (BA)
Biochemistry (BA)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation. Minor modifications may be
needed.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing an
  educational experience with opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program serves as both a provider of general
  education courses as well as serving majors.
- **Program Value:** The program monitors and implements program improvements through goals,
  a strategic plan, and program-level student learning outcomes.
- **Program Enrollment:** In Fall 2015, the program had approximately 33 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy
  employment and graduate school opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program has program-level learning outcome results housed in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined strategic plan and goals for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated faculty who work closely with stakeholders within the profession.

- The program monitors quality through use of a strategic plan and program-level student learning outcomes.
- The program has implemented a strong student advising component.
- The program provides flexibility for students choosing to pursue a job in industry or for continued education.
- The program serves the University as a large provider of general education courses as well as serving to retain students.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to strengthen their progress in measuring and implementing student learning outcomes at the program level – including continued refinement of a program outcome curricular map.
- The program is encouraged to standardize the assessment of student laboratory skills.
- The program is encouraged to work with college administration to increase program faculty service at the university and community level.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Spanish**
CC: Gustavo Rodriguez, Ana Davila-Howard, Debbie Courtright-Nash, Andy Karafa,
            Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Spanish (Minor)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation. Minor modifications may be needed.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing a career education and opportunities for lifelong learning. The program serves a fast growing market.
- **Program Visibility and Distinctiveness:** The program serves a growing demand and works in close concert with the Center for Latin@ Studies.
- **Program Value:** The program offers a career-focused education for FSU students as well as community and business members with an emphasis on Spanish for the professional.
- **Program Enrollment:** In Fall 2015, the program had approximately 53 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy enhanced employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are dedicated to continuous program quality and are well-qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program has program-level learning outcome results housed in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined strategic plan and goals for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated faculty who work closely with stakeholders within the profession and community.

- The program uses student-learning outcome results to make quality improvement decisions (including training in the ACTFL Oral Proficiency Interview for assessment of student progress and placement decisions.)
- The program is progressive in curricular development and focus.
- Program graduates are in demand.
- The program serves all other programs across FSU.
- The program engages students with valuable study abroad opportunities.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to continue to work in collaboration with the College of Arts and Sciences administration in promoting to advisors and others the benefits of completing a minor.
- The program is encouraged to continue to work in collaboration with the Center for Latin@ Studies in the expansion of *Hablemos: Speaking Spanish Together* into the Grand Rapids market.
- The program is encouraged to continue work in the development of summer language camps for children.

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Business Data Analytics**
CC: Elies Kouider, Jeff Ek, Dave Nicol, Khagendra Thapa, Roberta Teahen, Paul Blake

I.   IDENTITY OF PROGRAM:

Business Data Analytics (BS)
Data Mining (certificate)
Research Methods and Applications (minor)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving those problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a unique career education and opportunities for lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** The program has had a challenge attracting majors since its inception in 2008.
- **Program Value:** The program offers a unique option for business-minded students with an associated interest in data mining and analysis.
- **Program Enrollment:** In Fall 2015, the program had approximately 14 students enrolled.
- **Characteristics, Quality, and Employability of Students:** The program has graduated one student since its inception.
- **Quality of Curriculum and Instruction:** Curriculum and instruction require review to ensure high quality.
- **Composition and Quality of Faculty:** The faculty are well-qualified.

IV. ASSESSMENT:

- Limited evidence of student-learning outcomes at the program-level.
- No evidence that the program has a curriculum map.
- No evidence of program-level learning outcomes housed in TracDat.

- Limited evidence of continuous program improvement through use of program-level learning outcome analysis.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program is one-of-a-kind for undergraduate education in the State of Michigan and one of less than ten in the United States.
- The program has a passionate program champion.
- The program operates at relatively low cost for the University.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The Business Data Analytics program has struggled to attract majors since its inception in 2008.
- The Business Data Analytics program does not appear to make program improvement decisions based on formal processes and procedures or the analysis of collected data.
- The Business Data Analytics program does not appear to have formalized a long-term strategic plan with measurable plans of action for improved program quality.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2016 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- Short and long term strategic plan for program direction and quality including measurable program goals.
- A marketing and promotion plan for increased program enrollment.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Computer Information Technology**
CC: Dan Tuuri, Clyde Hardman, Jim Woolen, Dave Nicol, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Computer Information Technology (BS)
Computer Information Technology (Minor)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Redirection: The program merits continuation. However, the program needs a curricular redirection. The faculty and administration of the program will be asked to report as to program progress in carrying out this redirection.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a unique career education and opportunities for lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** The program provides a unique focus. There is industry demand for the specific skills related to the program.
- **Program Value:** The program offers a curricular value to the College of Business.
- **Program Enrollment:** In Fall 2015, the program had approximately 96 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** The program appears to have suffered from limited program oversight since its inception in 2010.
- **Composition and Quality of Faculty:** The faculty are well-qualified, but both faculty and students would benefit from the program oversight provided through collaboration within the College of Business.

IV. ASSESSMENT:

- No evidence of student-learning outcomes at the program-level.
- No evidence of a program-level student-learning outcome curriculum map.
- No evidence of program-level learning outcomes housed in TracDat.

- No evidence of continuous program improvement through use of program-level learning outcome analysis.
- No evidence of the development and implementation of a strategic plan for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated program faculty.
- Program graduates are entering a field with demand projected to continue to rise.
- Program courses provide curricular value to the College of Business.

VI. APRC RECOMMENDS REDIRECTION BASED ON THE FOLLOWING:

- The program appears to have operated with limited program oversight and formal quality improvement procedures.
- The program appears to have operated without a strategic plan for continued program improvement.
- The program appears to have operated without program-level student learning outcomes.
- The program has been negatively impacted by over loaded faculty teaching within the program.
- The program has been negatively impacted by a Program Champion charged with overseeing both the Computer Information Technology and Computer Information Systems programs.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2016 WHICH ADDRESSES THE FOLLOWING:

- COB administration is encouraged to work with program representatives to determine the appropriate role the program's curriculum should fill within the college.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Fleet Management**
CC: Spence Tower, Dave Nicol, Khagendra Thapa, Roberta Teahen, Paul Blake

I.   IDENTITY OF PROGRAM:

Fleet Management (minor)
Fleet Management (certificate)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering a unique career education and opportunities for lifelong learning for FSU students.
- **Program Visibility and Distinctiveness:** The program was developed through a collaboration between the College of Business and the College of Engineering Technology.
- **Program Value:** The program offers a unique option for business-minded students with an associated interest in automotive management and for automotive management-minded students with an associated interest in business.
- **Program Enrollment:** In Fall 2015, the program had approximately 6 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Students enjoy enhanced employment opportunities in the State of Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction require review to ensure high quality.
- **Composition and Quality of Faculty:** The faculty are well-qualified.

IV. ASSESSMENT:

- Limited evidence of student-learning outcomes at the program-level.
- No evidence that the program has a curriculum map.
- No evidence of program-level learning outcomes housed in TracDat.

- Limited evidence of continuous program improvement through use of program-level learning outcome analysis.
- No evidence of the use of a strategic plan for continued program quality improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program is one-of-a-kind in the United States.
- The program was developed in a collaboration between the College of Business and the College of Engineering Technology.
- The program enjoys a beneficial relationship with a national heavy equipment organization.
- The program has a passionate program champion.
- The program operates at relatively low cost for the University.

VI. APRC RECOMMENDS AN UPDATED REPORT REGARDING PROGRAM STATUS BASED ON THE FOLLOWING:

- The Fleet Management program appears to suffer from limited program oversight.
- The Fleet Management program has had limited success attracting students.
- The Fleet Management program does not appear to make program improvement decisions based on formal processes and procedures or the analysis of collected data.
- The Fleet Management program does not appear to have formalized a long-term strategic plan with measurable plans of action for improved program quality.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2016 WHICH IS TO INCLUDE THE FOLLOWING:

- Program-level student learning outcomes, assessment methods, and the process for program improvement based on assessment analysis results.
- Short and long term strategic plan for program direction and quality including measurable program goals.
- A marketing and promotion plan for increased program enrollment.
- Identification of a program champion and plans to provide collaborative program oversight.

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **CAD Drafting and Tool Design**
CC: Dan Wanink, Rich Goosen, Larry Schult, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

CAD Drafting and Tool Design Technology (AAS)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Redirection: The program merits continuation. However, the program needs a curricular redirection. The faculty and administration of the program will be asked to report as to program progress in carrying out this redirection.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by offering an enhanced educational opportunity.
- **Program Visibility and Distinctiveness:** There is industry demand for the specific skills related to the program.
- **Program Value:** The program offers a curricular value to many programs within the College of Engineering Technology.
- **Program Enrollment:** In Fall 2015, the program had approximately 42 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy enhanced skills that serve them well through a further course of study, but limited value alone in the marketplace.
- **Quality of Curriculum and Instruction:** The program appears to have suffered from limited program oversight and decreasing industry demand.
- **Composition and Quality of Faculty:** The faculty are well-qualified, but both faculty and students would benefit from the program oversight provided through collaboration within the College of Engineering Technology.

IV. ASSESSMENT:

- No evidence of student-learning outcomes at the program-level.
- No evidence of a program-level student-learning outcome curriculum map.
- No evidence of program-level learning outcomes housed in TracDat.

- No evidence of continuous program improvement through use of program-level learning outcome analysis.
- No evidence of the development and implementation of a strategic plan for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated program faculty.
- Program graduates are learning a valuable skillset, but are entering a field with specific program demand projected to continue to fall.
- Program courses provide curricular value to the College of Engineering Technology.

VI. APRC RECOMMENDS REDIRECTION BASED ON THE FOLLOWING:

- Program enrollment is down approximately 40% from ten years ago.
- The program has operated with limited program oversight and formal quality improvement procedures.
- The program has operated without a strategic plan for continued program improvement.
- The program has operated without program-level student learning outcomes.
- The program has been negatively impacted by over loaded faculty teaching within the program.
- The program has been negatively impacted by declining faculty numbers.

VII. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2016 WHICH ADDRESSES THE FOLLOWING:

- CET administration is encouraged to work with program representatives to determine the appropriate role the program's curriculum should fill within the college.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Electronics Engineering Technology**
CC: Gary Todd, Ron Mehringer, Debbie Dawson, Larry Schult, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Electrical/Electronics Engineering Technology (BS)
Industrial Electronics Technology (AAS)
Industrial Control Systems (Minor)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Enhancement: The program merits continuation. The program's status with regard to several of the categories is significantly high, and its less satisfactory status with regard to the other categories could be significantly improved by resource allocation decisions or other enhancements. Program enhancement may involve additional faculty/staff, equipment, other resources, expansion in enrollment, and/or curricular transformation(s).

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing an experiential education and opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program is accredited by the Engineering Technology Accreditation Commission for the Accreditation Board of Engineering and Technology.
- **Program Value:** The program monitors and implements program improvements through goals, strategic plan, and program-level student learning outcomes.
- **Program Enrollment:** In Fall 2015, the program had approximately 125 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program has program-level learning outcome results housed in TracDat.

- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined strategic plan and goals for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated faculty who work closely with stakeholders within the profession.
- The program monitors quality through use of a strategic plan and program-level student learning outcomes.
- The program uses advisory panel input to inform program quality improvements.
- Program graduates have experienced a nearly 100% placement rate in their field of study.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to work with college and university administration in the improvement and/or acquisition of quality equipment required for teaching.
- The program is encouraged to increase formal oversight for the minor.
- The program is encouraged to work with college and university administration to investigate the addition of tenure line program faculty in order to reduce current faculty overload and improve overall program quality.

VII. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM ENHANCEMENT:

- The APRC recognizes the overall quality of the Electrical/Electronics program both to program students and the University. The program provides students an in-demand education while serving the University as an ambassador through alumni and industry relationships. The APRC has recognized two limitations to program quality improvement and growth to be the overall quality of laboratory equipment and the number of program faculty both in terms of a quality working environment but as a marketing tool for prospective students and their parents. The University is encouraged to work with college administration and program personnel in the improvement and/or acquisition of quality laboratory equipment and an adequate number of tenure line faculty.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Mechanical Engineering Technology**
CC: Chuck Drake, Debbie Dawson, Larry Schult, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Mechanical Engineering Technology (BS)
Mechanical Engineering Technology (AAS)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Enhancement: The program merits continuation. The program's status with regard to several of the categories is significantly high, and its less satisfactory status with regard to the other categories could be significantly improved by resource allocation decisions or other enhancements. Program enhancement may involve additional faculty/staff, equipment, other resources, expansion in enrollment, and/or curricular transformation(s).

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing an experiential education and opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program is accredited by the Engineering Technology Accreditation Commission for the Accreditation Board of Engineering and Technology.
- **Program Value:** The program monitors and implements program improvements through goals, a strategic plan, and program-level student learning outcomes.
- **Program Enrollment:** In Fall 2015, the program had approximately 194 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- No evidence that the program has program-level learning outcome results housed in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined strategic plan and goals for continued program improvement.

V.   APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated faculty who work closely with industry representatives.
- The program monitors quality through use of a strategic plan and program-level student learning outcomes.
- The program uses advisory panel input to inform program quality improvements.
- The program provides an experiential education for students through hands-on activities including the Formula SAE Team and the Engineering and Technology Exploration Academy camps.

VI.   APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- College administration is encouraged to work with program representatives to increase program faculty service at the university and community level.
- College administration is encouraged to work with program representatives to investigate the disparity between the number of students admitted into the program and the number that enroll.
- The program is encouraged to benchmark overall program quality (including facilities and equipment) with competing and exemplar programs.
- College administration is encouraged to work with program representatives in the improvement and/or acquisition of quality laboratory space.

VII.   APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM ENHANCEMENT:

- The APRC recognizes the overall quality of the Mechanical Engineering Technology program both to program students and the University. The program provides students an in-demand education while serving the University as an ambassador through participation in local and national outreach. Both the APRC and the program's accrediting agency have recognized one limitation to program quality improvement and growth to be the overall quality of laboratory space both in terms of a quality working environment but as a marketing tool for prospective students and their parents. The University is encouraged to work with college administration and program personnel in the improvement and/or acquisition of quality laboratory space.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Allied Health Sciences**
CC: Theresa Raglin, Matthew Adeyanju, Khagendra Thapa, Roberta Teahen, Paul Blake

I.   IDENTITY OF PROGRAM:

Allied Health Sciences (BS)
Allied Health Sciences (AAS)

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation. Minor modifications may be needed.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing an enhanced educational experience and opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program serves as both a retention tool and opportunity to serve a non-traditional student market.
- **Program Value:** The program monitors and implements program improvements through strong goals, strategic plan, and program-level student learning outcomes.
- **Program Enrollment:** In Fall 2015, the program had approximately 267 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy enhanced employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are of high quality.
- **Composition and Quality of Faculty:** The faculty are well qualified.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program has program-level learning outcome results housed in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined strategic plan and goals for continued program improvement.

V.   APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated faculty.
- The program monitors quality through use of a strategic plan and program-level student learning outcomes.

- The program serves both traditional and non-traditional student markets.
- The program has implemented a strong student advising component.
- The program has implemented a program for monitoring online course delivery.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to continue to strive toward quality improvement through enhanced monitoring and analysis of program graduates.
- The program is encouraged to work in collaboration with College of Health Professions administration in exploring the potential for a program coordinator dedicated to the program.
- The program is encouraged to establish an advisory committee as an additional way to monitor and improve program quality.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Honors**
CC: Peter Bradley, Bill Potter, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Honors

II. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program: The program merits continuation. Minor modifications may be needed.

III. RATING BASED ON CRITERIA:

- **Relationship to FSU Mission:** The program aligns to the FSU mission by providing an enhanced educational experience and opportunities for lifelong learning.
- **Program Visibility and Distinctiveness:** The program serves all FSU programs and is one of the largest programs at FSU.
- **Program Value:** The program serves as both a retention and marketing and promotion program for the University, in addition to providing students an enhanced university experience and increased marketable tools for lifelong success.
- **Program Enrollment:** In Fall 2015, the program had approximately 700 students enrolled.
- **Characteristics, Quality, and Employability of Students:** Graduates of the program enjoy enhanced employment opportunities in Michigan and throughout the United States.
- **Quality of Curriculum and Instruction:** Curriculum and instruction are typically of high quality, but could benefit from enhanced development and assessment policies and procedures.
- **Composition and Quality of Faculty:** The faculty are dedicated but could benefit from enhanced development policies and procedures specific to Honors instruction.

IV. ASSESSMENT:

- The program has student-learning outcomes at the program-level.
- The program has program-level learning outcome results housed in TracDat.
- The program uses learning outcome results to make quality improvement decisions.
- The program has a clearly defined strategic plan and goals for continued program improvement.

V. APRC NOTES THE FOLLOWING STRENGTHS OF THE PROGRAM:

- The program has dedicated administration who work closely with industry representatives.
- The program is striving toward industry-specific accreditation.
- The program is progressive in curricular development and focus.
- Program graduates are served well with program emphasis on community service, peer mentorship, and Honors curriculum.
- The program serves all other programs across FSU.
- The program enjoys high enrollment numbers.

VI. APRC OFFERS THE FOLLOWING SUGGESTIONS FOR PROGRAM IMPROVEMENT:

- The program is encouraged to continue to work in collaboration with college and university administration in development of a beneficial Honors faculty arrangement.
- The program is encouraged to continue to work toward full development and implementation of program-level student learning outcomes, assessment, and implementation of results.
- The program is encouraged to continue to strive toward industry-specific accreditation.
- The program is encouraged to continue to work toward an Honors presence in Grand Rapids and other FSU locations.
- The program is encouraged to continue to explore the potential for Honors to evolve into a stand-alone college within FSU.

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Welding**
CC: Jeff Hadesty, Rich Goosen, Larry Schult, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Welding Engineering Technology (BS)
Welding Technology (AAS)

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs.*

III. RATING BASED ON CRITERIA:

Accrediting Organization: Engineering Technology Accreditation Commission for the Accreditation Board of Engineering and Technology
Enrollment: In Fall 2015, the program had approximately 168 students enrolled.
Strategic Plan: The program follows an outlined strategic plan for quality program improvement.
Program-Level Student Learning Outcomes: The program uses program-level student learning outcomes as part of their overall program quality improvement plan.
Perceptions of Overall Program Quality: Dean (97/100) Director (95/100) Chair (93/100).
Additional Information (Optional) – *Provided by the Program*

> $1,386,000 in American Welding Society scholarships awarded to Ferris State WELT and WELE students since 1986.
> ACT Composite score of 21.3 for WELT students aligns with the University, State of Michigan and US National averages. This the 57th percentile nationally. More than 400
> student test scores have been compiled.
> Students from approximately 25 states have attended the WELE program
> Nearly 40 states, and District of Columbia, have WELE program alumni as residents
> Pre/Post Tests instruments have been utilized to measure the increase in student knowledge upon graduation in both the WELT and WELE programs since fall 1997.
> WELT AAS (17 Student Cohorts): Average post test score increased by 67%
> WELE BS (19 Student Cohorts): Average post test score increased by 50%
> The average number of WELE BS degrees conferred per decade shows consistent, well planned program growth:

1980's: 9.3 1990's: 14.0 2000's: 24.2 2010's: 37.7 Since 1986: 21.5

Largest employers by state of WELE graduates:

    Michigan: 317 Wisconsin: 47 Iowa: 45 Illinois: 38 Ohio: 30

    Texas: 24 Colorado: 8 Virginia: 8 S. Carolina: 7

Largest employers of WELE graduates by industry:

    Automotive: 173 Welding Equipment: 94 Ag/Const Equipment: 76

    Manufacturing: 64 Consulting: 60 Automation: 44

    Construction: 22 Energy: 26 Higher Ed.: 10

Upon graduation, the WELE employment placement rates are typically 100% with the average starting *base* salary by indicated year:

    1986: $26K 1990: $29K 2000: $49K 2010: $61K 2013: $66K

State Secondary Welding Competition

    Approximately 131 competitors, since the first competition held in May, 2003, have enrolled in the WELT AAS degree program based on tuition and room & board, it is estimated these students have contributed more than $5,000,000 in revenue to the university.

    Approximately 50 past competitors have graduated with a WELE BS degree

    The May 2015 competition was the 13th time the event was held. More than 130 competitors from 34 Michigan high schools and career centers competed for nearly $60,000 in gifts, prizes and scholarships provide by University administration, industry and private donors.

    The welding competition event has been the most effective programmatic marketing activity for the Ferris welding programs

MEMORANDUM

DATE:	12 January 2016
TO:	Academic Senate
FROM:	Academic Program Review Council
SUBJECT:	Recommendations for **Radiography**
CC:	Dan Sleeper, Theresa Raglin, Matthew Adeyanju, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Radiography (AAS)

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs.*

III. RATING BASED ON CRITERIA:

- **Accrediting Organization:** Joint Review Committee on Education in Radiologic Technology (JRCERT)
- **Enrollment:** In Fall 2015, the program had approximately 50 students enrolled.
- **Strategic Plan:** The program follows an outlined strategic plan for quality program improvement.
- **Program-Level Student Learning Outcomes:** The program uses program-level student learning outcomes as part of their overall program quality improvement plan.
- **Perceptions of Overall Program Quality:** Dean (Highest Quality), Department Head (92/100), Coordinator (95/100).
- **Additional Information (Optional) –** *None Provided*

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Optometry**
CC: David Damari, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Optometry (DO)

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs.*

III. RATING BASED ON CRITERIA:

- **Accrediting Organization:** Accreditation Council on Optometric Education (ACOE)
- **Enrollment:** In Fall 2015, the program had approximately 147 students enrolled.
- **Strategic Plan:** The program follows an outlined strategic plan for quality program improvement.
- **Program-Level Student Learning Outcomes:** The program uses program-level student learning outcomes as part of their overall program quality improvement plan.
- **Perceptions of Overall Program Quality:** The Dean rated the program of highest quality.
- **Additional Information (Optional)** – *None Provided*

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Pharmacy**
CC: Steve Durst, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Pharmacy (PharmD)
Pharmacy and MBA (PD-MBA)

II. ACCREDITATION IN GOOD STANDING:

The program above has submitted a summary of their accreditation status in good standing as outlined in *Academic Program Review: A Guide for Accredited Programs.*

III. RATING BASED ON CRITERIA:

- **Accrediting Organization:** Accreditation Council for Pharmacy Education (ACPE)
- **Enrollment:** In Fall 2015, the program had approximately 574 students enrolled.
- **Strategic Plan:** The program follows an outlined strategic plan for quality program improvement.
- **Program-Level Student Learning Outcomes:** The program uses program-level student learning outcomes as part of their overall program quality improvement plan.
- **Perceptions of Overall Program Quality:** The Dean rated the program of highest quality.
- **Additional Information (Optional) –** *None Provided*

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Health, Illness, and Society**
CC: Meral Topcu, Andy Karafa, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Health, Illness, and Society (Minor)

II. THE PROGRAM WAS REVIEWED DURING THE 2014/2015 CYCLE AND WAS ASKED TO SUBMIT A REPORT TO APRC, DUE 15 OCTOBER 2015, ADDRESSING THE FOLLOWING ISSUES:

- Mission statement.
- Program goals.
- Program-level student learning outcomes, assessment methods, and evidence of continuous improvement efforts based on analysis of the results.
- Short and long-term strategic plan for program growth and quality.
- Identified program champion.
- Outlined procedures for curricular oversight and improvement.

III. UPDATE:

- APRC thanks the Health, Illness, and Society faculty and AS administration for the update, which details the response to the above issues:

    o Mission statement:
        - The program developed a mission statement.
        - APR Response: The APR thanks the program for the update.
    o Program goals:
        - The program developed program goals.
        - APR Response: The developed program goals read more as program objectives and would need greater clarity and measurability for beneficial program quality improvements.

- o Program-level student learning outcomes, assessment methods, and evidence of continuous improvement efforts based on analysis of the results.
  - The program developed program-level student learning outcomes.
  - APR Response: The APR thanks the program for the update.
- o Short and long-term strategic plan for program growth and quality.
  - The program developed a strategic plan.
  - APR Response: The developed strategic plan for program growth and quality was limited. The program strategic plan would need greater clarity and measurability for beneficial program quality improvements.
- o Identified program champion.
  - The program did not identify a program champion.
  - APR Response: A program representative charged with overall program monitoring and oversight is critical to ensure a high quality program offering.
- o Outlined procedures for curricular oversight and improvement.
  - The program provided information regarding increased curricular oversight and improvement.
  - APR Response: Submitted procedures for curricular oversight and improvement was limited.

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Discontinue the Program: Evidence suggests that the program should be terminated.

The APR recommendation from the 2014/2015 cycle for the Health, Illness, and Society minor was born out of a noted lack of program oversight. The update provided, while providing an improvement, showed that the problems related to program oversight remain. The developed program goals and strategic plan lack in the rigor that would allow for quality program improvements to be made over time, an individual with ultimate program oversight and responsibility for monitoring program quality has not been identified, and the processes and procedures identified for curricular oversight and improvement were limited.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Recommendations for **Automotive Engineering Technology**
CC: Ben Upham, Larry Schult, Khagendra Thapa, Roberta Teahen, Paul Blake

I. IDENTITY OF PROGRAM:

Automotive Engineering Technology (BS)
Automotive Service Technology (AAS)
Performance Motorsports (Certificate)

II. THE PROGRAM WAS REVIEWED DURING THE 2012/2013 CYCLE AND WAS ASKED TO SUBMIT A REPORT TO APRC, DUE 15 OCTOBER 2015, ADDRESSING THE FOLLOWING ISSUES:

- The current status regarding the effectiveness of the administrative structure providing direction and oversight.
- Updated program goals and timeline to completion.
- Current student evaluation regarding program operations and quality.
- Current student evaluation regarding curriculum effectiveness and relevancy.
- Current faculty evaluation regarding program operations and quality.
- Current faculty goals for currency within the field and timeline for completion.
- Update on curricular changes and success.

III. UPDATE:

- APRC thanks the Automotive Engineering Technology faculty and CET administration for the update, which details the response to the above issues:

- The current status regarding the effectiveness of the administrative structure providing direction and oversight.
  - The program provided an update.
  - APR Response: It is unclear from the program's response what the effectiveness of the current administrative structure for providing program direction and oversight is.

1

- Updated program goals and timeline to completion.
    - The program provided and update.
    - APR Response: The program goals lack in specificity and measurability as to be real value toward quality program improvements.
- Current student evaluation regarding program operations and quality.
    - The program provided an update.
    - APR Response: The APR council thanks the program for the update.
- Current student evaluation regarding curriculum effectiveness and relevancy.
    - The program provided an update.
    - APR Response: It is unclear from the update how current students feel about the program's curriculum effectiveness and relevancy.
- Current faculty evaluation regarding program operations and quality.
    - The program provided an update.
    - APR Response: It is unclear from the update how faculty within the program evaluates program quality and operations.
- Current faculty goals for currency within the field and timeline for completion.
    - The program provided an update.
    - APR Response: Program goals for updating the currency of faculty within the field, while indicating improvement, lacked in specificity as to their value to quality program improvements.
- Update on curricular changes and success.
    - The program provided an update.
    - APR Response: The APR council thanks the program for the update.

IV. RECOMMENDATION OF ACADEMIC PROGRAM REVIEW COUNCIL:

Continue the Program with Reporting: The program merits continuation. However, documented problem areas exist, and the faculty and administration of the program will be asked to report as to program progress in solving these problems. Circumstances that may warrant reporting include (but are not limited to) stagnant enrollment, lack of clearly defined short and long-term strategic plans, and a lack of clearly defined or consistently implemented measures of program-level student learning outcomes

V. IT IS REQUESTED THAT THE PROGRAM SUBMIT A REPORT TO THE PROGRAM REVIEW COUNCIL NO LATER THAN SEPTEMBER 15, 2016 WHICH IS TO INCLUDE THE FOLLOWING:

- The current status regarding the effectiveness of the administrative structure providing direction and oversight.

- Updated program goals and timeline to completion.
- Current student evaluation regarding curriculum effectiveness and relevancy and a plan for addressing the results.
- Current faculty evaluation regarding program operations and quality and a plan for addressing the results.
- Current faculty goals for currency within the field and timeline for completion.

MEMORANDUM

DATE: 12 January 2016
TO: Academic Senate
FROM: Academic Program Review Council
SUBJECT: Programs Scheduled for Review in the 2015/2016 Cycle
CC: Khagendra Thapa, Roberta Teahen, Paul Blake

I. THE FOLLOWING PROGRAMS WERE SCHEDULED TO UNDERGO REVIEW WITH THE 2015/2016 CYCLE:

- Applied Math (BS) and all concentrations + Actuarial Science (BS) + Computer Science (minor and certificate) + Math (minor)
- International Studies (minor)
- Pre-Engineering (AS)
- Pre-Law (AAS)
- Pre-Mortuary Science (AS)
- Pre-Pharmacy (AS)
- Pre-Science (AS)
- Business Administration (MBA) and all concentrations and advanced study certificates
- Curriculum and Instruction (MEd)
- Educational Leadership (MS)
- Recreation Leadership and Management (BS and minor) + Festivals, Community, and Special Events (certificate)

#16-040

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Associate of Applied Science in Professional Brew Management

Initiating Individual: Julie A. Doyle & Karyn M. Kiio **Initiating Department or Unit:** SEHM

Contact Person's Name: Karyn M. Kiio **Email:** bledsok@ferris.edu **Phone:** 2315912382

☒ 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 – Certificate (☐ College Credit ☐ Non-credit ☐ New Certificate)

☐ Group IV – Other site location (☐ College Credit ☐ Non-credit)

	PLEASE PRINT AND SIGN YOUR NAME	DATE	VOTE/ACTION * Number Count
Program Representative **	Karyn M Kiio	10/29/15	X Support __ Support with Concerns __ Not Support __ Abstain
Department/School/Faculty Representative Vote **	Lianne Briggs	11/9/15	6 Support 0 Support with Concerns 0 Not Support 0 Abstain
Department/School Administrator	Lianne Briggs	11/9/15	6 Support 6 Support with Concerns 0 Not Support 0 Abstain
College Curriculum Committee/Faculty	Amy Dorey	11/11/15	5 Support 0 Support with Concerns 0 Not Support __ Abstain
UCC Representative	DAVID MARION	11/12/15	X Support __ Hold __ Not Support
Dean	DAVID NICOL	11/15/15	✓ Support __ Support with Concerns __ Not Support __ Abstain
University Curriculum Committee **		12/10/15	✓ Support 8 - 0 __ Support with Concerns __ Not Support __ Abstain
Senate **			__ Support __ Support with Concerns __ Not Support __ Abstain
Academic Affairs			__ Support __ Hold __ Not Support

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

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

To be completed by Academic Affairs   Date of Implementation: Click here to enter text.

_____   _____   _____
President (Date Approved)   Board of Trustees (Date Approved)   Academic Officers of MI (Date Approved)

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

The craft brew industry is continuing to grow and there is an industry wide need for graduates with knowledge not only in brewing and fermentation, but also in brewery and brewpub management, equipment and processes, safety and sanitation, entrepreneurship, small business operations, accounting, finance, marketing and distribution. Consultations with brewery owners/operators and brewers throughout the state prove that these employers need employees with a strong business background. They note that the ability to brew does not translate into the ability to run a successful business.

Ferris State University will be the first in the country to offer a degree of this kind. This will bring national attention to Ferris, and increased distinctiveness to the FSU Hospitality Management Program. There are no degree programs in existence in Michigan nor in the country that provide this specialized format of business education. There are newly developed Fermentation Science programs launching in Michigan and around the country and we will continue to see more as the craft brew industry grows. These are science based programs and serve a different purpose and population then the Ferris State AAS in Professional Brew Management will.

In 2014, craft brewers produced 22.2 million barrels, accounting for 11% market share and saw an 18% rise in volume and a 22% increase in retail dollar value. Retail dollar value was estimated at $19.6 billion representing 19.3 percent market share. Additionally, the number of operating breweries in the U.S. in 2014 grew 19 percent, totaling 3,464 breweries, with 3,418 considered craft broken down as follows: 1,871 microbreweries, 1,412 brewpubs and 135 regional craft breweries. Throughout the year, there were 615 new brewery openings and only 46 closings. Combined with already existing and established breweries and brewpubs, craft brewers provided 115,469 jobs, an increase of almost 5,000 from the previous year. (Statistics released from Brewers Association, March 16, 2015)

In 2013, Michigan's overall beer sector generated more than 64,000 jobs, including nearly 5,000 in the distributing sector alone, according to reports by the National Beer Wholesalers Association and the Beer Institute. Michigan is home to more than 180 craft brewers, with the industry experiencing 30-percent growth in just the past year alone. Growth the year before was around 23 percent. Both numbers far outpace the national average. (Statistics released from Michigan Beer & Wine Wholesalers Association, August 27, 2014)

The Hospitality Management Program currently offers an Associates in Applied Science – Restaurant and Food Industry Management. This degree prepares students for careers in food service including restaurant management and non-commercial food service management. Breweries and brewpubs are the fastest growing segment within the restaurant industry. The Professional Brew Management degree, while distinct in nature, will utilize several of the courses already offered within the hospitality management program and the College of Business. As craft breweries and brewpubs fall within the foodservice segment of hospitality, there is a natural overlap in programming between the two AAS degrees. 52 of the 61 credits required for completion of the AAS will come from courses already in existence.

The following is a summary of new courses being developed.
•   HSMG 133 Brew Management Level I
Introductory level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about marketing and promotion techniques. Brew Management I will prepare students to pass the Cicerone Certification Program's Certified Beer Server Exam.
•   HSMG 233 Brew Management Level II
Intermediate level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about working with distributors and laws which affecting breweries and beer sellers. Brew Management II will prepare students to pass the Cicerone Certification Program's Certified Cicerone Exam.
•   HSMG 280 Brew Equipment and Processes
Hands on craft brewing in an actual brewery. Instructed by an industry brewer, students will practice brew processes and explore equipment functions and upkeep with specific attention to sanitation, safety, and quality production.

As a skill focused associates degree, the A.A.S. in Professional Brew Management will serve students attending the university under the Michigan TIP Program by providing a pertinent and accessible path to Ferris State University. The A.A.S. in Professional Brew Management is also a transfer friendly degree program and will ladder directly into the Hospitality Management B.S. Degree under the Specialized Management Concentration.

The majority of potential students who have shown interest in this degree program are non-traditional students who are currently working in the foodservice industry and want to expand their skills in craft brew management. Often, they are people who brew at home or in microbreweries but are looking to gain the knowledge needed to run a professional craft brew business. This can be equated to people who love to cook and dine at restaurants but must refine their skills and business knowledge in order to own and/or operate a restaurant. Traditional students are and will be drawn to the distinctiveness of the degree program, the quality of programming, and the high availability of jobs within in the craft beer industry upon completion of coursework.

For many students, this will be an easy program to transfer into, in part due to the overlap of eligible restaurant and foodservice industry courses. Several prospective students who have contacted the Hospitality Management Program enjoy production, but rather than wanting to become chefs who prepare food and run kitchens, they want to become brewers who prepare craft beer and run brewpubs and microbreweries. Students who are currently enrolled in dual enrollment and concurrent enrollment program at Kent Career Technical Center will be able to complete credits toward this degree program while still in high school.

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.: Associate of Applied Science in Professional Brew Management

3. Summary of All Course Action Required: 3 new courses to be added; 16 existing courses to be added

A. Newly Created Courses to be Added to the Catalog

Prefix	Number	Title
HSMG	133	Brew Management Level I
HSMG	233	Brew Management Level II
HSMG	280	Brewery Equipment and Processes

B. Courses to be Deleted from FSU Catalog

Prefix	Number	Title
Click here to enter text.	Click here to enter text.	Click here to enter text.

C. Existing Courses to be Modified

Prefix	Number	Title
Click here to enter text.	Click here to enter text.	Click here to enter text.

D. Addition of existing FSU courses to program

Prefix	Number	Title
ACCT	201	Principles of Accounting I
COMM	105	Interpersonal Communication
COMM	221	Fundamentals-Public Speaking
ECON	221	Principles of Macronomics
ENGL	150	English 1
ENGL	211	Industrial & Career Writing
ENGL	250	English 2
HSMG	111	Principles of Food Science
HSMG	113	Sanitation and Safety
HSMG	207	Bar & Beverage Management
HSMG	211	Purchasing for F&B Operations
HSMG	215	Hospitality Cost Controls
HSMG	292	HSMG Internship I
MATH	115	Intermediate Algebra
MGMT	310	Small Business Management
MGMT	350	Mgmt Metrics & Decision Making

E. Removal of existing FSU courses from program

Prefix	Number	Title
Click here to enter text.	Click here to enter text.	Click here to enter text.

4. Summary of All Consultations

Form Sent (B or C)	Date Sent	Responding Department	Date Received & By Whom
Form B	Oct 5, 2015	SEHM	10-13-2015 Lianne Briggs
		Management/Economics	10-13-2015 Gayle Lopez
		AFIS/Accounting	
		Humanities/Communication	
		Languages and Literature/English	10-5-2015 Debra Courtright-Nash
		Math	10-12-2015 Kirk Weller

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. Click here to enter text.

6. Is a PCAF required? ☒ Yes   ☐ No   Is the PCAF approved? ☒ Yes ☐ No (If yes, supply link on Academic Affairs website where PCAF is posted.
    http://www.ferris.edu/HTMLS/administration/academicaffairs/ProfBrewManagementPCAF.pdf

7. 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

8. List all Checksheets affected by this proposal:

    College   Department   Program
    College of Business   Sports, Entertainment, & Hospitality Mgmt   Hospitality Management Program

    Associate of Applied Science – Professional Brew Management

CURRICULUM CONSULTATION FORM

FORM B

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 ensure 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** Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Kiio

Proposal Contact: Karyn M. Kiio **Date Sent:** October 5, 2015

Department: Humanities: Trinidy Williams / Stephanie Thomson **Campus Address:** JOH 117/JOH 121
(Please type)

Responding Department: Humanities – Communication program

Administrator: Stephanie Thomson **Date Received:** October 7, 2015 **Date Returned:** October 19, 2015

Based upon department faculty review on October 13, 2015 (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. Click here to enter text. As a faculty, we believe that it may be beneficial to consider the following modifications, depending upon the specific outcomes desired from COMM courses. We would be happy to further consult as desired.

1. COMM105 Interpersonal Communication AND COMM221 Group Decision-making

OR

2. COMM105 Interpersonal Communication OR COMM221 Group Decision-making

RE: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

Trinidy D Williams

Tue 10/20/2015 8:18 AM

Inbox

To:Karyn M Kiio <KarynKiio@ferris.edu>; Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>;

📎 1 attachment (45 KB)

Reply Form B Humanities PBMT AAS doc.docx;

Good morning,

Please see the attached Form B from the Communication Faculty in Humanities Department. Essentially they suggest COMM 105 Interpersonal Communication & COMM 221 Small Group Decision Making as opposed to COMM 105 Interpersonal Communication & COMM 121 Public Speaking.

Take care,
TW

From: Karyn M Kiio
Sent: Monday, October 05, 2015 2:27 PM
To: Trinidy D Williams <TrinidyWilliams@ferris.edu>; Lon C Green <LonGreen@ferris.edu>
Subject: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

Hello Trinidy and Lon,

Please find attached the Form B for the new Hospitality Management Associate of Applied Science in Professional Brew Management.

Also attached is the entire proposal in PDF format.

Please contact me with any questions your department may have.

Thank you in advance!

Karyn Kiio | Faculty
Ferris State University | Hospitality Management Program
1319 Cramer Circle WCO 106| Big Rapids, MI 49307 e-mail: karynkiio@ferris.edu
Phone: 231-591-2382 or 248-891-2972·FAX: 231-591-2998| ferris.edu/business/programs/hospitality

Les Cheneaux Culinary School
186 S Pickford Ave, | Hessel, Michigan 49745
Phone: 906-484-4800 or 248-891-2972·FAX: 906-484-1010 | www.lcculinary.org/

"Business, like life, is all about how you make people feel. It's that simple, and it's that hard."
— Danny Meyer, Setting the Table

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CURRICULUM CONSULTATION FORM

FORM B

Effective Fall 2015

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.

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

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

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 Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Klio

Proposal Contact: Karyn M. Klio Date Sent: October 5, 2015

Department: Languages and Literature/ Debra Courtright-Nash   Campus Address: ASC3080
(Please type)

Responding Department: Languages and Literature

Administrator: Debra K.Courtright-Nash Date Received: October 5, 2015 Date Returned: October 5, 2015

Based upon department faculty review on <u>Click here to enter text.</u> (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

Form B LangLit PBMT AAS doc

Debra K Courtright-Nash

Mon 10/5/2015 2:51 PM

To:Karyn M Kiio <KarynKiio@ferris.edu>;

1 attachment (44 KB)

Form B LangLit PBMT AAS doc.docx;

Karyn,

Here is the Form B with my support. Let me know if there is anything else that you need.

CURRICULUM CONSULTATION FORM

FORM B
Effective Fall 2015

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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** Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Kiio

Proposal Contact: Karyn M. Kiio **Date Sent:** October 5, 2015

Department: Mathematics/Kirk Weller **Campus Address:** ASC 2021
(Please type)

Responding Department: Mathematics

Administrator: 10/05/15 Date Received: 10/05/15 Date Returned: 10/12/15

Based upon department faculty review on 10/12/15 (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.

You might consider MATH 115 *or* MATH 114 (the newly proposed quantitative reasoning course).

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

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** Click here to enter text

Initiator(s): Julie A. Doyle & Karyn M. Kiio

Proposal Contact: Karyn M. Kiio **Date Sent:** October 5, 2015

Department: Management/Gayle Lopez   **Campus Address:** BUS 212
(Please type)

Responding Department: Click here to enter text

Administrator: Click here to enter text **Date Received:** Click here to enter text **Date Returned:** Click here to enter text

---

Based upon department faculty review on ☐/O☐☐13☐☐o☐☐☐☐ (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. Click here to enter text

Form B for you

Karen M Ottobre

Tue 10/13/2015 12:48 PM

Inbox

To:Karyn M Kiio <KarynKiio@ferris.edu>;

📎 1 attachment (24 KB)

Scanned from a Xerox Multifunction Device.pdf;

Hi Karyn,

I have attached the signed form b from the Management Department. The original should be in the mail to you tomorrow since I missed todays mail.

Take care, Karen

Karen M. Ottobre
Management Department Advisor & Secretary
College of Business
119 South Street
Big Rapids, MI 49307
231-591-2427

Fw: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

Julie A Doyle

Wed 10/7/2015 7:54 PM

Inbox

To:Karyn M Kiio <KarynKiio@ferris.edu>;

Julie A. Doyle, CHE
Coordinator Hospitality Management
Professor

From: Karen M Ottobre
Sent: Wednesday, October 7, 2015 11:32:58 AM
To: Julie A Doyle
Subject: FW: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

Hi Julie,

Check out the sentence below, just so you know.

Karen

From: Spence L Tower
Sent: Wednesday, October 07, 2015 7:02 AM
To: Karen M Ottobre <KarenOttobre@ferris.edu>
Subject: RE: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

I support this.
Please let Julie know that in p. 2 of form A, that the first sentence of each of the three bulleted points should be slightly reworded.
Spence

Sent from my Verizon Wireless 4G LTE smartphone

-------- Original message --------
From: Karen M Ottobre <KarenOttobre@ferris.edu>
Date: 10/06/2015 5:06 PM (GMT-05:00)
To: Aaron Madziar <AaronMadziar@ferris.edu>, Abdollah Ferdowsi <AbdollahFerdowsi@ferris.edu>,

Alexander W Manga <AlexanderManga@ferris.edu>, Anita L Fagerman <AnitaFagerman@ferris.edu>,
Beverly J DeMarr <BeverlyDeMarr@ferris.edu>, Carol L Rewers <CarolRewers@ferris.edu>,
Catherine S Browers <CatherineBrowers@ferris.edu>, David A Brown <DavidBrown@ferris.edu>,
David Hebert <DavidHebert@ferris.edu>, David J Steenstra <DavidSteenstra@ferris.edu>, David L
Kelson <DavidKelson@ferris.edu>, David M Marion <DavidMarion@ferris.edu>, Emily W Fransted
<EmilyFransted@ferris.edu>, Gayle S Lopez <GayleLopez@ferris.edu>, Jennifer Dirmeyer
<JenniferDirmeyer@ferris.edu>, Lisa Eshbach <LisaEshbach@ferris.edu>, Lori L Armstrong
<LoriArmstrong@ferris.edu>, Mark L Brandly <MarkBrandly@ferris.edu>, Roy L McLean
<RoyMcLean@ferris.edu>, Sharon E Bell <SharonBell@ferris.edu>, Spence L Tower
<SpenceTower@ferris.edu>, Steven B Lyman <StevenLyman@ferris.edu>, Ted Mattis
<TedMattis@ferris.edu>
Subject: FW: Form B for Hospitality Management Associate of Applied Science in Professional Brew
Management

Dear Faculty,

Please check out the attached proposal and let me know by Monday at 5:00 your on-line vote for this?

Thanks, Karen

From: Gayle S Lopez
Sent: Monday, October 05, 2015 2:59 PM
To: Karen M Ottobre <KarenOttobre@ferris.edu>
Subject: FW: Form B for Hospitality Management Associate of Applied Science in Professional Brew
Management

Karen –

Please forward to faculty for review, comment and vote.

Thanks –

Gayle

Gayle S. Lopez, J.D.
Management Dept. Chair
Professor
Ferris State University
119 South Street, BUS 212
Big Rapids, MI 49307
231-591-2427

From: Karyn M Kiio
Sent: Monday, October 05, 2015 2:25 PM
To: Gayle S Lopez <GayleLopez@ferris.edu>
Cc: Julie A Doyle <JulieDoyle@ferris.edu>; Lianne B Briggs <LianneBriggs@ferris.edu>
Subject: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

Hello Gayle,

Please find attached the Form B for the new Hospitality Management Associate of Applied Science in Professional Brew Management.

Also attached is the entire proposal in PDF format.

Please contact me with any questions your department may have.

Thank you in advance!

Karyn Kiio | Faculty
Ferris State University | Hospitality Management Program
1319 Cramer Circle WCO 106| Big Rapids, MI 49307 e-mail: karynkiio@ferris.edu
Phone: 231-591-2382 or 248-891-2972·FAX: 231-591-2998| ferris.edu/business/programs/hospitality

"Business, like life, is all about how you make people feel. It's that simple, and it's that hard."
— Danny Meyer, Setting the Table

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CURRICULUM CONSULTATION FORM

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

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 Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Kiio

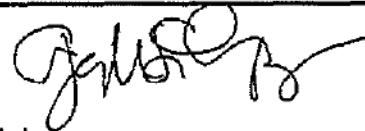**Proposal Contact:** Karyn M. Kiio **Date Sent:** October 5, 2015

Department: SEHM/Lianne Briggs   **Campus Address:** WCO 106
(Please type)

Responding Department: Sports, Entertainment & Hospitality Management

Administrator: Lianne Briggs **Date Received:** Oct. 5, 2015 **Date Returned:** Oct. 13, 2015

Based upon department faculty review on Oct. 12, 2015 (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. Click here to enter text.

FLITE SERVICES CONSULTATION FORM

Form C
Effective Fall 2015

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 ensure 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: ~~CAR STreet~~ ~~Mgnt~~

Projected number of students per year affected by proposed change: Click here to enter text.

Initiator(s): **Julie A. Doyle & Karyn M. Klio**
Proposal Contact: Karyn M. Klio   Date Sent: October 5, 2015

Department: FLITE/David Scott   Campus Address: **FLT**
(Please type)

Liaison Librarian Signature: David A. Scott _David A. Scott_   Date Received: 10/7/15

Dean of FLITE Signature: Click here to enter text.   Date Returned: Click here to enter text.

Based upon our review on (date) 10/7/15, 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 $ Click here to enter text.

☐   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. Click here to enter text.

Ferris State University - College of Business
Associate of Applied Science
Professional Brew Management - 61 credits

NAME: _____   ID #: _____

Required		Course Title - Prerequisites Shown in ( )	Crs	Grade
COMMUNICATION COMPETENCE - 9 Credits Required				
COMM		Select one of the following: COMM 105 or COMM 221	3	
ENGL	150	English 1 (ENGL 074 w/ C- or better or 14 on ACT or 370 on SAT)	3	
ENGL	2--	ENGL 211 Industrial & Career Writing (ENGL 150 w/ C- or better) OR ENGL 250 English 2 (ENGL 150 w/ C- or better)	3	
SCIENTIFIC UNDERSTANDING - 4 Credits Required				
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.				
		Science Course w/ Lab	4	
QUANTITATIVE SKILLS - 3 Credits Required				
MATH	115	Intermediate Algebra (MATH 110 w/ C- or better or 19 on ACT or 460 on SAT)	3	
Note: If MATH ACT score = 24+, substitute a general education elective. OR CLEP				
CULTURAL ENRICHMENT - 3 Credits Required				
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html				
		Cultural Enrichment Elective	3	
SOCIAL AWARENESS - 3 Credits Required				
ECON	221	Principles of Macroeconomics (MATH 110 w/ C- or better or 19 on ACT or 460 on SAT)	3	
GENERAL EDUCATION - 3 Credits Required				
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html				
		General Education Elective	3	
REQUIRED BUSINESS COURSES - 9 Credits Required				
ACCT	201	Principles of Accounting I (MATH 110 w/ C- or better or Math ACT 19)	3	
MGMT	310	Small Business Management	3	
MGMT	350	Mgmt Metrics & Decision Making	3	
PROFESSIONAL BREW MANAGEMENT MAJOR - 27 Credits Required				
HSMG	111	Principles of Food Science	3	
HSMG	113	Sanitation and Safety	3	
HSMG	133	Brew Management Level I	3	
HSMG	207	Bar & Beverage Management (Select Majors Only)	3	
HSMG	211	Purchasing for F&B Operations	3	
HSMG	215	Hospitality Cost Controls	3	
HSMG	233	Brew Management Level II (HSMG 133)	3	
HSMG	280	Brewery Equipment and Processes (HSMG 113, HSMG 133; Must be age 18 or older)	3	
HSMG	292	HSMG Internship I (Department Approval)	3	

FSUS 100 requirement satisfied by HSMG 101 or FSUS 100

Note: A 2.00 cumulative GPA is required for the major, business core and overall for completion of the degree.

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.

For more information, please contact the Hospitality Management Program Office at (231) 591-2382.

Updated 5.5.2015

Suggested Schedule for Professional Brew Management Associates

FIRST YEAR

Fall Semester			Crs
HSMG	101		1
HSMG	113		3
HSMG	215		3
MATH	115	OR MATH 110	3
ENGL	150		3
TOTAL			13

Spring Semester			Crs
ACCT	201		3
COMM		105 or 221	3
		Cultural Enrich.	3
		Gen. Ed.	3
HSMG	111		3
		TOTAL	15

SECOND YEAR

Fall Semester			Crs
HSMG	133		3
HSMG	207		3
HSMG	211		3
MGMT	350		3
ENGL	250		3
		TOTAL	15

Spring Semester			Crs
ECON	221		3
MGMT	310		3
HSMG	233		3
HSMG	280		3
		Science	4
		TOTAL	16

Summer Semester			Crs
HSMG	292		3
		TOTAL	3

PBMT Learning Outcomes

1 Sanitation and Safety

Student will be able to apply sanitation and safety processes in the craft beverage industry.

2 Professional Skills

Student will be able to apply skills in professional development, personnel management, and technology use.

3 Industry Application

Student will be able to meet industry standards in service and operations.

4 Business Operations

Student will be able to manage business operations.

5 Craft Beverage Management

Student will be able to manage legal distribution and sale of craft beverages

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐Prefix (current) Click here to enter text. ☐Number (current)Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒Prefix (proposed) HSMG ☒Number (proposed)133 **Contact Hours (proposed):** LEC 3

Lecture ☒Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐Title (current):Click here to enter text.

☒ Title (proposed): Brew Management Level I

☐Credit Hours (current):Click here to enter text. ☐Prerequisites (current): Click here to enter text.☐Co-requisites (current): Click here to enter text.

☒Credit Hours (proposed):3 ☐Prerequisites (proposed): Click here to enter text.☐Co-requisites (proposed): Click here to enter text.

☐Course Description (current) 125 words maximum: Click here to enter text.

☒Course Description (proposed) 125 words maximum: In this course students will be learn about introductory level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about marketing and promotion techniques. Brew Management I will prepare students to pass the Cicerone Certification Program's Certified Beer Server exam.

☐Course Outcomes and Assessment Plan (current): Click here to enter text.

☒Course Outcomes and Assessment Plan (proposed): Understand the basics of beer storage, ingredients and processes. Assessment: Exam Describe basic methods for the sale and service of craft beer. Assessment: Exam Explain the relationships between styles and culture, tasting and flavors and pairings from an introductory level. Assessment: Exam Describe marketing and promotion techniques for craft beer. Assessment: Exam

☐Course Outline including Time Allocation (current): Click here to enter text.

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)

☒Course Outline including Time Allocation (proposed): Click here to enter text.

Date	Subject
T	Introduction/Syllabus
R	Chapter 1: In Depth Purchasing and Accepting Beer
T	Chapter 2: In Depth Beer Storage

R	Chapter 3: On Premesis Draft Systems/Maintenance
T	Chapter 4: Advanced Beer Glassware
R	Chapter 5: Serving Bottled and Draft Beer
T	Chapter 6: Special Situations in Keeping and Serving Beer
R	Chapter 7: Advanced Beer Styles and Style Parameters
T	Chapter 8: Regional History, Flavors, and Characteristics
R	Chapter 9: Identification of Common Off Flavors and Sources
T	Chapter 9: Identification of Common Off Flavors and Sources
R	Chapter 10: Identification of Normal Flavors and Sources
T	Chapter 10: Identification of Normal Flavors and Sources
R	Midterm Review
T	Midterm Exam: Tasting
R	Midterm: Written
T	Chapter 11: Advanced Beer Ingredients
R	Chapter 12: Processes
T	Chapter 12: Processes
R	Chapter 13: Outcomes of Successful Pairings
T	Chapter 14: Beer and Food Vocabulary
R	Chapter 15: Beer and Food Interactions
T	Chapter 16: Creating a Pairing
R	No Class Thanksgiving
T	Chapter 17: Designing a Meal
R	Chapter 18: Classic Beer and Food Pairings
T	Chapter 19: Cooking with Beer
R	Chapter 20: Working with Distributors
T	Chapter 21: Brew Law
R	Final Exam Review
T	Final Exam: Level 2 Cicerone: Certified Cicerone

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)

COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐Prefix (current) Click here to enter text. ☐Number (current)Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒Prefix (proposed) HSMG ☒Number (proposed)233 Contact Hours (proposed): LEC 3

Lecture ☒Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐Title (current):Click here to enter text.

☒ Title (proposed): Brew Management Level II

☐Credit Hours (current):Click here to enter text. ☐Prerequisites (current): Click here to enter text.☐Co-requisites (current): Click here to enter text.

☒Credit Hours (proposed):3 ☒Prerequisites (proposed): HSMG 133☐Co-requisites (proposed): Click here to enter text.

☐Course Description (current) 125 words maximum: Click here to enter text.

☒Course Description (proposed) 125 words maximum: In this course students will be learn about intermediate level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about working with distributors and laws which affecting breweries and beer sellers. Brew Management II will prepare students to pass the Cicerone Certification Program's Certified Cicerone Exam.

☐Course Outcomes and Assessment Plan (current): Click here to enter text.

☒Course Outcomes and Assessment Plan (proposed): Understand beer storage, ingredients and processes from an intermediate level. Assessment: Exam Describe complex methods for the sale and service of craft beer. Assessment: Exam Explain the relationships between styles and culture, tasting and flavors and pairings from an intermediate level. Assessment: Exam Describe techniques for working with craft beer distributors. Assessment: Exam Explain laws affecting breweries and beer sellers. Assessment: Exam

☐Course Outline including Time Allocation (current): Click here to enter text.

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)

☒Course Outline including Time Allocation (proposed): Click here to enter text.

Date   Subject
T   Introduction/Syllabus
R   Chapter 1: In Depth Purchasing and Accepting Beer

T	Chapter 2: In Depth Beer Storage
R	Chapter 3: On Premises Draft Systems/Maintenance
T	Chapter 4: Advanced Beer Glassware
R	Chapter 5: Serving Bottled and Draft Beer
T	Chapter 6: Special Situations In Keeping and Serving Beer
R	Chapter 7: Advanced Beer Styles and Style Parameters
T	Chapter 8: Regional History, Flavors, and Characteristics
R	Chapter 9: Identification of Common Off Flavors and Sources
T	Chapter 9: Identification of Common Off Flavors and Sources
R	Chapter 10: Identification of Normal Flavors and Sources
T	Chapter 10: Identification of Normal Flavors and Sources
R	Midterm Review
T	Midterm Exam: Tasting
R	Midterm: Written
T	Chapter 11: Advanced Beer Ingredients
R	Chapter 12: Processes
T	Chapter 12: Processes
R	Chapter 13: Outcomes of Successful Pairings
T	Chapter 14: Beer and Food Vocabulary
R	Chapter 14: Beer and Food Interactions
T	Chapter 16: Working with craft beer distributors
R	Chapter 15: Beer and Food Interactions
T	Chapter 16: Creating a Pairing
R	No Class Thanksgiving
T	Chapter 17: Designing a Meal
R	Chapter 18: Classic Beer and Food Pairings
T	Chapter 19: Cooking with Beer
R	Final Exam Review
T	Final Exam: Level 2 Cicerone: Certified Cicerone

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)

COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐**Prefix (current)** Click here to enter text. ☐**Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒**Prefix (proposed)** HSMG ☒**Number (proposed)**280 **Contact Hours (proposed):** LEC 2 LAB 3

Lecture ☒ Lab ☒ Seminar ☐   [Enter contact hours per week in blank above.]

☐**Title (current):**Click here to enter text.

☒ **Title (proposed): Brew Equipment and Processes**

☐**Credit Hours (current):**Click here to enter text. ☐**Prerequisites (current):** Click here to enter text.☐**Co-requisites (current):** Click here to enter text.

☒**Credit Hours (proposed):**3 ☒**Prerequisites (proposed): HSMG 113; HSMG 133; Must be age 18 or older** ☐**Co-requisites (proposed):** Click here to enter text.

☐**Course Description (current) 125 words maximum:** Click here to enter text.

☒**Course Description (proposed) 125 words maximum: In this course students will learn hands on craft brewing. Instructed by an industry brewer, students will practice brew processes and explore equipment functions and upkeep with specific attention to sanitation, safety, and quality production.**

☐**Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒**Course Outcomes and Assessment Plan (proposed): Explain brew techniques and processes. Assessment: Exam Describe brewery equipment functions. Assessment: Exam Practice brew processes and proper use of brewery equipment and resources. Assessment: Exam Demonstrate safety and sanitation methods within the brewery. Assessment: Practical Demonstrate methods for quality brew production. Assessment: Practical**

☐**Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒**Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Date	Subject	Lab
T	Introduction/Syllabus	
R	Barley Agronomics	Brewery Sanitation and Safety
T	Malthouse Processes	
R	Water Quality	Barley Agronomics
T	Milling and Malt Handling	
R	Mash Technology	Milling, Malt and Mash
T	Brewhouse Calculations	
R	Hops	Brewhouse Calculations
T	Hops	
R	Wort Boiling	Hops
T	Wort Cooling	
R	Fermentation Technology	Wort Boiling and Cooling
T	Fermentation Technology	
R	Yeast	Fermentation Technology and Yeast
T	Midterm Exam Review	
R	Midterm Exam	Written and Practical Exam
T	Fermentation Biochemistry	
R	Flavor Biochemistry	Biochemistry
T	Beer Maturation	
R	Beer Clarification	Maturation and Clarification
T	Sanitation	
R	Sanitation	In Depth Sanitation
T	No Class Thanksgiving	
R	Beer Dispense Systems	Beer Dispense and Storage
T	Equipment Design and Utilities Planning	
R	Equipment Design and Utilities Planning	Equipment Design and Utilities Planning
T	Equipment Design and Utilities Planning	
R	Beer Packaging	Beer Packaging
T	Beer Packaging	
R	Final Exam Review	Final Exam Practical
T	Final Exam	

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201608** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A.   Course Prefix: HSMG B. Number: 133

C.   Contact Hours: 3 **Lecture**   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E.   Course Title: Brew Management Level I [Limit to 30 characters including punctuation and spaces]

F.   College Code: COB G. Department Code: SEHM H. Credit Hours: Variable ☐ Fixed ☒

I.   Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K.   Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L.   Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M.   Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N.   Does proposed new course replace an equivalent course? Yes ☐   No ☒

O.   Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P.   Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

In this course, students will be learn about introductory level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Brew Management I will prepare students to pass the Cicerone Certification Program's Certified Beer Server exam.

Q.   Term Offered: Fall   R. Max Section Enrollment: 25   Lecture: 25   Lab: N/A

S.   Prerequisites or Restrictions: If none, leave blank. Click here to enter text.

T.   Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. **Date Completed:** Click here to enter text. **Entered:** SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201608** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: HSMG B. Number: 233

C. Contact Hours: 3   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Brew Management Level II [Limit to 30 characters including punctuation and spaces]

F. College Code: COB G. Department Code: SEHM H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. **Number:** Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

In this course students will be learn about intermediate level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about working with distributors and laws which affecting breweries and beer sellers. Brew Management II will prepare students to pass the Cicerone Certification Program's Certified Cicerone Exam.

Q. Term Offered: Spring   R. Max Section Enrollment: 25   Lecture: 25   Lab: N/A

S. Prerequisites or Restrictions: If none, leave blank. HSMG 113; HSMG 133

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. **Date Completed:** Click here to enter text. **Entered:** SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201608** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: HSMG B. Number: 280

C. Contact Hours: **2 Lecture 3 Lab**   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Brew Equipment and Processes [Limit to 30 characters including punctuation and spaces]

F. College Code: COB G. Department Code: SEHM H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. **Number:** Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

In this course students will learn hands on craft brewing in an actual brewery. Instructed by an industry brewer, students will practice brew processes and explore equipment functions and upkeep with specific attention to sanitation, safety, and quality production.

Q. Term Offered: Spring   R. Max Section Enrollment: 25   Lecture: 25   Lab: N/A

S. Prerequisites or Restrictions: If none, leave blank. HSMG 113; HSMG 133; Must be age 18 or older

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

FORM FIN

To be completed by the Director of Financial Aid (DFA). The DFA must return the original form to the Academic Senate Office to be inserted in the proposal and a copy to the initiator. The DFA 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: Associate of Applied Science in Professional Brew Management

Initiators: Julie A Doyle & Karyn Kiio

Proposal Contact: Karyn Kiio   Date Sent: 11/10/2015

Department: Sports, Entertainment, & Hospitality Management   Campus Address: WCO 106

Director of Financial Aid Signature: _____ Date Returned: 11/10/15
                          Sara Dew for Sara Dew.

Please check all that apply:

_____ The new program is remedial as it prepares students for study at the postsecondary level. This program is not an eligible program per Federal requirements; therefore students in this program are not eligible to receive financial aid.

_____ The new program is considered a preparatory program as it prepares a student for a given program, i.e., they do not meet the academic criteria to be admitted into the program. Student is only eligible for Federal Direct Loans for one year.

_____ The new program is a certificate program. Certificate programs are not eligible programs per Federal requirements; therefore students in this program are not eligible to receive financial aid.

_____ The new program is a teacher certification program where it provides coursework required for a professional State credential necessary for employment as an elementary or secondary school teacher, but for which the institution awards no academic credential. Students are eligible for Federal Direct Loans only at an undergraduate level.

_____ The new program is a teacher certification program that will award a certificate credential. Certificate programs are not eligible program per Federal requirements; therefore students in this program are not eligible to receive financial aid.

_____ The new program is a Bachelor Completion program; a two-year degree completion program that requires an associate degree or the successful completion of at least two years of college coursework as a prerequisite for admission. These are aid eligible programs and students may receive financial aid.

_____ The new program is a Master's, Professional, or Doctoral Degree/Major program that allows students to take some undergraduate courses where some deficiency exists. Please note, students are eligible to receive Federal loans for the program, but undergraduate courses will not be included in the total credit count to determine loan eligibility. Students must be half time (Graduate/Professional = 5 credits, Doctoral = 3 credits) in graduate level courses to receive Federal aid.

__✓__ The new program is an Associate's, Bachelor's, Master's, Professional, or Doctoral Degree/Major and is conferred upon graduation. Per Federal requirements, these are aid eligible programs and students may receive financial aid.

Please include the number of credit hours to earn the degree or credential being sought. This is required as it must be reported to the Department of Education as well as the National Student Loan Clearinghouse, regardless if students are receiving federal aid.

Credits Required to Earn Degree:
Revised 4/30/14 sd

Ferris State University
Preliminary Curriculum Approval Form

Directions: This form should be completed using 11-point font or larger, and should be no longer than six pages (excluding the signature/comment pages and references). For purposes of expediting the preliminary approval process, forms may be forwarded electronically by the initiator and from one administrative level to another.

Name(s) of proposal Initiator(s):	Karyn M Kiio & Julie A Doyle
Department(s)/College(s):	SEHM / COB

Type of curriculum change (check one)

X	New degree/major
☐	New minor requiring new courses/resources
☐	New concentration in existing degree program
☐	Curricular customization of existing program for off-campus cohort group
☐	New certificate requiring 3 or more new courses and/or new resources
☐	Existing program redirection or shift in emphasis if 3 or more new courses and/or new resources are required

1. Name of degree, major, concentration, certificate, or minor. Briefly describe the curriculum plan/template.
   Associates in Applied Science – Professional Brew Management

2. Target date for implementation. **January 2016**

3. Briefly explain the rationale for this initiative. If the initiative involves customization of an existing program for delivery to an off-campus cohort group, also explain the nature of the proposed curricular customization.

   The craft brew industry is booming (see statistics in 6) and there is an industry wide need for graduates with knowledge not only in brewing and fermentation, but also in brewery and brewpub management, equipment and processes, safety and sanitation, entrepreneurship, small business operations, accounting, finance, marketing and distribution. Consultations with brewery owners/operators and brewers throughout the state prove that these employers need employees with a strong business background. They note that the ability to brew does not translate into the ability to run a successful business.

   Ferris State University will be the first in the country to offer a degree of this kind. This will bring national attention to Ferris, and increased distinctiveness to the FSU Hospitality Management Program.

4. Are there similar programs at other Michigan universities? If so, where? What is the enrollment in the other programs?

   There are no degree programs in existence in Michigan nor in the country that provide this specialized format of business education.

   There are newly developed Fermentation Science programs launching in Michigan and around the country in Fall 2015 and we will continue to see more as the craft brew industry grows. These are science based programs and serve a different purpose and population then the Ferris State AAS in Professional Brew Management will.

5. Briefly explain any similarities of the proposed initiative (program objectives and/or curriculum) with already established FSU or KCAD programs:

The Hospitality Management Program currently offers an Associates in Applied Science – Restaurant and Food Industry Management. This degree prepares students for careers in food service including restaurant management and non-commercial food service management. Breweries and brewpubs are the fastest growing segment within the restaurant industry. The Professional Brew Management degree, while distinct in nature, will utilize several of the courses already offered within the hospitality management program and the College of Business. As craft breweries and brewpubs fall within the foodservice segment of hospitality, there is a natural overlap in programming between the two AAS degrees.

Courses within the Professional Brew Management AAS that are already in existence in the required business courses and major include ACCT 201 Principles of Accounting I, MGMT 310 Small Business Management, MGMT 350 Mgmt Metrics and Decision Making, HSMG 111 Principles of Food Science, HSMG 113 Sanitation and Safety, HSMG 207 Beverage Management, HSMG 211 Purchasing for Foodservice Operations, HSMG 215 Hospitality Cost Controls, and HSMG 292 HSMG Internship I. 52 of the 61 credits required for completion of the AAS will come from courses already in existence.

6. Briefly describe indicators of the employment market for students completing this initiative, including sources used for employment information/data.

Possible positions of employment: owner/operator of brewpubs, owner/operator of microbreweries, craft brewing entrepreneur, brewpub brewer, assistant brewer, microbrew distributor sales representative, malt and/or hop supplier sales representative, bottling line supervisor, brew shop manager, brew equipment sales representative, brew equipment installation and training representative.

In 2014, craft brewers produced 22.2 million barrels, accounting for 11% market share and saw an 18% rise in volume and a 22% increase in retail dollar value. Retail dollar value was estimated at $19.6 billion representing 19.3 percent market share. Additionally, the number of operating breweries in the U.S. in 2014 grew 19 percent, totaling 3,464 breweries, with 3,418 considered craft broken down as follows: 1,871 microbreweries, 1,412 brewpubs and 135 regional craft breweries. Throughout the year, there were 615 new brewery openings and only 46 closings. Combined with already existing and established breweries and brewpubs, craft brewers provided 115,469 jobs, an increase of almost 5,000 from the previous year. (Statistics released from Brewers Association, March 16, 2015)

In 2013, Michigan's overall beer sector generated more than 64,000 jobs, including nearly 5,000 in the distributing sector alone, according to reports by the National Beer Wholesalers Association and the Beer Institute. Michigan is home to more than 180 craft brewers, with the industry experiencing 30-percent growth in just the past year alone. Growth the year before was around 23 percent. Both numbers far outpace the national average. (Statistics released from Michigan Beer & Wine Wholesalers Association, August 27, 2014)
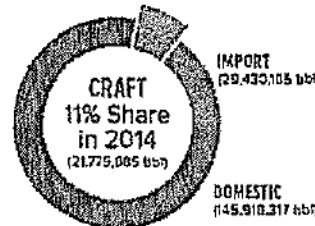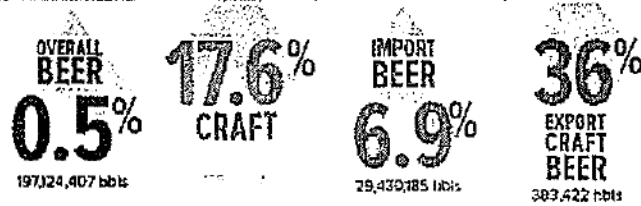
U.S. BEER SALES 2014 — OVERALL BEER 0.5% (197,024,407 bbls), 17.6% CRAFT, IMPORT BEER 6.9% (29,430,185 bbls), 36% EXPORT CRAFT BEER (383,422 bbls). OVERALL BEER MARKET $101.5 BILLION, CRAFT BEER MARKET $19.6 BILLION. CRAFT 11% Share in 2014 (21,775,905 bbl), IMPORT (29,430,105 bbl), DOMESTIC (145,910,317 bbl). U.S. BEER PRODUCTION VOLUME 2014 — 18% CRAFT, OVERALL BEER 0.5%. 2014 Craft Beer Industry Production Volume.
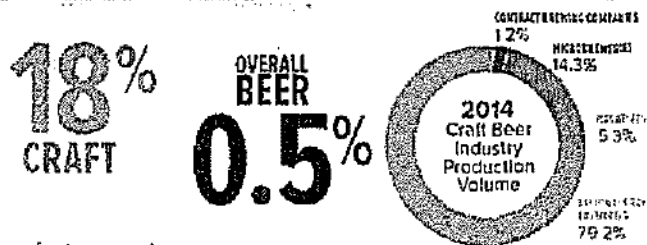
7. Briefly describe indicators of potential student interest/demand for the new initiative, including sources used for student market information/data.

Student interest and demand for the Professional Brew Management AAS will come from four main places.

Non Traditional- The majority of potential students who have shown interest in this degree program are non-traditional students who are currently working in the foodservice industry and want to expand their skills in craft brew management. Often, they are people who brew at home or in microbreweries but are looking to gain the knowledge needed to run a professional craft brew business. This can be equated to people who love to cook and dine at restaurants but must refine their skills and business knowledge in order to own and/or operate a restaurant.

TIPs- As this is a two-year associate degree program, the Professional Brew Management will be eligible for students receiving assistance from the Michigan Tuition Incentive Program (TIP). ▓▓▓▓▓▓▓▓ ▓▓▓ ▓▓▓▓▓▓▓▓▓▓▓.

Transfer- For many students, this will be an easy program to transfer into, in part due to the overlap of eligible restaurant and foodservice industry courses. Several prospective students who have contacted the Hospitality Management Program enjoy production, but rather than wanting to become chefs who prepare food and run kitchens, they want to become brewers who prepare craft beer and run brewpubs and microbreweries. Students who are currently enrolled in dual enrollment and concurrent enrollment program at Kent Career Technical Center will be able to complete credits toward this degree program while still in high school.

Traditional- As noted in the statistics in 6, the craft beer industry continues to grow at an astounding rate. Traditional students are and will be drawn to the distinctiveness of the degree program, the quality of programming, and the high availability of jobs within in the craft beer industry upon completion of coursework.

8. To what extent will this initiative draw new students to FSU or KCAD? To what extent will it draw students from existing programs?

The interest in this program by new students has been overwhelming. Potential students have been contacting the hospitality management program for more information on a near daily basis, despite the fact that no formal announcement regarding this possible program has been made. By nature of the program's distinctiveness and interesting content, it has and will appeal to internal transfer students who the university may otherwise lose and/or current students who are not moving forward in their programming due to lack of interest.

Several breweries have also contacted the hospitality management program to find out when the first students will graduate from the program and be available for internships and employment.

9. Approximately how many students are expected to enroll?

   20   in the first year   50   after three years

10. At which FSU campuses/regional centers or other sites will the initiative be offered?

The Professional Brew Management AAS will be offered on the FSU Big Rapids campus.

11. Will Internet or other distance learning technology be used for course/program delivery? Describe.

The courses within the Professional Brew Management AAS will utilize the Ferris Blackboard Learn OLS to supplement face to face instruction.

Complete questions 12, 13, 14 in consultation with department administrator and/or dean.

12. Provide a rough estimate of the resources needed to implement the initiative:

	Start-up	After Three Years
Supply and expense	$2000 (Vouchers?)	$2000 (Vouchers?)
Equipment	$2000	$1000
Full-time faculty	$ 0	$
Overload/adjunct faculty	$3200	$3200
Other.		

Estimate of Library Resources	X Adequate	Some new resources needed	Significant number of resources needed
		Potential Funding Sources:	Potential Funding Sources:

13. Project the resources that could come from reallocation within the department or college and the new resources that would be required.

A portion of equipment cost could be funded by Voc Ed through the HSMG courses. Because this is a two year degree program, the Hospitality Management Program will complete the application to have this

approved for future Perkins Grant Voc Ed funding. Order of funding: 1) COB; 2) Program; 3) Voc Ed through existing courses; 4) Seeking Voc Ed approval for degree once approved.

14. Are there new space needs? If so, how much? How would the space be used? Has existing space been identified? If so, where? Is renovation/remodeling necessary?

No additional space will be needed at this time.

15. Is there professional accreditation for the program? Is it required or voluntary? Will accreditation be sought, and when? What will be the one-time and ongoing costs of accreditation?

Not at this time. Accreditation will be sought through the Cicerone Program but this will be a completely new process as this has not been done before. It has not been done before because no program like this exists in the country.

16. Has there been preliminary discussion with other departments/colleges that will be involved in course/program delivery? If yes, what was the feedback?

Yes, preliminary discussion with Gayle Lopez (Management Department Chair) and David Brown (Assistant Professor in Management Program) regarding MGMT 310 Small Business Management and MGMT 350 Mgmt Metrics and Decision Making as part of this degree has been supportive.

Department Administrator's signature: *Dianne Briggs*   Date **8-10-15**
If this is an interdepartmental initiative, include additional Department Administrator signatures

Comments:

Dean's signature: _____ Date _8/10/15_

- For cross-college initiatives, include additional signature(s) of Dean(s)
- For existing programs customized for off-campus delivery to a cohort group, include College and EIO Deans' signatures

Comments:

Damao it not kntirely clear for an AAS of this type, since it is unique. However, since it is represented as requiring no additional faculty, it seems worth a try.

Provost's Signature: _Paul Blake_____ Date _9/3/15_

☑Approved   Approval indicates permission to develop the full proposal. It does not assure final approval.

Comments and/or suggestions:

☐Not approved

Explanation:

c. Initiator(s)
   Department Administrator(s)
   Deans' Council   University Curriculum Council
   Academic Senate
   VPEIO
   Provost
   FSU Intranet

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Graphic Design Program Redesign

Initiating Individual: Alison Popp   **Initiating Department or Unit:** Marketing

Contact Person's Name: Alison Popp   **Email:** alisonpopp@ferris.edu   **Phone:** (616) 481-6920

☒ **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** – Certificate (☐ College Credit ☐ Non-credit ☐ New Certificate)

☐ **Group IV** – Other site location (☐ College Credit ☐ Non-credit)

	PLEASE PRINT AND SIGN YOUR NAME	DATE	VOTE/ACTION * Number Count
Program Representative **	*Alison Popp Meier* ALISON POPP (MEIER)	10-20-15	2| Support __ Support with Concerns __ Not Support __ Abstain
Department/School/Faculty Representative Vote **	*Jeffrey C. Ek* Jeffrey A. Ek	10-20-15	2| Support __ Support with Concerns __ Not Support __ Abstain
Department/School Administrator	*Jeffrey C. Ek* Jeffrey A. Ek	10-20-15	X Support __ Support with Concerns __ Not Support __ Abstain
College Curriculum Committee/Faculty	*Amy M Dorey* Amy M Dorey	11-9-15	4 Support 2 Support with Concerns __ Not Support __ Abstain
UCC Representative	*David M. Marion* David Marion	11-9-15	✓ Support __ Hold __ Not Support
Dean	*David Nicol* David Nicol	11-11-15	Support __ Support with Concerns __ Not Support __ Abstain
University Curriculum Committee **			__ Support __ Support with Concerns __ Not Support __ Abstain
Senate **			__ Support __ Support with Concerns __ Not Support __ Abstain
Academic Affairs			__ Support __ Hold __ Not Support

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

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

To be completed by Academic Affairs   Date of Implementation: 201608

_____   _____   _____

President (Date Approved   Board of Trustees (Date Approved)   Academic Officers of MI (Date Approved)

Table of Contents

1. Proposal Summary

Abstract: This curriculum redesign reflects the changing role of the designer from a decorator to a more rounded visual communicator capable of strategic thinking balanced with creative and practical skills.

Through intense collaborative curriculum design, constant assessment of current practice, and consultation with industry professionals, the Graphic Design faculty have continuously made adjustments that have enhanced existing courses within the current curriculum structure. As a result of that same process, It is now time to implement a comprehensive curriculum change that has been developed to meet and exceed the needs of students and the profession.

Curriculum Change Goals
- Respond to industry practice and design a curriculum that places emphasis on the design of experiences and interaction as opposed to the design of artifacts.
- Create a design curriculum with fewer more robust entry-level courses that serve students by helping them determine earlier if design is their correct path before a significant investment in program specific courses is made.
- Increase the number of students exposed to design as a profession by offering entry-level design courses as service to programs that value design awareness and skill. Collaborative advising with faculty from these programs should result in students with design aptitude choosing to enter the design program.
- Develop a process of continuous student assessment that equips faculty to advise students regularly about whether they should continue in design or enter a related area of study better suited to their interests and aptitudes.
- Expand the number of program specific course credits in the junior and senior years to provide for experiential learning. Students will engage in applied learning through Branding Experiences and client work in the Design Project Center.

The proposed curriculum changes have been conducted in close consultation with West Michigan design community as well as the AIGA, the national professional association for design. Current design professional practice puts emphasis on the design of experiences and interaction as opposed to the design of artifacts. While historically the design industry relied on print as the primary medium of communication, today's employers demand design graduates to be equally well versed in interactive and print technologies. The proposed curriculum changes aim to prepare Graphic Design program graduates for successful careers that blend in equal measure problem solving skills, creative strategies and technical skills.

With the implementation of this new curriculum the Graphic Design associate degree will be eliminated. Most students entering the program aspire to receive the bachelor's degree and do not like to think of themselves as being in a 2-year program. Faculty and employers view the AAS degree as a stepping stone to further education and as an assessment point for direction into the Graphic design bachelor's degree or other degrees within the department, college and university. In its place, a mechanism of assessment will be developed to assess students without the need for the AAS degree and will better serve students and as they are advised to proceed with an academic plan that leads to successful completion of a BS degree and employment within their chosen profession.

Proposed Program Outcomes
- Critical Thinking: Demonstrate creative problem solving through use of a design process and deliverables
- Creative Concept: Develop creative user-centered communication solutions
- Execution: Produce professional level industry-relevant media deliverables
- Collaboration: Work Collaboratively with clients and design teams
- Professionalism: Exhibit design professionalism

The proposed curriculum is represented in the following table:

	Year 1	Year 2	Year 3	Year 4
FALL	FSUS100		Scientific Understanding Elective (3cr)	Social Awareness Elective
	Art History or Cultural Enrichment	STQM260 Introduction to Statistics	ISYS288 Web Application Dev OR MKTG425 Market Research	BLAW321 Contracts and Sales
	Scientific Understanding Elective (4cr lab)	ENGL250 English 2	Cultural Enrichment	**DSGN412: Design Professionalism & Entrepreneurship**
	MATH115	MKTG231 Professional Selling or MGMT301	**DSGN310: Branding Experience Design 1**	**DSGN410: Design Project Center 1**
	ENGL150 English	**DSGN210: Type & Visual Interfaces**		
	DSGN100: Design Foundations	**DSGN212: Visual Communication**	**DSGN300: Producing Design Systems**	
SPRING	**DSGN110: Type & Technology**	**DSGN220: Interactivity & Development**	**DSGN320: Branding Experience Design 2**	**DSGN420: Design Project Center 2**
	DSGN120: Image & Technology	**DSGN222: Principles of Experience Design**		
	ANTH122 Intro Cultural Anthropology	MKTG321 Principles of Marketing	**DSGN301: Interactive Design Development**	
	ECON221 Principles of Macro Economics	Cultural Enrichment Elective / Foreign Language/Photography	**DSGN399: Internship/Study abroad**	**DSGN499: Portfolio Preparation**
	COMM121 Fundamentals of Public Speaking	ISYS200 Database Design Impl. OR PREL240 Public Relations Principles	ENGL325 Advanced Writing for Business	

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.: Graphic Design

3. Summary of All Course Action Required: Click here to enter text.

A. Newly Created Courses to be Added to the Catalog

Prefix	Number	Title
DSGN	100	Design Foundations
DSGN	110	Type & Technology
DSGN	120	Image & Technology
DSGN	190	Special Topics in DSGN
DSGN	210	Type & Visual Interfaces
DSGN	212	Visual Communication
DSGN	220	Interactivity & Development
DSGN	222	Principles of Experience Design
DSGN	224	Web Design and Planning
DSGN	290	Special Topics in DSGN
DSGN	297	Special Studies in DSGN
DSGN	300	Producing Design Systems
DSGN	301	Interaction Design Development
DSGN	310	Branding Experience Design 1
DSGN	320	Branding Experience Design 2
DSGN	390	Special Topics in DSGN
DSGN	397	Special Studies in DSGN
DSGN	399	Internship or International Experience
DSGN	410	Design Project Center 1
DSGN	412	Design Professionalism & Entrepreneurship
DSGN	420	Design Project Center 2
DSGN	490	Special Topics in DSGN
DSGN	497	Special Studies in DSGN
DSGN	499	Portfolio Preparation

B. Courses to be Deleted from FSU Catalog

Prefix	Number	Title
GRDE	109	Drawing for Media Applications
GRDE	110	Design 1
GRDE	114	Design Survey
GRDE	116	Computers in Visual Media
GRDE	118	Desktop Publishing
GRDE	120	Design 2
GRDE	126	Digital Illustration and Layout
GRDE	197	Special Studies in GRDE
GRDE	210	Typography
GRDE	216	Digital Imaging
GRDE	224	Web Design and Planning
GRDE	226	Web Tools & Techniques
GRDE	228	Web Design Application
GRDE	297	Special Studies in GRDE
GRDE	299	Typographics
GRDE	310	Communication Design 1
GRDE	312	Production Techniques
GRDE	316	Web Animation
GRDE	320	Communication Design 2
GRDE	326	Production Seminar

GRDE	328	Advanced Web Design
GRDE	329	Interpretive Image Development
GRDE	397	Special Studies in GRDE
GRDE	410	Visual Communication 1
GRDE	412	Design Application 1
GRDE	414	Design Seminar
GRDE	420	Visual Communication 2
GRDE	422	Design Application 2
GRDE	497	Special Studies in GRDE
GRDE	499	Portfolio Preparation

C.   Existing Courses to be Modified

| Prefix | Number | Title |

D.   Addition of existing FSU courses to program

Prefix	Number	Title
ISYS	200	Database Design Implementation
ISYS	288	Web Application Development
MKTG	425	Market Research
BLAW	321	Contract and Sales
STQM	260	Introduction to Statistics
ANTH	122	Introduction to Cultural Anthropology

E.   Removal of existing FSU courses from program

Prefix	Number	Title
GRDE	109	Drawing for Media Applications
GRDE	110	Design 1
GRDE	114	Design Survey
GRDE	116	Computers in Visual Media
GRDE	118	Desktop Publishing
GRDE	120	Design 2
GRDE	126	Digital Illustration and Layout
GRDE	197	Special Studies in GRDE
GRDE	210	Typography
GRDE	216	Digital Imaging
GRDE	224	Web Design and Planning
GRDE	226	Web Tools & Techniques
GRDE	228	Web Design Application
GRDE	297	Special Studies in GRDE
GRDE	299	Typographics
GRDE	310	Communication Design 1
GRDE	312	Production Techniques
GRDE	316	Web Animation
GRDE	320	Communication Design 2
GRDE	326	Production Seminar
GRDE	328	Advanced Web Design
GRDE	329	Interpretive Image Development
GRDE	397	Special Studies in GRDE
GRDE	410	Visual Communication 1
GRDE	412	Design Application 1
GRDE	414	Design Seminar
GRDE	420	Visual Communication 2
GRDE	422	Design Application 2
GRDE	497	Special Studies in GRDE
GRDE	499	Portfolio Preparation

4. Summary of All Consultations

Form Sent (B or C)	Date Sent	Responding Department	Date Received & By Whom
FORM B	October 20, 2015	Language and Literature	No Response
FORM B	October 20, 2015	Humanities	October 20, 2015, Trinidy Williams
FORM B	October 28, 2015	Management	October 29, 2015, Gayle Lopez
FORM B	October 28, 2015	Accountancy, Finance & Information Systems	October 28, 2015, Lawrence Bajor
FORM B	October 28, 2015	Social Sciences	No Response

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. Click here to enter text.

6. Is a PCAF required? ☒ Yes   ☐ No   Is the PCAF approved? ☒ Yes ☐ No   (If yes, supply link on Academic Affairs website where PCAF is posted.)
   http://www.ferris.edu/HTMLS/administration/academicaffairs/PCAF_PDFs/2016_-_Graphic_Design_Re-alignment.pdf

7. 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

8. List all Checksheets affected by this proposal:

College	Department	Program
COB	MKTG	Advertising/Integrated Mktg Comm BS
COB	MKTG	Advertising/Integrated Marketing MN
COB	MKTG	Digital Marketing MN
COB	MKTG	Professional E-Commerce Marketing CT
COB	MKTG	Graphic Communications AAS
COB	MKTG	Graphic Media Management BS
COB	MKTG	Graphic Design AAS
COB	MKTG	Graphic Design BS
COB	MKTG	Integrated Marketing Techniques MN
ASC	JTCP	Journalism and Tech. Communication BS
COB	MKTG	Marketing BS
ASC	SPCM	Sports Communication CT
ASC	SPTC	Sports Communication MI
ASC	TCOM	Technical and Professional Communication BS
ASC	MJOU	Multi-Media Journalism MI

Clarification Requested by the UCC – Amended 11/04/12

GRDE to DSGN Course Prefix
The proposed course prefix (DSGN) represents the word Design and will help distinguish the new curriculum from the current. Faculty dislikes the use of GRDE "Girdee" as a reference to the program and would prefer Design or Graphic Design. This change will help facilitate that.

Associates Degree Elimination
The Graphic Design Associates Degree will be eliminated May 2016 for new students. The transition for students currently in the AAS degree will end May 2017. Historically, AAS degree students that have left the program before completion do not return because they have been directed to other opportunities. To accommodate the small possibility that a student would wish to return and complete the AAS degree, DSGN 2xx level courses will be substituted for a student needing a GRDE 2xx course. This substitution process should end by May 2018.

Transitioning Current Student from AAS to BS
Students completing the AAS degree Spring 2016 will apply for the BS degree through the portfolio review process currently in place. Accepted students will have the existing curriculum available to them though May 2018. Students that leave the program during that time would be required to apply to the new program and meet its requirements to complete the BS degree.

Summary of FORM B Consultations

Humanities Department
- Checksheets:
    - Certificate in Sports Communication
        - ✓ GRDE 114 Design Survey
        - ✓ GRDE 116 Computers in Visual Media
        - ✓ GRDE 118 Desktop Publishing

    - Minor in Sports Communication
        - ✓ GRDE 114 Design Survey
        - ✓ GRDE 116 Computers in Visual Media
        - ✓ GRDE 118 Desktop Publishing

Language and Literature Department
- Checksheets:
    - Major in Journalism and Technical Communication
        - ✓ GRDE 118 Desktop Publishing

    - Major in Technical and Professional Communication
        - ✓ GRDE 118 Desktop Publishing

Social Sciences Department
   Adding ANTH 122 Introduction to Cultural Anthropology to the curriculum

Accountancy, Finance and Information Systems Department
   Adding ISYS 200 Database Design Implementation to the curriculum
   Adding ISYS 288 Web Application Development to the curriculum

Management Department
   Adding BLAW 321 Contract and Sales to the curriculum

CURRICULUM CONSULTATION FORM

FORM B
Effective Fall 2015

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 ensure 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 <u>Graphic Design Program Redesign</u>

Initiator(s): <u>Alison Popp</u>

Proposal Contact: Alison Popp   **Date Sent**: <u>October 20, 2015</u>

Department: Marketing   **Campus Address:** <u>College of Business</u>
(Please type)

Responding Department: Humanities

Administrator: Trinidy Williams   Date Received: 10/20/15   Date Returned: 11/2/15

Based upon department faculty review on 10/30/15 (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 would suggest considering COMM 221 Small Group Decision Making as opposed to COMM 121 Fundamentals of Public Speaking. We think the proposed outcome for Collaboration would be better served by inclusion of COMM 221 Small Group Decision Making than COMM 121 Fundamentals of Public Speaking.

Subject: Re: FORM B – Graphic Design Program Redesign

Date: Tuesday, November 10, 2015 at 4:03:22 PM Eastern Standard Time

From: Alison Popp Meier

To: Trinidy D Williams

CC: Patty S Rettinger, Jeff A Ek

Trinidy,

Please extend our thanks to the Humanities department for the input. One of the primary aspects of our program is to foster collaboration. We've noted each of the courses mentioned in this form and plan to conduct more detailed research and others in order to best serve our students.

Thanks again!

–
Alison Popp, Associate Professor
Graphic Design Program
Ferris State University

119 South Street, BUS 304
Big Rapids, Michigan 49307
alisonpopp@ferris.edu email
(616) 481-6920 mobile

On Nov 3, 2015, at 9:19 AM, Jeff A Ek <JeffEk@ferris.edu> wrote:

Jeff Ek
Marketing Department Chair
College of Business | Ferris State University
ferris.edu/business | 231.591.2442

Begin forwarded message:

> **From:** Trinidy D Williams <TrinidyWilliams@ferris.edu>
> **Date:** November 2, 2015 at 1:45:13 PM MST
> **To:** Jeff A Ek <JeffEk@ferris.edu>
> **Cc:** Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>
> **Subject: RE: FORM B – Graphic Design Program Redesign**
>
> Greetings,
>
> Please see the attached Form B from the Humanities Department. Sorry I couldn't get it to you sooner!
>
> Take care,
> TW
>
> **From:** Jeff A Ek
> **Sent:** Tuesday, October 20, 2015 3:04 PM

To: Trinidy D Williams <TrinidyWilliams@ferris.edu>
Subject: FORM B – Graphic Design Program Redesign

Hello Trinidy,

The Graphic Design program in the Marketing Department of the College of Business is undergoing a major curriculum redesign. All program courses have been updated and redesigned to meet current industry needs. Graphic Design courses used by Humanities programs are being eliminated and replaced. Currently Applied Speech Communication, Certificate in Sports Communication, Major in Sports Communication, and Minor in Sports Communication use the following courses:

1. GRDE 114 Design Survey is a course offered to Graphic Design majors and would transfer to your degrees. It is being elimnated.

2. GRDE 116 Computers in Visual Media is a course offered to Graphic Design majors and would transfer to your degrees. It is being elimnated.

3. GRDE 118 Desktop Publishing is outdated with an antiquated title and we believe your students would be better served by our new course **DSNG 110 Design Foundations**.

> Design Foundations is intended to introduce the student to the design profession. It does so with a cursory review of the history of the profession, an
> introduction to the skill sets required, the rigors and responsibilities, and impact the design field has in society and business. Students will be introduced to
> "user-centered design," principles of design, knowledge of the application of visual literacy, and design technology, resources and craft.
>
> Objectives:
>
> - Students will be knowledgeable in the process of user-centered design and the role of a graphic designer.
> - Students will demonstrate knowledge of design principles.
> - Students will demonstrate knowledge of visual literacy
> - Students will demonstrate knowledge of design technology, tools, and resources

4. GRDE 224 Web Design and Planning is being replace for non-majors by **DSNG 224 Web Design and Planning**.

> This course introduces the planning and production of interactive content using current industry standards and technology to non Graphic Design
> majors. Students will create, publish, and test interactive content using modern technology and best practices. The process of organizing and publishing interactive content based on user-centered principles will be the primary focus.

Objectives:

- Demonstrate a working knowledge of current interactive technologies and standards.
- Understand the concept of user centered interaction design, content organization and technical execution
- Show understanding of site organization, hosting and management techniques.
- Apply user-centered principles to the process of creating interactive experiences.

We are proposing that you use **DSNG 110 Design Foundations** and **DSNG 224 Web Design and Planning** on your program check sheets.

I hope and believe I have summerized accurately how our program redesign will impact your programs. Attached is the full curriculum proposal for your review as well as the FORM B that needs to be signed and returned. We would appreciate a quick turn around if possible as we are hoping to implement these changes FALL 2016. I would be happy to talk with you and your team in person to answer any questions you may have.

Thank you,

Jeff Ek
Marketing Department Chair
College of Business | Ferris State University
ferris.edu/business | 231.591.2442

<FORM B - DSGN - Humanities.docx>

CURRICULUM CONSULTATION FORM

FORM B

Effective Fall 2015

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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 Graphic Design Redesign

Initiator(s): Alison Popp

Proposal Contact: Alison Popp **Date Sent**: 10/28/15

Department: Social Sciences   **Campus Address:** College of Arts and Sciences
(Please type)

Responding Department: Social Sciences

Administrator: _____ 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. Click here to enter text.

From: **Jeff A Ek** JeffEk@ferris.edu 📎
Subject: FORM B – Graphic Design Program Redesign
Date: October 28, 2015 at 1:37 PM
To: Meral Topcu MeralTopcu@ferris.edu

Hello Dr. Topcu,

The Graphic Design program of the Marketing Department in the College of Business is undergoing a major redesign. I have included the curriculum document, Form B and a table displaying courses and outcomes by semester.

We would like to have Graphic Design students take ANTH 122, Intro to Cultural Anthropology, as a directed elective in our new curriculum. Please review, sign and return the attached FORM B if you approve. Please let me know if you have any questions or concerns.

Thanks,

Jeff Ek
Marketing Department Chair
College of Business Office 212 | Ferris State Universit
ferris.edu/business | 231.591.2442

FORM B - DSGN -
Social Sciences.docx

Graphic Design Program
Redesign.pdf

2015-10-27_Curriculum-
Diagram.pdf

CURRICULUM CONSULTATION FORM

FORM B
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RE: Proposal Title Graphic Design Program Redesign

Initiator(s): Alison Popp

Proposal Contact: Alison Popp   **Date Sent**: October 20, 2015

Department: Marketing   **Campus Address: College of Business**
(Please type)

Responding Department: Language and Literature

Administrator: Debbie Courtright-Nash   **Date Received:** Click here to enter text. **Date Returned:** Click here to enter text.

Based upon department faculty review on Click here to enter text. (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. Click here to enter text.

From: **Jeff A Ek** JeffEk@ferris.edu
Subject: FORM B – Graphic Design Program Redesign
Date: October 20, 2015 at 3:03 PM
To: Debra K Courtright-Nash DebraCourtright-Nash@ferris.edu

Hello Debra,

The Graphic Design program in the Marketing Department of the College of Business is undergoing a major curriculum redesign. All program courses have been updated and redesigned to meet current industry needs. Graphic Design courses used by Languages and Literature programs are being eliminated and replaced. Currently Journalism, Technical Communication, Technical and Professional Communication, and the Multi Media Jounalism minor use the following courses:

1. GRDE 118 Desktop Publishing is outdated with an antiquated title and we believe your students would be better served by our new course **DSNG 110 Design Foundations.**

Design Foundations is intended to introduce the student to the design profession. It does so with a cursory review of the history of the profession, an
introduction to the skill sets required, the rigors and responsibilities, and impact the design field has in society and busin ss. Students will be introduced to
"user-centered design," principles of design, knowledge of the application of visual literacy, and design technology, resources and craft.

Objectives:

- Students will be knowledgeable in the process of user-centered design and the role of a graphic designer.
- Students will demonstrate knowledge of design principles.
- Students will demonstrate knowledge of visual literacy
- Students will demonstrate knowledge of design technology, tools, and resources

2. GRDE 226 Digital Imaging was a course offered to Graphic Design majors and available to non-majors if seat were available. It has a major photography component that is similar to cultural enrichment elective **PHOT 101**.

3. GRDE 228 Interactive Media Development is being replace for non-majors by **DSNG 224 Web Design and Planning**.

This course introduces the planning and production of interactive content using current industry standards and technology to non Graphic Design
majors. Students will create, publish, and test interactive content using modern technology and best practices. The process of organizing and
publishing interactive content based on user-centered principles will be the primary focus.
Objectives:

- Demonstrate a working knowledge of current interactive technologies and standards.
- Understand the concept of user centered interaction design, content organization and technical execution
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- Apply user-centered principles to the process of creating interactive experiences.

We are proposing that you use **DSNG 110 Design Foundations** and **DSNG 224 Web Design and Planning** on your program check sheets.

I hope and believe I have summerized accurately how our program redesign will impact your programs. Attached is the full curriculum proposal for your review as well as the FORM B that needs to be signed and returned. We would appreciate a quick turn around if possible as we are hoping to implement these changes FALL 2016. I would be happy to talk with you and your team in person to answer any questions you may have.

Thank you,

Jeff Ek
Marketing Department Chair
College of Business | Ferris State University
ferris.edu/business | 231.591.2442

FORM B - DSGN - Lang & Lit.docx

Graphic Design

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 **Graphic Design Redesign**

Initiator(s): **Alison Popp**

Proposal Contact: Alison Popp Date Sent: **10/28/15**

Department: Management   Campus Address: **College of Business**
(Please type)

Responding Department: Management *Gayle Lopez*

Administrator _____ Date Received: __10/29/11__ Date Returned: __10 29 15__

Based upon department faculty review on __10.29.15__ (Date) we:

- [x] 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. Click here to enter text

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 ensure 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 **Graphic Design Redesign**

Initiator(s): **Alison Popp**

Proposal Contact: Alison Popp   Date Sent: <u>10/28/15</u>

Department: **Accountancy, Finance, and Information Systems**   Campus Address: **College of Business**
(Please type)

Responding Department: Accountancy, Finance, and Information Systems

Administrator _X. M. Byrn_ Date Received: _10/28/15_ Date Returned: _10/28/15_

Based upon department faculty review on _Proposal 10/28/15_ (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. Click here to enter text.

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 ensure that the form is included in the final proposal.

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

RE: Proposal Title: Graphic Design Program Redesign

Projected number of students per year affected by proposed change: Click here to enter text.

Initiator(s): Alison Popp
Proposal Contact: Alison Popp   Date Sent: October 20, 2015

Department: Marketing   **Campus Address: College of Business**
(Please type)

Liaison Librarian Signature: *David A Scott* Click here to enter text.   **Date Received:** *10/21/15* Click here to enter text.

Dean of FLITE Signature: Click here to enter text.   **Date Returned:** *10/27/15* Click here to enter text.

10/21/15

Based upon our review on (date) Click here to enter text., 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 $ Click here to enter text.

☐   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. Click here to enter text.

Checksheets

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

Insert both the current curriculum checksheet (if applicable) and the proposed curriculum checksheet.

- LABEL CHECKSHEETS AS "FORM D CURRENT" and "FORM D PROPOSED."

CHECKSHEET GUIDELINES

Because checksheets are a summary of the requirements for completing a major, major with concentration, minor or certificate granted by Ferris
State University, it is essential that all University checksheets contain all of the information listed below:

- Total credits required; specifying the minimum number of credits earned at FSU

- General Education requirements per catalog guidelines;
  include course levels, prerequisites and semester offered
  (if applicable)

- Minimum number of 300 and 400 level courses

- All course prerequisites

- Any special admissions, continuation, or graduation requirements

- Student Learning Outcomes clearly linked to measurable Program Assessment Strategies
  (See Appendix D Writing Student Learning Outcomes)

A Term-by-Term plan for completion of the offering is recommended.

It is recommended that checksheets include information about when required courses are typically offered.

FORM D - CURRENT
Ferris State University - College of Business
GRAPHIC DESIGN – Associate in Applied Science/Bachelor of Science Degree

NAME: _____   ID#: _____

AAS Degree Program – 61 Credits Required

Required		Course Title - Prerequisites Shown in Brackets ( )	Crs	Gr	Gr Pt
COMMUNICATION COMPETENCE - 9 Credits Required					
COMM		COMM 105 Interp. Comm. OR COMM 121 Fund of Public Speak. (none)	3		
ENGL	150	English 1 (ENGL 074 or min. score of 14 ACT or min. score of 370 SAT)	3		
ENGL	250	English 2 (ENGL 150 w/C- or better)	3		
SCIENTIFIC UNDERSTANDING – 4 Credits Required					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.					
		Lab Science Elective	4		
QUANTITATIVE SKILLS – 3 Credits Required					
MATH	115	Intermediate Algebra (MATH w/C- or better, or 19 on ACT or 460 on SAT) If MATH ACT score is 24+, substitute a general education elective.	3		
CULTURAL ENRICHMENT – 6 Credits Required*					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses.					
ARTH		Art History Elective	3		
ARTH		Art History Elective	3		
SOCIAL AWARENESS – 3 Credits Required*					
		Social Awareness Elective – **Recommend ECON 221**	3		
RELATED COURSE – 3 Credits Required					
MKTG	231	Professional Selling (COMM 121 or 105 recommended, not required)	3		
GRAPHIC DESIGN MAJOR - 33 Credits Required					
GRDE	109	Drawing for Media Applications (none)	3		
GRDE	110	Design 1 (none)	3		
GRDE	114	Design Survey	3		
GRDE	116	Computers in Visual Media (none)	3		
GRDE	120	Design 2 (GRDE 110)	3		
GRDE	126	Digital Illustration and Layout (GRDE 116)	3		
GRDE	210	Typography (GRDE 120)	3		
GRDE	216	Digital Imaging (GRDE 126)	3		
GRDE	226	Principles of Interactive Design (GRDE 126 and GRDE 120)	3		
GRDE	228	Interactive Media Development (GRDE 210, GRDE 216 and GRDE 226)	3		
GRDE	299	Typographics (GRDE 210)	3		

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.

Advising notes:
☐ FSUS 100 requirement satisfied by _____.
☐ Race, Ethnicity, Gender requirement satisfied by: _____.
☐ Global Consciousness requirement satisfied by: _____.

Must satisfy GLOBAL CONSCIOUSNESS, RACE ETHNICITY AND GENDER, AND SOCIAL FOUNDATIONS if this requirement has not been met in any other category.

Are you on track for graduation from AAS degree – it requires: ☐ **2.0 cumulative GPA**

If planning to enter the BS degree program, you'll need this, plus ☐ *2.7 cumulative GPA in GRDE major courses, plus you will have to pass portfolio review to be admitted to the BS degree program.*

BS Degree Program – 123/124 Credits Required

Required		Course Title - Prerequisites Shown in Brackets ( )	Crs	Gr	Gr Pt
COMMUNICATION COMPETENCE – 3 Credits Required					
ENGL	325	Advanced Business Writing (ENGL 250 or 211 w/C or better)	3		
SCIENTIFIC UNDERSTANDING – 3-4 Credits Required					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.					
		Scientific Understanding Elective	3-4		
SOCIAL AWARENESS – 6 Credits Required*					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/soccourses.html for approved courses					
		Social Awareness Elective – **TAKE ECON 221, UNLESS YOU TOOK IT IN THE AAS DEGREE**	3		
		Social Awareness Elective	3		
CULTURAL ENRICHMENT – 3 Credits Required*					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses					
.		Cultural Enrichment Elective **(200-level or above)**	3		
GRAPHIC DESIGN MAJOR					
GRDE	310	Communication Design 1 (GRDE 299)	3		
GRDE	312	Production Techniques (GRDE 299)	3		
GRDE	316	Interactive Design and Development (GRDE 228)	3		
GRDE	320	Communication Design 2 (GRDE 310)	3		
GRDE	326	Production Seminar (GRDE 312)	3		
GRDE	410	Visual Communication 1 (GRDE 320)	3		
GRDE	412	Design Application 1 (GRDE 320)	3		
GRDE	414	Design Seminar (GRDE 320)	3		
GRDE	420	Visual Communication 2 (GRDE 412)	3		
GRDE	422	Design Application 2 (GRDE 412)	3		
GRDE	499	Portfolio Preparation (GRDE 410)	3		
Choose 1 of the following:					
GRDE	328	Interactive Design Studio (GRDE 316)	3		
GRDE	329	Interpretive Image Development (GRDE 216 and GRDE 310)	3		
RELATED BUSINESS COURSES – 9 CREDITS REQUIRED					
MKTG	321	Principles of Marketing (Sophomore Standing)	3		
MGMT	301	Applied Management (None)	3		
PREL	240	Public Relations Principles (ENGL 150)	3		
FREE ELECTIVE – 3 CREDITS REQUIRED					
		Free Elective	3		

Are you on track for graduation from BS degree – it requires:
☐ 2.0 cumulative GPA   ☐ 2.7 cumulative GPA in the 300- and 400-level GRDE courses.

Effective Fall 2010
SUGGESTED SEMESTER COURSE COMPLETION

FIRST YEAR   Cr. Hrs.

First Semester
GRDE	110	Design I	3_____
GRDE	114	Design Survey	3_____
GRDE	116	Computers in Visual Media	3_____
ENGL	150	English I	3_____
_____	___	MATH 115 (Note 1) or Gen. Ed. elective	3_____

15 total credit hours

Second Semester
GRDE	109	Drawing for Media Application	3_____
GRDE	120	Design II	3_____
GRDE	126	Digital Illustration and Layout	3_____
COMM	105	Interpersonal Communication	**OR**
COMM	121	Fundamentals of Public Speaking	3_____
ARTH	___	Art History Elective	3_____

15 total credit hours

SECOND YEAR   Cr. Hrs.

First Semester
GRDE	210	Typography	3_____
GRDE	226	Principles of Interactive Design	3_____
ENGL	250	English II	3_____
MKTG	231	Professional Selling	3_____
_____	___	Lab Science Elective (Note 2)	4_____

16 total credit hours

Second Semester
GRDE	216	Digital Imaging	3_____
GRDE	228	Interactive Media Development	3_____
GRDE	299	Typographics	3_____
ECON	221	Principles of Economics I (recommended) (note 3)	3_____
ARTH	___	Art History Elective	3_____

15 total credit hours

THIRD YEAR   Cr. Hrs.

First Semester
GRDE	310	Communication Design I	3_____
GRDE	312	Production Techniques	3_____
GRDE	316	Interactive Design & Development	3_____
ENGL	325	Advanced Writing for Business	3_____
MKTG	321	Principles of Marketing	3_____
_____	___	Free Elective	3_____

18 total credit hours

Second Semester
GRDE	320	Communication Design II	3_____
GRDE	326	Production Seminar	3_____
GRDE	328	Interactive Design Studio	
or GRDE	329	Interpretive Image Development	3_____
MGMT	301	Applied Management	3_____
_____	___	Science Elective (Note 4)	3-4_____

15/16 total credit hours

FOURTH YEAR   Cr. Hrs.

First Semester
GRDE	410	Visual Communication I	3_____
GRDE	412	Design Application I	3_____
PREL	240	Public Relations Principles	3_____
_____	___	Social Awareness Elective (Note 5)	3_____
_____	___	Cultural Enrichment Elective (Note 6)	3_____

15 total credit hours

Second Semester
GRDE	420	Visual Communication II	3_____
GRDE	422	Design Application II	3_____
GRDE	499	Portfolio Preparation	3_____
PREL	414	Design Seminar	3_____
_____	___	Social Awareness Elective (Note 7)	3_____

15 total credit hours

61 CREDIT HOURS REQUIRED FOR A.A.S. DEGREE

123/124 CREDIT HOURS REQUIRED FOR B.S. DEGREE

NOTES
1) MATH 115 or MATH 115 proficiency is needed for graduation. If proficiency, select gen. ed. elective.
2) Choose from: ASTR, BIOL, CHEM, GEOG 111, GEOG 121, GEOL, PHYS, or PHSC (must satisfy FSU's scientific understanding requirement "Z" courses)
3) Must satisfy FSU's Social Awareness foundation course ("S").

Applicants for the Graphic Design B.S. degree must complete the A.A.S. degree with a cumulative grade point average of 2.00 or better, a cumulative grade point average of 2.70 or better in all courses taken in the major, and successfully pass the Portfolio Review. All transfer students are required to have the equivalency of the Ferris State University A.A.S. degree in Graphic Design and successfully pass the portfolio review.

NOTES
4) Choose from: ASTR, BIOL, CHEM, GEOG 111, GEOG 121, GEOL, PHYS, or PHSC, must satisfy FSU's scientific understanding, "Z" courses.
5) Must satisfy FSU's Social Awareness foundation course ("S").
6) Select 200-level elective or higher from COMM 231, ENGL 322, FREN, GERM, HIST, HUMN, LITR, MUSI, SPAN or THTR, must satisfy cultural enrichment "C" designation.
7) This course must satisfy GLOBAL CONSCIOUSNESS, RACE ETHNICITY AND GENDER, and SOCIAL FOUNDATIONS if this requirement is not satisfied in any other category.

All Graphic Design baccalaureate degree students must maintain a cumulative grade point average of 2.70 in the 300 and 400 level Graphic Design courses.

FORM D - PROPOSED

College of Business

Ferris State University

GRAPHIC DESIGN - Bachelor of Science – 124/125 Credits

Student Name: _____   **Student CWID:** _____

ADMISSION REQUIREMENTS

New Student
- 2.5 high school GPA (on a 4.0 scale)
- Two of the three
  1. English ACT score of 16 or higher, or SAT Writing score of 370 or higher
  2. Math ACT score of 19 or higher, or SAT Math score of 460 or higher
  3. Reading ACT score of 19 or higher, or SAT Reading score of 430 or higher

Transfer Students
- Combined college or university GPA of 2.5 (on a 4.0 scale) from all institutions attended. GPA is based on completion of 12 credit hours or more
- Transfer equivalency for FSU's ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; Compass score 70 – 100
- Transfer equivalency for FSU's MATH 115 or placement during the first semester at FSU which would require an ACT Math score of 19 or higher; Compass Algebra score 46 – 74 and HS Algebra with 2.0

UNIVERSITY GENERAL EDUCATION REQUIREMENTS				
Required		**Course Title** (Prerequisites shown in parenthesis)	**Crs**	**Gr**
COMMUNICATIONS COMPETENCE – 12 Credits Required				
COMM	121	Fundamentals of Public Speaking (none)	3	
ENGL	150	English 1 (ACT 14 or C- in ENGL 074)	3	
ENGL	250	English 2 (C- in ENGL 150)	3	
ENGL	325	Advanced Business Writing (ENGL 250 or 211 w/C or better)	3	
QUANTITATIVE SKILLS – 7 Credits Required				
MATH	114	Quantitative Reasoning For Professionals 2 or equivalent (MATH 109) or 110 w/C- or better, MATH ACT 19 or SAT 460) if MATH ACT 24+ or SAT 460+ substitute 3 cr. General Education Elective.	3-4	
STQM	260	Introduction to Statistics (MATH 115, 116, 120, 126, 130, 132, or 135 with a grade of C- or better or 24 on ACT or 560 on SAT.)	3	
SCIENTIFIC UNDERSTANDING - 7 Credits Required - Consult the Ferris website: **www.ferris.edu/htmls/academics/gened/scicourses.html** for approved courses				
		Lab Science Elective	4	
		Scientific Understanding Elective	3	
CULTURAL ENRICHMENT – 9 Credits Required **				
ARTH		Art History Elective	3	
		Cultural Enrichment Elective/Foreign Language/Photography	3	
		Cultural Enrichment Elective (200-level or above)	3	
SOCIAL AWARENESS – 9 Credits Required **				
ECON	221	Principles of Macro Economics (MATH 110 with a grade of C- or better or MATH 115, 116, 117, 118, 119, 120, 122, 126 or ACT of 19 or SAT of 460)	3	
		Social Awareness Elective	3	
ANTH	122	Intro Cultural Anthropology (Reading score of 17 ACT or Verbal 430 SAT or READ 106 with grade of C/better)*	3	

** General Education Requirements - "Global consciousness", "race, ethnicity and gender", "social foundation" requirements must be met either through Cultural Enrichment, Social Awareness or other courses; must have a 200 level cultural awareness and a 200 level social awareness.

Freshman Seminar, FSUS 100, is satisfied by: _____

Global consciousness requirement satisfied by: _____

Race, ethnicity, gender requirement satisfied by: _____

Social Foundation satisfied by: _____

_____

College of Business

Ferris State University

GRAPHIC DESIGN - Bachelor of Science – 124/125 Credits

Required			Course Title (Prerequisites shown in parenthesis)	Crs	Gr
MAJOR REQUIREMENTS – 66 Credits (these courses ARE used to calculate the major GPA requirement)					
DSGN	100		Design Foundations (offered fall)	3	
DSGN	110		Type & Technology (DSGN 100 Design Foundations, offered spring)	3	
DSGN	120		Image & Technology (DSGN 100 Design Foundations, offered spring)	3	
DSGN	210		Type & Visual Interfaces (DSGN 110 Type and Technology, DSGN 120 Image & Technology, offered fall)	3	
DSGN	212		Visual Communication (DSGN 110 Type & Technology, DSGN 120 Image & Technology, offered fall)	3	
DSGN	220		Interactivity & Development (DSGN 210 Typography & Visual Interfaces, DSGN 212 Visual Communication, offered spring)	3	
DSGN	222		Principles of Experience Design (DSGN 210 Typography & Visual Interfaces, DSGN 212 Visual Communication, offered spring)	3	
DSGN	300		Producing Design Systems (DSGN Interactivity & Development, DSGN 222 Principles of Experience Design, offered fall)	3	
DSGN	301		Interactive Design Development (DSGN 310 Branding Experiences 1, DSGN 320 Branding Experiences 2, offered spring)	3	
DSGN	310		Branding Experience Design 1 (DSGN 220 Interactivity & Development, DSGN 222 Principles of Experience Design, offered fall)	6	
DSGN	320		Branding Experience Design 2 (DSGN 310 Branding Experience Design 1, offered spring)	6	
DSGN	399		Internship or International Experience (DSGN 310 Branding Experience Design 2, offered spring)	3	
DSGN	410		Design Project Center 1 (DSGN 320 Branding Experience Design 2, DSGN 301 Interactive Design Development, offered fall)	9	
DSGN	412		Design Professionalism & Entrepreneurship (DSGN 320 Branding Experience Design 2, DSGN 301 Interactive Design Development, offered fall)	3	
DSGN	420		Design Project Center 2 (DSGN 399 Internship and International Experience, DSGN Design Project Center 1, offered spring)	9	
DSGN	499		Portfolio Preparation (Design Project Center 1, offered spring)	3	
RELATED BUSINESS COURSES – 15 credits					
MKTG or	231		Professional Selling (COMM 121 or COMH 121)	3	
MGMT	301		Applied Management (Sophomore status or higher)	3	
MKTG	321		Principles of Marketing (Sophomore status or higher)	3	
ISYS or	200		Database Design (ISYS 105 or Demonstrated Competency in ISYS 105)	3	
PREL	240		Public Relations Principles (ENGL 150)	3	
ISYS or	288		Web Application Development (ISYS 200)	3	
MKTG	425		Market Research (STQM 260 and MKTG 321)	3	
BLAW	321		Contracts and Sales	3	

ADDITIONAL GRADUATION REQUIREMENTS

- 40 credits at the 300/400 level
- 30 credits FSU Residency
- Minimum 120 total credits

PROGRAM OUTCOMES

- Critical Thinking: Demonstrate creative problem solving through use of a design process and deliverables
- Creative Concept: Develop creative user-centered communication solutions
- Execution: Produce professional level industry-relevant media deliverables
- Collaboration: Work Collaboratively with clients and design teams
- Professionalism: Exhibit design professionalism

Effective: 201608

Page **2** of **2**

SUGGESTED SEMESTER COURSE COMPLETION

FIRST YEAR · Cr. Hrs.

First Semester
FSUS	100	FSUS	1_____
		Art History or Cultural Enrichment	3_____
		Scientific Understanding Elective	4_____
MATH	114	Quantitative Reasoning for Professionals	3/4_____
ENGL	150	English 2	3_____
DSGN	100	Design Foundations	3_____

17/18 total credit hours

Second Semester
DSGN	110	Type & Technology	3_____
DSGN	120	Image & Technology	3_____
ANTH	122	Intro Cultural Anthropology	3_____
ECON	221	Principles of Macro Economics	3_____
COMM	121	Fundamentals of Public Speaking	3_____

15 total credit hours

SECOND YEAR · Cr. Hrs.

First Semester
STQM	260	Introduction to Statistics	3_____
ENGL	250	English 2	3_____
MKTG	231	Professional Selling	3_____
or			
MKGT	301	Applied Management	3_____
DSGN	210	Typography & Visual	3_____
DSGN	212	Visual Communication	3_____

15 total credit hours

Second Semester
DSGN	220	Interactivity & Development	3_____
DSGN	222	Principles of Experience Design	3_____
MKTG	321	Principles of Marketing	3_____
		Cultural Enrichment Elective/Foreign Language/Photography	3_____
ISYS	200	Database Design Impl.	3_____
or			
PREL	240	Relations Principles	3_____

18 total credit hours

62 CREDIT HOURS REQUIRED FOR A.A.S. DEGREE

NOTES
1) MATH 114 / MATH 115 or proficiency is needed for graduation. If proficiency, select gen. ed. elective.
2) Choose from: ASTR, BIOL, CHEM, GEOG 111, GEOG 121, GEOL, PHYS, or PHSC (must satisfy FSU's scientific understanding requirement "Z" courses)
3) Must satisfy FSU's Social Awareness foundation course ("S").

THIRD YEAR · Cr. Hrs.

First Semester
		Scientific Understanding Elective	3_____
ISYS	288	Web Application Development	3_____
or			
MKTG	425	Market Research	3_____
		Cultural Enrichment	3_____
DSGN	310	Branding Experiences 1	6_____
DSGN	300	Producing Design	3_____

18 total credit hours

Second Semester
DSGN	320	Branded Experiences 2	6_____
DSGN	301	Interactive Design	3_____
DSGN	399	Internship/Study abroad	3_____
ENGL	325	Advanced Writing for Business	3_____

15 total credit hours

FOURTH YEAR · Cr. Hrs.

First Semester
		Social Awareness	3_____
BLAW	321	Contract and Sales	3_____
DSGN	412	Design Professionalism & Entrepreneurship	3_____
DSGN	410	Design Project Center 1	9_____

18 total credit hours

Second Semester
DSGN	420	Design Project Center 2	9_____
DSGN	499	Portfolio Preparation	3_____

12 total credit hours

123/124 CREDIT HOURS REQUIRED FOR B.S. DEGREE

NOTES
4) Choose from: ASTR, BIOL, CHEM, GEOG 111, GEOG 121, GEOL, PHYS, or PHSC, must satisfy FSU's scientific understanding, "Z" courses.
5) Must satisfy FSU's Social Awareness foundation course ("S").
6) Select 200-level elective or higher from COMM 231, ENGL 322, FREN, GERM, HIST, HUMN, LITR, MUSI, SPAN or THTR, must satisfy cultural enrichment "C" designation.
7) This course must satisfy GLOBAL CONSCIOUSNESS, RACE ETHNICITY AND GENDER, and SOCIAL FOUNDATIONS if this requirement is not satisfied in any other category.

All Graphic Design baccalaureate degree students must maintain a cumulative grade point average of 2.70 in the 300 and 400 level Graphic Design courses.

FORM D - CURRENT
Ferris State University - College of Business
BACHELOR OF SCIENCE DEGREE IN BUSINESS – ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS- 124/125 credits

NAME: _____

ID#: _____

Required		Course Title - Prerequisites Shown in Brackets ( )	Crs	Gr	Gr Pt
COMMUNICATION COMPETENCE - 12 Credits Required					
COMM	121	Fundamentals of Public Speaking (none)	3		
ENGL	150	English 1 (ENGL 074 w/C- or better or ACT 14 or SAT 370)	3		
ENGL	250	English 2 (ENGL 150 w/C- or better)	3		
ENGL	325	Advanced Business Writing – (ENGL 250 or 211 w/C or better)	3		
SCIENTIFIC UNDERSTANDING – 7-8 Credits Required					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.					
		Scientific Understanding	4		
		Scientific Understanding	3-4		
QUANTITATIVE SKILLS – 3 Credits Required					
MATH	115	Intermediate Algebra (MATH 110 w/C- or better, or 19 on ACT or 460 on SAT) If MATH ACT score is 24+, substitute a general education elective.	3		
CULTURAL ENRICHMENT – 9 Credits Required* - one at 200-level or above					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses.					
		Cultural Enrichment Elective (200 level or above)	3		
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective	3		
SOCIAL AWARENESS – 9 Credits Required*					
**ECON	221	Principles of Macroeconomics 1 (MATH 110 w/C- or better or 19 ACT or SAT of 460)	3		
**ECON	222	Principles of Microeconomics 2 (ECON 221)	3		
**PSYC	150	Introduction to Psychology (ACT 17 READ or Verbal 430 SAT or READ 106 w/C or better)	3		
GENERAL EDUCATION ELECTIVES – 8 Credits Required*					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html for approved courses.					
		General Education elective	3		
		General Education elective	3		
		General Education elective	2		
BUSINESS CORE - 30 Credits Required					
ACCT	201	Principles of Accounting 1 (MATH 110 w/C- or better or 19ACT or 460SAT)	3		
ACCT	202	Principles of Accounting 2 (ACCT 201 with a grade of C- or better)	3		
BLAW	321	Contracts and Sales (None)	3		
BUSN	499	Integrating Experience (FINC 322, MGMT 370, MKTG 321, Sr status)	3		
FINC	322	Financial Mgmt 1 (ACCT 202, Math 115 or 116 or 117 or MATH ACT 24)	3		
ISYS	321	Business Information Systems (ACCT 202, MKTG 321, and MGMT 301)	3		
MGMT	301	Applied Management (none)	3		
MGMT	370	Quality/Operations Management (Soph Standing or Instructor Permit)	3		
MKTG	321	Principles of Marketing (Sophomore standing)	3		
STQM	260	Intro to Statistics (MATH 115, 116, 120, 126, 130, 132, or 135 with a grade of C- or better or 24 on ACT or 560 on SAT.)	3		

Required		Course Title - Prerequisites Shown in Brackets ( )	Crs	Gr	Gr Pt
ADVERTISING/IMC MAJOR COURSES – 40 Credits Required					
AIMC	101	Intro to Advertising/IMC (AIMC Major)	2		
AIMC	300	Principles of Advertising/IMC (Soph Status and ENGL150 w/ C- or better)	3		
AIMC	301	Advertising/IMC Career Seminar (AIMC Major and AIMC 101 w/ C or better)	1		
AIMC	312	Layout and Production (AIMC 300 with C- or better)	3		
AIMC	324	Promotional Writing (AIMC 300 w/ C- or better and ENGL 250 w/ C or better)	3		
AIMC	334	Fundamentals of Media (AIMC 300 w/ C- or better and MATH 115 w/ C- or better)	3		
AIMC	376	Media Strategy and Tactics (AIMC 334 w/ C- or better)	3		
AIMC	486	Advertising/IMC Management (AIMC Major and AIMC 324 w/ C- or better and AIMC 376 w/ C- or better)	3		
AIMC	488	Advertising/IMC Campaigns (AIMC 312 w/ C- or better and AIMC 324 w/ C- or better and AIMC 376 w/ C- or better)	3		
AIMC	491	AIMC Internship (advisor approval)	1		
MKTG	231	Professional Selling (COMM 121 highly recommended)	3		
MKTG	322	Consumer Behavior (MKTG 321, PSYC 150)	3		
MKTG	425	Marketing Research (MKTG 321, STQM 260)	3		
AIMC	383	Business to Business Digital Marketing (MKTG 321 w/ C- or better)	3		
GRDE	224	Web Design & Planning	3		
Directed Electives – 6 CREDITS REQUIRED					
		Industry Specific Elective (advisor approval)	3		
		Industry Specific Elective (advisor approval)	3		

GRAPHIC DESIGN AAS DEGREE (completion of AAS meets Industry Specific Electives and some of the Gen Ed. requirements – must see advisor for approval)

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 that are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

Note: A 2.00 cumulative GPA is required in the major, concentration, business core and overall for completion of the Advertising/Integrated Marketing Communication degree.

* Global consciousness requirement must be met either through Cultural Enrichment, Social Awareness, General Education or major courses.

** Courses meet the Social Awareness requirements.

Global Consciousness requirement satisfied by _____

Race, Ethnicity, Gender requirement satisfied by _____

FSUS 100 requirement satisfied by _____.

Eff. Fall 201508   AIMC- BS - BU

SUGGESTED SEMESTER BY SEMESTER COURSE COMPLETION

FIRST YEAR

Fall Semester

		CrHrs	Grade
ENGL 150	English 1	3	
COMM 121	Fundamentals of Public Speaking	3	
MATH 115	Intermediate Algebra (if not needed, sub Gen Ed Elec)	3	
	Scientific Understanding elective w/lab	4	
	General Education Elective	3	
	TOTAL	16	

FIRST YEAR

Spring Semester

		CrHrs	Grade
AIMC 101	Introduction to Advertising/IMC	2	
PSYC 150	Introduction to Psychology	3	
ECON 221	Principles of Macroeconomics	3	
	General Education Elective	3	
	Cultural Enrichment Elective	3	
	General Education Elective	2	
	TOTAL	16	

SECOND YEAR

Fall Semester

		CrHrs	Grade
ACCT 201	Principles of Accounting 1	3	
MKTG 321	Principles of Marketing	3	
ECON 222	Principles of Microeconomics	3	
STQM 260	Introduction to Statistics	3	
	Scientific Understanding Elective	3-4	
	TOTAL	15-16	

SECOND YEAR

Spring Semester

		CrHrs	Grade
ACCT 202	Principles of Accounting 2	3	
ENGL 250	English 2	3	
AIMC 300	Principles of Advertising/IMC	3	
MKTG 231	Professional Selling	3	
	Cultural Enrichment	3	
	TOTAL	15	

THIRD YEAR

Fall Semester

		CrHrs	Grade
AIMC 312	Layout and Production	3	
AIMC 334	Fundamentals of Media	3	
MKTG 322	Consumer Behavior	3	
MGMT 301	Applied Management	3	
FINC 322	Financial Management	3	
	TOTAL	15	

THIRD YEAR

Spring Semester

		CrHrs	Grade
AIMC 324	Promotional Writing	3	
BLAW 321	Contracts and Sales	3	
MKTG 425	Marketing Research	3	
AIMC 383	Business to Consumer Digital Marketing	3	
AIMC 376	Media Strategy & Tactics	3	
	TOTAL	15	

FOURTH YEAR

Fall Semester

		CrHrs	Grade
AIMC 301	Advertising/IMC Career Seminar	1	
AIMC 382	Business to Business Digital Marketing	3	
AIMC 488	Advertising/IMC Campaigns	3	
ISYS 321	Business Information Systems	3	
MGMT 370	Quality/Operations Management	3	
GRDE 224	Web Design and Planning	3	
	TOTAL	16	

FOURTH YEAR

Spring Semester

		CrHrs	Grade
BUSN 499	Integrating Experience	3	
ENGL 325	Advanced Business Writing	3	
	Cultural Enrichment Elective	3	
AIMC 486	Advertising/IMC Management	3	
	Industry Specific Elective	3	
	TOTAL	15	

TOTAL HOURS REQUIRED 124/125

ADDITIONAL INFORMATION:
See front of sheet for notations regarding:
1. Prerequisites
2. Specific course requirements and suggested directed electives
3. Graduation requirements
4. Interrupted studies – re-admission

1 cr. Internship must be completed sometime during 3rd or 4th year

FORM D - PROPOSED
Ferris State University - College of Business
BACHELOR OF SCIENCE DEGREE IN BUSINESS – ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS- 124/125 credits

NAME: _____   ID#: _____

Required		Course Title - Prerequisites Shown in Brackets ( )	Crs	Gr	Gr Pt
COMMUNICATION COMPETENCE - 12 Credits Required					
COMM	121	Fundamentals of Public Speaking (none)	3		
ENGL	150	English 1 (ENGL 074 w/C- or better or ACT 14 or SAT 370)	3		
ENGL	250	English 2 (ENGL 150 w/C- or better)	3		
ENGL	325	Advanced Business Writing – (ENGL 250 or 211 w/C or better)	3		
SCIENTIFIC UNDERSTANDING – 7-8 Credits Required					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.					
		Scientific Understanding	4		
		Scientific Understanding	3-4		
QUANTITATIVE SKILLS – 3 Credits Required					
MATH	115	Intermediate Algebra (MATH 110 w/C- or better, or 19 on ACT or 460 on SAT) If MATH ACT score is 24+, substitute a general education elective.	3		
CULTURAL ENRICHMENT – 9 Credits Required* - one at 200-level or above					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses.					
		Cultural Enrichment Elective (200 level or above)	3		
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective	3		
SOCIAL AWARENESS – 9 Credits Required*					
**ECON	221	Principles of Macroeconomics 1 (MATH 110 w/C- or better or 19 ACT or SAT of 460)	3		
**ECON	222	Principles of Microeconomics 2 (ECON 221)	3		
**PSYC	150	Introduction to Psychology (ACT 17 READ or Verbal 430 SAT or READ 106 w/C or better)	3		
GENERAL EDUCATION ELECTIVES – 8 Credits Required*					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html for approved courses.					
		General Education elective	3		
		General Education elective	3		
		General Education elective	2		
BUSINESS CORE - 30 Credits Required					
ACCT	201	Principles of Accounting 1 (MATH 110 w/C- or better or 19ACT or 460SAT)	3		
ACCT	202	Principles of Accounting 2 (ACCT 201 with a grade of C- or better)	3		
BLAW	321	Contracts and Sales (None)	3		
BUSN	499	Integrating Experience (FINC 322, MGMT 370, MKTG 321, Sr status)	3		
FINC	322	Financial Mgmt 1 (ACCT 202, Math 115 or 116 or 117 or MATH ACT 24)	3		
ISYS	321	Business Information Systems (ACCT 202, MKTG 321, and MGMT 301)	3		
MGMT	301	Applied Management (none)	3		
MGMT	370	Quality/Operations Management (Soph Standing or Instructor Permit)	3		
MKTG	321	Principles of Marketing (Sophomore standing)	3		
STQM	260	Intro to Statistics (MATH 115, 116, 120, 126, 130, 132, or 135 with a grade of C- or better or 24 on ACT or 560 on SAT.)	3		

Required		Course Title - Prerequisites Shown in Brackets ( )	Crs	Gr	Gr Pt
ADVERTISING/IMC MAJOR COURSES – 40 Credits Required					
AIMC	101	Intro to Advertising/IMC (AIMC Major)	2		
AIMC	300	Principles of Advertising/IMC (Soph Status and ENGL150 w/ C- or better)	3		
AIMC	301	Advertising/IMC Career Seminar (AIMC Major and AIMC 101 w/ C or better)	1		
AIMC	312	Layout and Production (AIMC 300 with C- or better)	3		
AIMC	324	Promotional Writing (AIMC 300 w/ C- or better and ENGL 250 w/ C or better)	3		
AIMC	334	Fundamentals of Media (AIMC 300 w/ C- or better and MATH 115 w/ C- or better)	3		
AIMC	376	Media Strategy and Tactics (AIMC 334 w/ C- or better)	3		
AIMC	486	Advertising/IMC Management (AIMC Major and AIMC 324 w/ C- or better and AIMC 376 w/ C- or better)	3		
AIMC	488	Advertising/IMC Campaigns (AIMC 312 w/ C- or better and AIMC 324 w/ C- or better and AIMC 376 w/ C- or better)	3		
AIMC	491	AIMC Internship (advisor approval)	1		
MKTG	231	Professional Selling (COMM 121 highly recommended)	3		
MKTG	322	Consumer Behavior (MKTG 321, PSYC 150)	3		
MKTG	425	Marketing Research (MKTG 321, STQM 260)	3		
AIMC	383	Business to Business Digital Marketing (MKTG 321 w/ C- or better)	3		
DSGN	224	Web Design & Planning	3		
Directed Electives – 6 CREDITS REQUIRED					
		Industry Specific Elective (advisor approval)	3		
		Industry Specific Elective (advisor approval)	3		
GRAPHIC DESIGN AAS DEGREE (completion of AAS meets Industry Specific Electives and some of the Gen Ed. requirements – must see advisor for approval)					
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 that are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.					

Note: A 2.00 cumulative GPA is required in the major, concentration, business core and overall for completion of the Advertising/Integrated Marketing Communication degree.

* Global consciousness requirement must be met either through Cultural Enrichment, Social Awareness, General Education or major courses.

** Courses meet the Social Awareness requirements.

Global Consciousness requirement satisfied by _____
Race, Ethnicity, Gender requirement satisfied by _____
FSUS 100 requirement satisfied by _____

Eff. Fall 201608   AIMC- BS - BU

SUGGESTED SEMESTER BY SEMESTER COURSE COMPLETION

FIRST YEAR

Fall Semester		CrHrs	Grade
ENGL 150	English 1	3	
COMM 121	Fundamentals of Public Speaking	3	
MATH 115	Intermediate Algebra (if not needed, sub Gen Ed Elec)	3	
	Scientific Understanding elective w/lab	4	
	General Education Elective	3	
	TOTAL	16	

FIRST YEAR

Spring Semester		CrHrs	Grade
AIMC 101	Introduction to Advertising/IMC	2	
PSYC 150	Introduction to Psychology	3	
ECON 221	Principles of Macroeconomics	3	
	General Education Elective	3	
	Cultural Enrichment Elective	3	
	General Education Elective	2	
	TOTAL	16	

SECOND YEAR

Fall Semester		CrHrs	Grade
ACCT 201	Principles of Accounting 1	3	
MKTG 321	Principles of Marketing	3	
ECON 222	Principles of Microeconomics	3	
STQM 260	Introduction to Statistics	3	
	Scientific Understanding Elective	3-4	
	TOTAL	15-16	

SECOND YEAR

Spring Semester		CrHrs	Grade
ACCT 202	Principles of Accounting 2	3	
ENGL 250	English 2	3	
AIMC 300	Principles of Advertising/IMC	3	
MKTG 231	Professional Selling	3	
	Cultural Enrichment	3	
	TOTAL	15	

THIRD YEAR

Fall Semester		CrHrs	Grade
AIMC 312	Layout and Production	3	
AIMC 334	Fundamentals of Media	3	
MKTG 322	Consumer Behavior	3	
MGMT 301	Applied Management	3	
FINC 322	Financial Management	3	
	TOTAL	15	

THIRD YEAR

Spring Semester		CrHrs	Grade
AIMC 324	Promotional Writing	3	
BLAW 321	Contracts and Sales	3	
MKTG 425	Marketing Research	3	
AIMC 383	Business to Consumer Digital Marketing	3	
AIMC 376	Media Strategy & Tactics	3	
	TOTAL	15	

FOURTH YEAR

Fall Semester		CrHrs	Grade
AIMC 301	Advertising/IMC Career Seminar	1	
AIMC 382	Business to Business Digital Marketing	3	
AIMC 488	Advertising/IMC Campaigns	3	
ISYS 321	Business Information Systems	3	
MGMT 370	Quality/Operations Management	3	
DSGN 224	Web Design and Planning	3	
	TOTAL	16	

FOURTH YEAR

Spring Semester		CrHrs	Grade
BUSN 499	Integrating Experience	3	
ENGL 325	Advanced Business Writing	3	
	Cultural Enrichment Elective	3	
AIMC 486	Advertising/IMC Management	3	
	Industry Specific Elective	3	
	TOTAL	15	

TOTAL HOURS REQUIRED 124/125

ADDITIONAL INFORMATION:
See front of sheet for notations regarding:
1. Prerequisites
2. Specific course requirements and suggested directed electives
3. Graduation requirements
4. Interrupted studies – re-admission

1 cr. Internship must be completed sometime during 3rd or 4th year

FORM D - CURRENT
Ferris State University – College of Business
Marketing Department
ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS MINOR – 18 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
		**REQUIRED COURSES - 12 Credits Required**			
*AIMC	300	Principles of Advertising/IMC (Soph. Standing and ENGL 150 w/ C- or better)	3		
AIMC	312	Layout and Production (AIMC 300 w/ C- or better)	3		
AIMC	324	Promotional Writing (AIMC 300 w/ C- or better and ENGL 250 w/ C or better)	3		
AIMC	334	Fundamentals of Media (AIMC 300w/ C- or better and MATH 115 w/ C- or better)	3		
		ELECTIVE COURSES - 6 Credits Required – Choose any two courses below in consultation with program faculty:			
*AIMC	375	Bus-to-BUS Advertising/IMC (AIMC 300 w/ C- or better)	3		
AIMC	376	Media Strategy and Tactics (AIMC 334 w/ C- or better)	3		
*AIMC	382	Bus-to-Bus Digital Marketing (MKTG 321 w/ C- or better)	3		
*AIMC	383	Bus-to-Con Digital Marketing (MKTG 321 w/ C- or better)	3		
GRDE	118	Desktop Publishing	3		
*GRDE	224	Web Design & Planning	3		
*MKTG	231	Professional Selling (COMM 105 or 121 recommended, not required)	3		
MKTG	375	Marketing for Non-Profit Organizations (MKTG 321)	3		
*MKTG	383	Direct Marketing (AIMC 300 and MKTG 321)	3		
*MKTG	410	Industrial Marketing (MKTG 321)	3		
MKTG	434	Advanced Selling (MKTG 231, senior standing) offered Spring only	3		
MKTG	475	Product Marketing (MKTG 321)	3		
*PREL	240	Public Relations Principles (ENGL 150)	3		
PREL	341	Public Relations Tactics (PREL 240, ENGL 150 & 250 w//B or better)	3		
STQM	270	Introduction to Data Mining (STQM 260 w/C- or better)	3		

* Course is offered on-line – see course offering sheet for semesters available online.

Effective 201508
Revised 201308, 201405, 201501

AIMC-MINOR-BU

ACADEMIC MINOR DECLARATION FORM

Name: _____ **ID#:** _____ **Semester Effective:** _____

College _____ **Major** _____

Requirements for minor in Advertising/Integrated Marketing Communications,

COURSES TO BE COMPLETED

Required Courses: (12 credits)	Elective Courses: (6 credits)
*AIMC 300	See list on first page – enter two courses here
AIMC 312	
AIMC 324	
AIMC 334	

Scheduling for the major takes precedent over scheduling for courses in the minor. The University does not guarantee that courses required for the minor will be offered each semester. Certification that the student has met the requirements of the academic minor will not be entered in the academic record until the student has been certified for a bachelor's degree.

PROCEDURES

1. In consultation with the advisor, **Laura Dix, BUS 362, (231) 591-2795**, the student will complete an Advertising/Integrated Marketing Communications minor checksheet/declaration indicating the courses he/she plans to complete. Signatures of the student and the minor advisor are required on this form.

2. The completed Integrated Marketing Communications minor checksheet/declaration will be forwarded to the Marketing Department, BUS 212, for approval. The approved checksheet will then be forwarded to Student Records in the College of Business and to the Records Office in Timme.

3. Grades of the completed courses for the Advertising/Integrated Marketing Communications minor will be posted on the student's checksheet.

4. **Upon completion of the Advertising/Integrated Marketing Communications minor, the student will notify the Graduation Secretary in the College of Business, BUS 200.** Upon verification that the student has completed their bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.

5. **At least one-half of the credits must be Ferris State University credits. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major**

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.**

NOTE: A 2.00 GPA is required for completion
of the Advertising/Integrated Marketing Communications minor.

Declaration	Student	Date
Of	Minor Advisor	Date
Minor	Department Head	Date

Clearance	Student	Date
Of	Minor Advisor	Date
Minor	**Dean** (College offering minor)	Date

FORM D - PROPOSED
Ferris State University – College of Business
Marketing Department
ADVERTISING/INTEGRATED MARKETING COMMUNICATIONS MINOR – 18 Credits

NAME: _____ *ID#:* _____ *MAJOR:* _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
		**REQUIRED COURSES - 12 Credits Required**			
*AIMC	300	Principles of Advertising/IMC (Soph. Standing and ENGL 150 w/ C- or better)	3		
AIMC	312	Layout and Production (AIMC 300 w/ C- or better)	3		
AIMC	324	Promotional Writing (AIMC 300 w/ C- or better and ENGL 250 w/ C or better)	3		
AIMC	334	Fundamentals of Media (AIMC 300w/ C- or better and MATH 115 w/ C- or better)	3		
		ELECTIVE COURSES - 6 Credits Required – Choose any two courses below in consultation with program faculty:			
*AIMC	375	Bus-to-BUS Advertising/IMC (AIMC 300 w/ C- or better)	3		
AIMC	376	Media Strategy and Tactics (AIMC 334 w/ C- or better)	3		
*AIMC	382	Bus-to-Bus Digital Marketing (MKTG 321 w/ C- or better)	3		
*AIMC	383	Bus-to-Con Digital Marketing (MKTG 321 w/ C- or better)	3		
DSGN	100	Design Foundations	3		
*DSGN	224	Web Design & Planning	3		
*MKTG	231	Professional Selling (COMM 105 or 121 recommended, not required)	3		
MKTG	375	Marketing for Non-Profit Organizations (MKTG 321)	3		
*MKTG	383	Direct Marketing (AIMC 300 and MKTG 321)	3		
*MKTG	410	Industrial Marketing (MKTG 321)	3		
MKTG	434	Advanced Selling (MKTG 231, senior standing) offered Spring only	3		
MKTG	475	Product Marketing (MKTG 321)	3		
*PREL	240	Public Relations Principles (ENGL 150)	3		
PREL	341	Public Relations Tactics (PREL 240, ENGL 150 & 250 w//B or better)	3		
STQM	270	Introduction to Data Mining (STQM 260 w/C- or better)	3		

* Course is offered on-line – see course offering sheet for semesters available online.

Effective 201608
Revised 201308, 201405, 201501

AIMC-MINOR-BU

ACADEMIC MINOR DECLARATION FORM

Name: _____ **ID#:** _____ **Semester Effective:** _____

College _____ **Major** _____

Requirements for minor in <u>Advertising/Integrated Marketing Communications</u>,

COURSES TO BE COMPLETED

Required Courses: (12 credits)	Elective Courses: (6 credits)
*AIMC 300	See list on first page – enter two courses here
AIMC 312	
AIMC 324	
AIMC 334	

Scheduling for the major takes precedent over scheduling for courses in the minor. The University does not guarantee that courses required for the minor will be offered each semester. Certification that the student has met the requirements of the academic minor will not be entered in the academic record until the student has been certified for a bachelor's degree.

PROCEDURES

1. In consultation with the advisor, **Laura Dix, BUS 362, (231) 591-2795,** the student will complete an Advertising/Integrated Marketing Communications minor checksheet/declaration indicating the courses he/she plans to complete. Signatures of the student and the minor advisor are required on this form.

2. The completed Integrated Marketing Communications minor checksheet/declaration will be forwarded to the Marketing Department, BUS 212, for approval. The approved checksheet will then be forwarded to Student Records in the College of Business and to the Records Office in Timme.

3. Grades of the completed courses for the Advertising/Integrated Marketing Communications minor will be posted on the student's checksheet.

4. **Upon completion of the Advertising/Integrated Marketing Communications minor, the student will notify the Graduation Secretary in the College of Business, BUS 200.** Upon verification that the student has completed their bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.

5. **At least one-half of the credits must be Ferris State University credits. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major**

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.

NOTE: A 2.00 GPA is required for completion of the Advertising/Integrated Marketing Communications minor.

Declaration	Student	Date
Of	Minor Advisor	Date
Minor	Department Head	Date

Clearance	Student	Date
Of	Minor Advisor	Date
Minor	**Dean** (College offering minor)	Date

FORM D - CURRENT
Ferris State University – College of Business
Marketing Department
Digital Marketing Minor – 18 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
		**REQUIRED COURSES - 18 Credits Required**			
*AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or better and Soph. Standing)	3		
*AIMC	382	Bus-to-Bus Digital Marketing (MKTG 321 w/ C- or better)	3		
*AIMC	383	Bus-to-Con Digital Marketing (MKTG 321 w/ C- or better)	3		
*GRDE	224	Web Design & Planning	3		
*MKTG	321	Principles of Marketing – (Sophomore Standing)	3		
*MKTG	383	Direct Marketing (AIMC 300, MKTG 321)	3		

* **Course is offered on-line – see course offering sheet for semesters available online.**

Effective 201201, rev. 201405, rev. 201501
Effective rev. 201508

ECOM-MINOR-BU

ACADEMIC MINOR DECLARATION FORM

Name: _____ **ID#:** _____ **Semester Effective:** _____

College _____ **Major** _____

Requirements for minor in Digital <u>Marketing</u>,

COURSES TO BE COMPLETED

Required Courses: (18 credits)	
AIMC 300	GRDE 224
AIMC 382	MKTG 321
AIMC 383	MKTG 383

Scheduling for the major takes precedent over scheduling for courses in the minor. The University does not guarantee that courses required for the minor will be offered each semester. Certification that the student has met the requirements of the academic minor will not be entered in the academic record until the student has been certified for a bachelor's degree.

PROCEDURES

1. In consultation with the advisor, **Susan Jones, BUS 356, (231) 591-2468,** the student will complete an e-commerce marketing minor checksheet/declaration indicating the courses he/she plans to complete. Signatures of the student and the minor advisor are required on this form.

2. The completed e-commerce marketing minor checksheet/declaration will be forwarded to the Marketing Department, BUS 212, for approval. The approved checksheet will then be forwarded to Student Records in the College of Business and to the Records Office in Timme.

3. Grades of the completed courses for the e-commerce marketing minor will be posted on the student's checksheet.

4. **Upon completion of the e-commerce marketing communications minor, the student will notify the Graduation Secretary in the College of Business, BUS 200.** Upon verification that the student has completed their bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.

5. At least one-half of the credits must be Ferris State University credits. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major

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.

NOTE: A 2.00 GPA is required for completion
of the Advertising/Integrated Marketing Communications minor.

Declaration	Student	Date
Of	Minor Advisor	Date
Minor	Department Head	Date

Clearance	Student	Date
Of	Minor Advisor	Date
Minor	Dean (College offering minor)	Date

FORM D – PROPOSED
Ferris State University – College of Business
Marketing Department
Digital Marketing Minor – 18 Credits

NAME: _____ *ID#:* _____ *MAJOR:* _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
REQUIRED COURSES - 18 Credits Required					
*AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or better and Soph. Standing)	3		
*AIMC	382	Bus-to-Bus Digital Marketing (MKTG 321 w/ C- or better)	3		
*AIMC	383	Bus-to-Con Digital Marketing (MKTG 321 w/ C- or better)	3		
*DSGN	224	Web Design & Planning	3		
*MKTG	321	Principles of Marketing – (Sophomore Standing)	3		
*MKTG	383	Direct Marketing (AIMC 300, MKTG 321)	3		

* Course is offered on-line – see course offering sheet for semesters available online.

Effective 201608
Effective 201201, rev. 201405, rev. 201501
Effective rev. 201508

ACADEMIC MINOR DECLARATION FORM

Name: _____ **ID#:** _____ **Semester Effective:** _____

College _____ **Major** _____

Requirements for minor in Digital <u>Marketing</u>,

COURSES TO BE COMPLETED

Required Courses: (18 credits)	
AIMC 300	DSGN 224
AIMC 382	MKTG 321
AIMC 383	MKTG 383

Scheduling for the major takes precedent over scheduling for courses in the minor. The University does not guarantee that courses required for the minor will be offered each semester. Certification that the student has met the requirements of the academic minor will not be entered in the academic record until the student has been certified for a bachelor's degree.

PROCEDURES

1. In consultation with the advisor, **Susan Jones, BUS 356, (231) 591-2468**, the student will complete an e-commerce marketing minor checksheet/declaration indicating the courses he/she plans to complete. Signatures of the student and the minor advisor are required on this form.

2. The completed e-commerce marketing minor checksheet/declaration will be forwarded to the Marketing Department, BUS 212, for approval. The approved checksheet will then be forwarded to Student Records in the College of Business and to the Records Office in Timme.

3. Grades of the completed courses for the e-commerce marketing minor will be posted on the student's checksheet.

4. **Upon completion of the e-commerce marketing communications minor, the student will notify the Graduation Secretary in the College of Business, BUS 200.** Upon verification that the student has completed their bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.

5. At least one-half of the credits must be Ferris State University credits. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major

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.**

NOTE: A 2.00 GPA is required for completion of the Advertising/Integrated Marketing Communications minor.

Declaration	Student		Date
Of	Minor Advisor		Date
Minor	Department Head		Date

Clearance	Student		Date
Of	Minor Advisor		Date
Minor	**Dean** (College offering minor)		Date

FORM D - CURRENT

Ferris State University – College of Business

Marketing Department

Professional E-Commerce Marketing Certificate (100% ONLINE) – 12 CREDITS

(For non-degree seeking students with professional experience)

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
AIMC	382	Business-to-Business E-Commerce Marketing (MKTG 321**)	3		
AIMC	383	Business-to-Consumer E-Commerce Marketing (MKTG 321**)	3		
ELECTIVE COURSES - 6 Credits Required – Choose any two courses below in consultation with program faculty:					
*AIMC	375	Business-to-Business Advertising/IMC (AIMC 300** and Junior Standing)	3		
*GRDE	224	Interactive Media Development	3		
*MKTG	321	Principles of Marketing (Sophomore Standing)	3		
*MKTG	383	Direct Marketing (AIMC 300**, MKTG 321**)	3		

*Course is offered on-line – see course offering sheet for semesters available online.
**MKTG 321 and/or AIMC 300 pre-requisite may be waived for working professionals

NOTE: All 12 credits in this certificate must be earned from Ferris State University

PROCEDURE:

1. To pursue this certificate, the student, in consultation with the certificate advisor, Susan Jones, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Susan Jones**

at **(231) 591-2468, BUS 356**, or the **Marketing Department at (231) 591-2426, BUS 212**

NOTE: *A 2.00 cumulative GPA is required for completion of the Prof. E-Commerce Marketing certificate*

Student: _____ Date: _____

Advisor: _____ Date: _____

MKTG Dept. Head: _____ Date: _____

Outcomes and Assessment for Prof. E-Commerce MKTG Certificate

· Demonstrate understanding of basic concepts of e-commerce marketing including online branding, convergence of online and offline media, one-to-one targeting, database integration, and media planning and buying.

    ASSESSMENT: Group projects and homework assignments
    RELEVANT COURSE(S): ECOM 383, ECOM 375

· Formulate and execute e-commerce marketing tools including Google AdWords, Google Analytics, e-mail marketing, mobile/text marketing, and social media.

    ASSESSMENT: Hands-on individual projects; final class projects
    RELEVANT COURSE(S): ECOM 383, ECOM 375

· Execute a final project that integrates the seven proven business-to-business Internet marketing strategies presented in ECOM 375.

    RELEVANT COURSE(S): ECOM 375

· Apply E-Commerce concepts in two related classes.

    RELEVANT COURSE(S): Students' choice of two from the following: AIMC 375, MKTG 321, MKTG 383, GRDE 228

FORM D - PROPOSED

Ferris State University – College of Business

Marketing Department

Professional E-Commerce Marketing Certificate (100% ONLINE) – 12 CREDITS

(For non-degree seeking students with professional experience)

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
AIMC	382	Business-to-Business E-Commerce Marketing (MKTG 321**)	3		
AIMC	383	Business-to-Consumer E-Commerce Marketing (MKTG 321**)	3		
ELECTIVE COURSES - 6 Credits Required – Choose any two courses below in consultation with program faculty:					
*AIMC	375	Business-to-Business Advertising/IMC (AIMC 300** and Junior Standing)	3		
*DSGN	224	Interactive Media Development	3		
*MKTG	321	Principles of Marketing (Sophomore Standing)	3		
*MKTG	383	Direct Marketing (AIMC 300**, MKTG 321**)	3		

*Course is offered on-line – see course offering sheet for semesters available online.
**MKTG 321 and/or AIMC 300 pre-requisite may be waived for working professionals

NOTE: All 12 credits in this certificate must be earned from Ferris State University

PROCEDURE:

1. To pursue this certificate, the student, in consultation with the certificate advisor, Susan Jones, completes the checksheet and signature section of this form.
2. The completed form should then be submitted by the student to the department office, BUS 212, for approval. Upon approval, the form will be forwarded to the dean's office of the College of Business.
3. When course requirements for the certificate are successfully completed, the student will request clearance from the College of Business, Dean's office, BUS 200.
4. Once the student satisfies requirements for the certificate, the dean's office will notify the Registrar's Office to enter the completion note on the student's academic record.

For more information, please contact the Certificate Advisor, **Professor Susan Jones**

at **(231) 591-2468, BUS 356**, or the **Marketing Department at (231) 591-2426, BUS 212**

NOTE: A 2.00 cumulative GPA is required for completion of the Prof. E-Commerce Marketing certificate

Student: _____   Date: _____

Advisor: _____   Date: _____

MKTG Dept. Head: _____   Date: _____

Effective Fall 2016   PECM-CT-BU

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Outcomes and Assessment for Prof. E-Commerce MKTG Certificate

· Demonstrate understanding of basic concepts of e-commerce marketing including online branding, convergence of online and offline media, one-to-one targeting, database integration, and media planning and buying.

      ASSESSMENT: Group projects and homework assignments
      RELEVANT COURSE(S): ECOM 383, ECOM 375

· Formulate and execute e-commerce marketing tools including Google AdWords, Google Analytics, e-mail marketing, mobile/text marketing, and social media.

      ASSESSMENT: Hands-on individual projects; final class projects
      RELEVANT COURSE(S): ECOM 383, ECOM 375

· Execute a final project that integrates the seven proven business-to-business Internet marketing strategies presented in ECOM 375.

      RELEVANT COURSE(S): ECOM 375

· Apply E-Commerce concepts in two related classes.

      RELEVANT COURSE(S): Students' choice of two from the following: AIMC 375, MKTG 321, MKTG 383, GRDE 228

FORM D - CURRENT
Ferris State University - College of Business

Graphic Communications & Media Management - AAS in Graphic Communications/BS Graphic Media Management

NAME:_____ ID#_____ E-Mail_____

AAS Degree Program - Graphic Communications - 64 Credits

BS Degree Program - Graphic Media Management - 129 Credits

Required	Course Title - Prerequisites shown in Brackets ( )	Cr	Gr	Gr Pts
GRAPHIC COMMUNICATIONS MAJOR - 35 Credits				
GCOM 123	Finishing and Distribution Systems	3		
GCOM 132	Portable Document Files	2		
GCOM 161	Printing and Imaging Systems	4		
GCOM 232	Digital Color Reproduction	3		
GCOM 243	Pre-Press Workflow Automation	4		
GCOM 273	Substrates Inks & Coatings	3		
GCOM 298	Prepress Project	2		
GCOM 299	Press and Post Press Project	2		
GRDE 118	Desk Top Publishing	3		
GRDE 224	Interactive Media Development	3		
ISYS 200	Data-Base Design and Implementation	3		
ACCT 201	Prin. of Accounting 1 (Math 110 w/C- or better or ACT 19, SAT 460)	3		
COMMUNICATIONS COMPETENCE - 9 Credits				
ENGL 150	English 1 (ENGL 074, 14/ACT, 370/SAT)	3		
ENGL 250	English 2 (ENGL 150 w/C- or better)	3		
	Comm Elective (select one: COMM 105, 121, 221, or 251)	3		
QUANTITATIVE SKILLS - 3 Credits				
MATH 115	Intermediate Algebra (ACT19 or C- in MATH 110)	3		
SCIENTIFIC UNDERSTANDING – 4 Credits Required				
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.				
	Scientific Understanding Elective w/lab	4		
CULTURAL ENRICHMENT – 6 Credits Required* - one at 200-level or above				
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses.				
PHOT 101	Photography	3		
	Cultural Enrichment Elective	3		
SOCIAL AWARENESS - 6 Credits				
ECON 221	Principles of Macroeconomics (MATH 110 w/C- or better or 115, 116, 117, 118, 119, 120, 122, 126, 19/ACT, 460/SAT)	3		
	Social Awareness Elective	3		
FRESHMEN SEMINAR - 1 Credit				
FSUS 100	FSU Seminar	1		

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION & 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.

Required	Course Title - Prerequisites shown in Brackets ( )	Cr	Gr	Gr Pts
GRAPHIC MEDIA MANAGEMENT MAJOR - 23 Credits				
GMAN 310	Digital Imaging & Variable Data Printing	3		
GMAN 351	Project Estimating & Cost Analysis	3		
GMAN 361	Production Planning	3		
GMAN 393	Media Management Internship	4		
GMAN 425	Digital Workflow Automation	3		
GMAN 440	Color Management	3		
GMAN 462	Media Process Management	3		
GMAN 498	Current Topics in Media Management	1		
MAJOR RELATED - 30 Credits				
BLAW 321	Contracts and Sales	3		
MGMT 301	Applied Management	3		
MGMT 350	Management Metrics & Decision Making	3		
MGMT 370	Quality Operations Management (Sophomore Standing)	3		
MKTG 321	Principles of Marketing (Sophomore Standing)	3		
STQM 260	Intro. to Statistics (MATH 115, 116, 120, 126, 130, 132, 135, 24/ACT, 560/SAT)	3		
	Directed Elective (see column to the right)	3		
	Directed Elective (see column to the right)	3		
	Directed Elective (see column to the right)	3		
	Directed Elective (see column to the right)	3		
COMMUNICATIONS COMPETENCE - 3 Credits				
ENGL 311	Advanced Technical Writing (ENGL 250 or 211 w/C or better)	3		
SCIENTIFIC UNDERSTANDING - 3 Credits				
	Scientific Understanding Elective	3		
CULTURAL ENRICHMENT - 3 Credits				
	Cultural Enrichment Elective (200 level or above, select one: COMM 231, ENGL 322, FREN, GERM,HIST, NUMN, LITR, MUSI, SPAN, OR THTR)	3		
SOCIAL AWARENESS - 3 Credits				
ECON 222	Principles of Microeconomics (ECON 221)	3		

Advising Notes:
Race, Ethnicity, Gender requirement satisfied by:_____
Global Consciousness requirement satisfied by: _____

Are you on track for graduation from AAS degree - it requires: ____ 2.0 cumulative GPA. If you plan to enter the BS Graphic Media Management you'll need____ 2.5 Cumulative GPA in your GCOM major courses.

Directed Electives - select 12 cr. w/advisor approval		
Information Technology Track		**Cr**
ISYS 204	Visual Basic (ISYS 105)	3
ISYS 305	Software Systems (ISYS 105)	3
ISYS 307	MS Network Administration (ISYS 105)	3
ISYS 325	Network Essentials (ISYS 105)	3
ISYS 330	Systems Analysis (ISYS 200, 216)	3
Advertising Track		
AIMC 300	Principles of Advertising	3
AIMC 334	Fundamentals of Media (AIMC 300)	3
AIMC 375	Business to Business Advertising (AIMC 300)	3
World Commerce Track		
AIMC 382	Bus. to Consumer Digital Mktg (MKTG 321)	3
AIMC 383	Bus. to Bus. Digital Mktg (MKTG 321)	3
INTB 310	International Business Systems	3
INTB 320	International Logistics (Junior Standing)	3
Management Track		
MGMT 305	Superv. & Leadership (2nd Semester Soph Status)	3
MGMT 310	Sm.Business Mgmt (2nd Semester Soph Status)	3
MGMT 373	Human Resources Management (Soph Standing)	3
MGMT 375	Negotiations (Junior Standing)	3
Marketing Track		
MKTG 231	Professional Selling (COMM 121, COMH 121)	3
MKTG 472	Supply Chain Management (MKTG 321)	3
MKTG 383	Direct Marketing (AIMC 300, MKTG 321)	3
Public Relations Track		
PREL 240	Public Relations Principles (ENGL 150	3
PREL 341	Public Relations Tactics (ENGL 150, 250, PREL 240)	3
PREL 350	Public Relations Ethics Law (PREL 240)	3

Are you on track for graduation from the BS degree - It requires:
____ 2.0 Cumulative GPA
____ 2.5 Cumulative GPA in Major GMAN courses

Effective Fall 2015

* Students wishing to use directed elective credits towards the completion of a minor must seek the approval of the minor program advisor

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FORM D - PROPOSED
Ferris State University - College of Business

Graphic Communications & Media Management - AAS in Graphic Communications/BS Graphic Media Management

NAME:_____   ID#_____   E-Mail_____

AAS Degree Program - Graphic Communications - 64 Credits

Required		Course Title - Prerequisites shown in Brackets ( )	Cr	Gr	Gr Pts
		GRAPHIC COMMUNICATIONS MAJOR - 35 Credits			
GCOM	123	Finishing and Distribution Systems	3		
GCOM	132	Portable Document Files	2		
GCOM	161	Printing and Imaging Systems	4		
GCOM	232	Digital Color Reproduction	3		
GCOM	243	Pre-Press Workflow Automation	4		
GCOM	273	Substrates Inks & Coatings	3		
GCOM	298	Prepress Project	2		
GCOM	299	Press and Post Press Project	2		
DSGN	100	Design Foundations	3		
DSGN	224	Interactive Media Development	3		
ISYS	200	Data-Base Design and Implementation	3		
ACCT	201	Prin. of Accounting 1 (Math 110 w/C- or better or ACT 19, SAT 460)	3		
		COMMUNICATIONS COMPETENCE - 9 Credits			
ENGL	150	English 1 (ENGL 074, 14/ACT, 370/SAT)	3		
ENGL	250	English 2 (ENGL 150 w/C- or better)	3		
		Comm Elective (select one: COMM 105, 121, 221, or 251)	3		
		QUANTITATIVE SKILLS - 3 Credits			
MATH	115	Intermediate Algebra (ACT19 or C- in MATH 110)	3		
		SCIENTIFIC UNDERSTANDING – 4 Credits Required			
		Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.			
		Scientific Understanding Elective w/lab	4		
		CULTURAL ENRICHMENT – 6 Credits Required* - one at 200-level or above			
		Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses.			
PHOT	101	Photography	3		
		Cultural Enrichment Elective	3		
		SOCIAL AWARENESS - 6 Credits			
ECON	221	Principles of Macroeconomics (MATH 110 w/C- or better or 115, 116, 117, 118, 119, 120, 122, 126, 19/ACT, 460/SAT)	3		
		Social Awareness Elective	3		
		FRESHMEN SEMINAR - 1 Credit			
FSUS	100	FSU Seminar	1		

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION & 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.

BS Degree Program - Graphic Media Management - 129 Credits

Required		Course Title - Prerequisites shown in Brackets ( )	Cr	Gr	Gr Pts
		GRAPHIC MEDIA MANAGEMENT MAJOR - 23 Credits			
GMAN	310	Digital Imaging & Variable Data Printing	3		
GMAN	351	Project Estimating & Cost Analysis	3		
GMAN	361	Production Planning	3		
GMAN	393	Media Management Internship	4		
GMAN	425	Digital Workflow Automation	3		
GMAN	440	Color Management	3		
GMAN	462	Media Process Management	3		
GMAN	498	Current Topics in Media Management	1		
		MAJOR RELATED - 30 Credits			
BLAW	321	Contracts and Sales	3		
MGMT	301	Applied Management	3		
MGMT	350	Management Metrics & Decision Making	3		
MGMT	370	Quality Operations Management (Sophomore Standing)	3		
MKTG	321	Principles of Marketing (Sophomore Standing)	3		
STQM	260	Intro. to Statistics (MATH 115, 116, 120, 126, 130, 132, 135, 24/ACT, 560/SAT)	3		
		Directed Elective (see column to the right)	3		
		Directed Elective (see column to the right)	3		
		Directed Elective (see column to the right)	3		
		Directed Elective (see column to the right)	3		
		COMMUNICATIONS COMPETENCE - 3 Credits			
ENGL	311	Advanced Technical Writing (ENGL 250 or 211 w/C or better)	3		
		SCIENTIFIC UNDERSTANDING - 3 Credits			
		Scientific Understanding Elective	3		
		CULTURAL ENRICHMENT - 3 Credits			
		Cultural Enrichment Elective (200 level or above, select one: COMM 231, ENGL 322, FREN, GERM,HIST, NUMN, LITR, MUSI, SPAN, OR THTR)	3		
		SOCIAL AWARENESS - 3 Credits			
ECON	222	Principles of Microeconomics (ECON 221)	3		

Advising Notes:

Race, Ethnicity, Gender requirement satisfied by:_____

Global Consciousness requirement satisfied by: _____

Are you on track for graduation from AAS degree - it requires: ___ 2.0 cumulative GPA. If you plan to enter the BS Graphic Media Management you'll need___ 2.5 Cumulative GPA in your GCOM major courses.

Directed Electives - select 12 cr. w/advisor approval

			Cr
Information Technology Track			
ISYS	204	Visual Basic (ISYS 105)	3
ISYS	305	Software Systems (ISYS 105)	3
ISYS	307	MS Network Administration (ISYS 105)	3
ISYS	325	Network Essentials (ISYS 105)	3
ISYS	330	Systems Analysis (ISYS 200, 216)	3
Advertising Track			
AIMC	300	Principles of Advertising	3
AIMC	334	Fundamentals of Media (AIMC 300)	3
AIMC	375	Business to Business Advertising (AIMC 300)	3
World Commerce Track			
AIMC	382	Bus. to Consumer Digital Mktg (MKTG 321)	3
AIMC	383	Bus. to Bus. Digital Mktg (MKTG 321)	3
INTB	310	International Business Systems	3
INTB	320	International Logistics (Junior Standing)	3
Management Track			
MGMT	305	Superv. & Leadership (2nd Semester Soph Status)	3
MGMT	310	Sm.Business Mgmt (2nd Semester Soph Status)	3
MGMT	373	Human Resources Management (Soph Standing)	3
MGMT	375	Negotiations (Junior Standing)	3
Marketing Track			
MKTG	231	Professional Selling (COMM 121, COMH 121)	3
MKTG	472	Supply Chain Management (MKTG 321)	3
MKTG	383	Direct Marketing (AIMC 300, MKTG 321)	3
Public Relations Track			
PREL	240	Public Relations Principles (ENGL 150	3
PREL	341	Public Relations Tactics (ENGL 150, 250, PREL 240)	3
PREL	350	Public Relations Ethics Law (PREL 240)	3

Are you on track for graduation from the BS degree - It requires:

_____ 2.0 Cumulative GPA
_____ 2.5 Cumulative GPA in Major GMAN courses

Effective Fall 2016

* Students wishing to use directed elective credits towards the completion of a minor must seek the approval of the minor program advisor

FORM D - CURRENT
Ferris State University – College of Business
Marketing Department
INTEGRATED MARKETING TECHNIQUES MINOR – 18 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
		**REQUIRED COURSES - 12 Credits Required**			
*AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or better, Soph. Standing)	3		
*MKTG	231	Professional Selling (COMM 105 or 121 highly recommended, not required)	3		
*MKTG	321	Principles of Marketing (Sophomore Standing)	3		
PREL	240	Public Relations Principles (ENGL 150)	3		
		ELECTIVE COURSES - 6 Credits Required – Choose an emphasis OR a combination of any two courses from below:			
Advertising/IMC Media Emphasis					
AIMC	334	Fundamentals of Media (AIMC 300 w/ C- or better and MATH 115 w/ C- or better)	3		
AIMC	376	Media Strategies and Tactics (AIMC 334 w/ C- or better)	3		
Analytical Marketing Emphasis					
MKTG	378	Marketing Data Analysis (STQM 260 and MKTG 321)	3		
MKTG	425	Marketing Research (STQM 260 and MKTG 321)	3		
Business Marketing Emphasis					
*MKTG	410	Industrial Marketing (MKTG 321)	3		
*AIMC	375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or better)	3		
Communication Emphasis					
COMM	333	Theories of Persuasion (COMM 121 w/C grade or better)	3		
COMM	385	Broadcast Writing (COMM 105 or COMH 121 or COMM 121 or COMM 200 or COMM 201; & ENGL 150)	3		
Creative Advertising/IMC Emphasis					
AIMC	312	Layout and Production (AIMC 300 w/ C- or better)	3		
AIMC	324	Promotional Writing (AIMC 300 w/ C- or better and ENGL 250 w/ C or better)	3		
Direct Marketing Emphasis					
*MKTG	383	Direct Marketing (AIMC 300 and MKTG 321)	3		
STQM	270	Introduction to Data Mining (STQM 260 with C- or better)	3		
Digital Marketing Emphasis					
*AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/ C- or better)	3		
*AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/ C- or better)	3		
Graphic Design Emphasis					
GRDE	118	Desktop Publishing	3		
GRDE	224	Web Tools and Techniques (GRDE 120 and GRDE 126)	3		
Marketing Sales Emphasis					
*MKTG	322	Consumer Behavior (MKTG 321 and PSYC 150)	3		
MKTG	434	Advanced Selling (MKTG 231 & MKTG 321 and Senior status)	3		
Product and Non-Profit Marketing Emphasis					
MKTG	375	Marketing for Non-Profit Organizations (MKTG 321)	3		
MKTG	475	Product Marketing (MKTG 321 and STQM 260)	3		
Public Relations Emphasis					
PREL	341	Public Relations Tactics (ENGL 150 & ENGL 250 with a grade of B or better, and PREL240 or Instructor permission)	3		
PREL	350	Public Relations Ethics/Law (PREL 240)	3		
Retailing Emphasis					
RETG	337	Principles of Retailing (MKTG 321)	3		
RETG	339	Retail Merchandising (RETG 337)	3		
Statistics Emphasis					
*STQM	260	Introduction to Statistics (MATH 115, 116, 120, 126, 130, 132, or 135 with a grade of C- or better or 24 on ACT or 560 on SAT)	3		
STQM	322	Inferential Statistics (STQM 260 with grade of C- or better)	3		
Other: (consent of advisor required)					
			3		

* Course is offered on-line – see course offering sheet for semesters available online.

Effective 200708, rev. 201008, rev. 201205, rev. 201405, rev. 201501,
Effective rev. 201508

ACADEMIC MINOR DECLARATION FORM

Name: _____ ID#: _____ Semester Effective: _____

College _____ Major _____

Requirements for minor in <u>Integrated Marketing Techniques</u>, Emphasis: _____

COURSES TO BE COMPLETED

Required Courses:	Emphasis: (elective courses)
AIMC 300	
MKTG 231	
MKTG 321	
PREL 240	

Scheduling for the major takes precedent over scheduling for courses in the minor. The University does not guarantee that courses required for the minor will be offered each semester. Certification that the student has met the requirements of the academic minor will not be entered in the academic record until the student has been certified for a bachelor's degree.

PROCEDURES

1. In consultation with the advisor, **Laura Dix, BUS 362, (231) 591-2795**, the student will complete an integrated marketing techniques minor checksheet/declaration indicating the courses he/she plans to complete. Signatures of the student and the minor advisor are required on this form.

2. The completed integrated marketing techniques minor checksheet/declaration will be forwarded to the Marketing Department, BUS 212, for approval. The approved checksheet will then be forwarded to Student Records in the College of Business and to the Records Office in Timme.

3. Grades of the completed courses for the integrated marketing techniques minor will be posted on the student's checksheet.

4. **Upon completion of the integrated marketing techniques minor, the student will notify the Graduation Secretary in the College of Business, BUS 200.** Upon verification that the student has completed their bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.

5. At least one-half of the credits must be Ferris State University credits. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major

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.

NOTE: A 2.00 GPA is required for completion
of the Integrated Marketing Techniques minor.

Declaration	Student	Date
Of	Minor Advisor	Date
Minor	Department Head	Date

Clearance	Student	Date
Of	Minor Advisor	Date
Minor	**Dean** (College offering minor)	Date

FORM D - PROPOSED
Ferris State University – College of Business
Marketing Department
INTEGRATED MARKETING TECHNIQUES MINOR – 18 Credits

NAME: _____ **ID#:** _____ **MAJOR:** _____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE	GR. PTS.
*AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or better, Soph. Standing)	3		
*MKTG	231	Professional Selling (COMM 105 or 121 highly recommended, not required)	3		
*MKTG	321	Principles of Marketing (Sophomore Standing)	3		
PREL	240	Public Relations Principles (ENGL 150)	3		
ELECTIVE COURSES - 6 Credits Required – Choose an emphasis OR a combination of any two courses from below:					
Advertising/IMC Media Emphasis					
AIMC	334	Fundamentals of Media (AIMC 300 w/ C- or better and MATH 115 w/ C- or better)	3		
AIMC	376	Media Strategies and Tactics (AIMC 334 w/ C- or better)	3		
Analytical Marketing Emphasis					
MKTG	378	Marketing Data Analysis (STQM 260 and MKTG 321)	3		
MKTG	425	Marketing Research (STQM 260 and MKTG 321)	3		
Business Marketing Emphasis					
*MKTG	410	Industrial Marketing (MKTG 321)	3		
*AIMC	375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or better)	3		
Communication Emphasis					
COMM	333	Theories of Persuasion (COMM 121 w/C grade or better)	3		
COMM	385	Broadcast Writing (COMM 105 or COMH 121 or COMM 121 or COMM 200 or COMM 201; & ENGL 150)	3		
Creative Advertising/IMC Emphasis					
AIMC	312	Layout and Production (AIMC 300 w/ C- or better)	3		
AIMC	324	Promotional Writing (AIMC 300 w/ C- or better and ENGL 250 w/ C or better)	3		
Direct Marketing Emphasis					
*MKTG	383	Direct Marketing (AIMC 300 and MKTG 321)	3		
STQM	270	Introduction to Data Mining (STQM 260 with C- or better)	3		
Digital Marketing Emphasis					
*AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/ C- or better)	3		
*AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/ C- or better)	3		
Graphic Design Emphasis					
DSGN	100	Design Foundations	3		
DSGN	224	Web Tools and Techniques (GRDE 120 and GRDE 126)	3		
Marketing Sales Emphasis					
*MKTG	322	Consumer Behavior (MKTG 321 and PSYC 150)	3		
MKTG	434	Advanced Selling (MKTG 231 & MKTG 321 and Senior status)	3		
Product and Non-Profit Marketing Emphasis					
MKTG	375	Marketing for Non-Profit Organizations (MKTG 321)	3		
MKTG	475	Product Marketing (MKTG 321 and STQM 260)	3		
Public Relations Emphasis					
PREL	341	Public Relations Tactics (ENGL 150 & ENGL 250 with a grade of B or better, and PREL240 or Instructor permission)	3		
PREL	350	Public Relations Ethics/Law (PREL 240)	3		
Retailing Emphasis					
RETG	337	Principles of Retailing (MKTG 321)	3		
RETG	339	Retail Merchandising (RETG 337)	3		
Statistics Emphasis					
*STQM	260	Introduction to Statistics (MATH 115, 116, 120, 126, 130, 132, or 135 with a grade of C- or better or 24 on ACT or 560 on SAT)	3		
STQM	322	Inferential Statistics (STQM 260 with grade of C- or better)	3		
Other: (consent of advisor required)					
			3		

* Course is offered on-line – see course offering sheet for semesters available online.

ACADEMIC MINOR DECLARATION FORM

Name: _____ **ID#:** _____ **Semester Effective:** _____

College _____ **Major** _____

Requirements for minor in <u>Integrated Marketing Techniques</u>, Emphasis: _____

COURSES TO BE COMPLETED

Required Courses:	Emphasis: (elective courses)
AIMC 300	
MKTG 231	
MKTG 321	
PREL 240	

Scheduling for the major takes precedent over scheduling for courses in the minor. The University does not guarantee that courses required for the minor will be offered each semester. Certification that the student has met the requirements of the academic minor will not be entered in the academic record until the student has been certified for a bachelor's degree.

PROCEDURES

1. In consultation with the advisor, **Laura Dix, BUS 362, (231) 591-2795,** the student will complete an integrated marketing techniques minor checksheet/declaration indicating the courses he/she plans to complete. Signatures of the student and the minor advisor are required on this form.

2. The completed integrated marketing techniques minor checksheet/declaration will be forwarded to the Marketing Department, BUS 212, for approval. The approved checksheet will then be forwarded to Student Records in the College of Business and to the Records Office in Timme.

3. Grades of the completed courses for the integrated marketing techniques minor will be posted on the student's checksheet.

4. **Upon completion of the integrated marketing techniques minor, the student will notify the Graduation Secretary in the College of Business, BUS 200.** Upon verification that the student has completed their bachelor's degree requirements, the Dean's Office will then notify the Registrar who will note completion of the minor on the student's official transcript.

5. At least one-half of the credits must be Ferris State University credits. A maximum of 1/3 of the credits, but no more than 7 credits, may overlap with the student's major

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.

NOTE: A 2.00 GPA is required for completion
of the Integrated Marketing Techniques minor.

Declaration	Student		Date	
Of	Minor Advisor		Date	
Minor	Department Head		Date	

Clearance	Student		Date	
Of	Minor Advisor		Date	
Minor	**Dean** (College offering minor)		Date	

ID: Name:

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BACHELOR OF SCIENCE IN
TECHNICAL & PROFESSIONAL COMMUNICATION
JOURNALISM and TECHNICAL COMMUNICATION

</div>

FERRIS STATE UNIVERSITY
PROGRAM COORDINATOR: Dr. Sandy Balkema
PHONE: (231) 591-5631   OFFICE: PRK 120A   E-MAIL: balkemas@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. 3.0 cumulative GPA in all 300+ ENGL courses with minimum 2.3 grade in individual ENGL courses.
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
5. Portfolio Approval

Number of 300+ Credits: _____

Program requirements: Effective for students entering Journalism Fall Semester 2015

REQUIRED		COURSE TITLE – FOR PREREQUISITES NOT INDICATED, SEE FSU CATALOG COURSE DESCRIPTIONS		FSU S.H.	GRADE
Major Courses: 54 Minimum Total Credits Required					
ENGL	311	Advanced Technical Writing	(ENGL 250)	3	
ENGL	323	Proposal Writing	(ENGL 250)	3	
COMM	121	Fundamentals of Public Speaking		3	
ENGL	325	Advanced Business Writing	(ENGL 250)	3	
COMM	332	Persuasive Speaking	(COMM 121)	3	
COMM	336	Technical & Professional Presentation	(COMM 121)	3	
GRDE	118	Desktop Publishing		3	
JRNL	234	Journalism Internship		2	
ENGL	280	Special Topics in Technical Communication		1	
ENGL	380	History of Rhetoric and Style	(ENGL 231 OR 311)	3	
ENGL	411	Professional Technical Communication	(ENGL 311 OR 321 OR 323 OR 325)	4	
ENGL	491	TPC Internship	(ENGL 311 OR 321)	4 - 8	
ENGL	499	Technical Communication Seminar	(ENGL 311 OR 321 OR 323 OR 325)	4	
		Program Elective		3	
		Program Elective		3	
		Program Elective		3	
		Program Elective		3	
		Program Elective		3	
		PORTFOLIO APPROVAL			
21 Credit Minimum Content Specialty					
JRNL	121	Writing for Mass Media (F)		3	
JRNL	222	Reporting (Sp)	(ENGL 150, JRNL 121)	3	
JRNL	330	Publication Editing (EY,Sp)	(ENGL 250)	3	
JRNL	328	Feature & Opinion Writing (OY,Sp)	(ENGL 250)	3	
JRNL	251	Understanding Mass Media (Sp)		3	
ENGL	417	Multimedia Design and Writers (OY,F)	(ENGL311 or 321 or 323 or 325)	3	
Select one: COMM385 or TDMP 328 or GRDE 228 or TDMP 326		Broadcast Writing	(COMM 105 or 121 or 200 or 201)	3	
		Streaming Media Production			
		Website Design and Development			
		Television Production Writing			

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

I. GENERAL EDUCATION REQUIREMENTS

A. COMMUNICATION COMPETENCE — 12 Sem Credits

Course	Grade	Credits
ENGL 150		3
ENGL 250		3
ENGL 321		3
COMM (achieved in major)		
TOTAL		

B. SCIENTIFIC UNDERSTANDING — 7 Sem Credits

Only approved "Z" courses may count toward this category (one must be a lab course).

Course	Grade	Credits
Lab		
TOTAL		

C. QUANTITATIVE SKILLS

This requirement can be fulfilled by ONE of the following options:

CHECK	Course	Grade	Credits
	MATH 115 or higher *or*		3
	MATH 115 or higher proficiency *or*		
	MATH ACT subtest score ≥24	Score	
	TOTAL		

D. CULTURAL ENRICHMENT — 9 Sem Credits

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		
TOTAL		

E. SOCIAL AWARENESS — 9 Sem Credits

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		
TOTAL		

F. GLOBAL CONSCIOUSNESS

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:

G. RACE/ETHNICITY/GENDER

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:

SAMPLE COURSE SEQUENCE: The following chart depicts one strategy to begin the program requirements. In order to complete this program in a four year plan, students must average 16-17 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

FIRST YEAR Fall Semester		FIRST YEAR Spring Semester	
ENGL 150 English 1	3	Cultural Enrichment elective	3
COMM 121 Fundamentals of Public Speaking	3	Scientific Understanding elective	4
MATH by placement	3-4	GRDE 118 Desktop Publishing	3
Cultural Enrichment elective	3	Social Awareness elective	3
Social Awareness elective	3	JTPC specialty course	3
ENGL 280 Special Topics in Technical Comm.	1		16
	16-17		

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.

FORM D - PROPOSED

ID: _____   Name: _____

BACHELOR OF SCIENCE IN
TECHNICAL & PROFESSIONAL COMMUNICATION
JOURNALISM and TECHNICAL COMMUNICATION

FERRIS STATE UNIVERSITY
PROGRAM COORDINATOR: Dr. Sandy Balkema
PHONE: (231) 591-5631   OFFICE: PRK 120A   E-MAIL: balkemas@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. 3.0 cumulative GPA in all 300+ ENGL courses with minimum 2.3 grade in individual ENGL courses.
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
5. Portfolio Approval

Number of 300+ Credits: _____

Program requirements: Effective for students entering Journalism Fall Semester 2015

REQUIRED		COURSE TITLE – FOR PREREQUISITES NOT INDICATED, SEE FSU CATALOG COURSE DESCRIPTIONS	FSU S.H.	GRADE
Major Courses: 54 Minimum Total Credits Required				
ENGL	311	Advanced Technical Writing (ENGL 250)	3	
ENGL	323	Proposal Writing (ENGL 250)	3	
COMM	121	Fundamentals of Public Speaking	3	
ENGL	325	Advanced Business Writing (ENGL 250)	3	
COMM	332	Persuasive Speaking (COMM 121)	3	
COMM	336	Technical & Professional Presentation (COMM 121)	3	
DSGN	100	Design Foundations	3	
JRNL	234	Journalism Internship	2	
ENGL	280	Special Topics in Technical Communication	1	
ENGL	380	History of Rhetoric and Style (ENGL 231 OR 311)	3	
ENGL	411	Professional Technical Communication (ENGL 311 OR 321 OR 323 OR 325)	4	
ENGL	491	TPC Internship (ENGL 311 OR 321)	4 - 8	
ENGL	499	Technical Communication Seminar (ENGL 311 OR 321 OR 323 OR 325)	4	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		PORTFOLIO APPROVAL		
21 Credit Minimum Content Specialty				
JRNL	121	Writing for Mass Media (F)	3	
JRNL	222	Reporting (Sp) (ENGL 150, JRNL 121)	3	
JRNL	330	Publication Editing (EY,Sp) (ENGL 250)	3	
JRNL	328	Feature & Opinion Writing (OY,Sp) (ENGL 250)	3	
JRNL	251	Understanding Mass Media (Sp)	3	
ENGL	417	Multimedia Design and Writers (OY,F) (ENGL311 or 321 or 323 or 325)	3	
Select one: COMM385 or TDMP 328 or DSGN 224 or TDMP 326		Broadcast Writing (COMM 105 or 121 or 200 or 201)		
		Streaming Media Production	3	
		Website Design and Development		
		Television Production Writing		

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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

I. GENERAL EDUCATION REQUIREMENTS

A. COMMUNICATION COMPETENCE — 12 Sem Credits

Course	Grade	Credits
ENGL 150		3
ENGL 250		3
ENGL 321		3
COMM (achieved in major)		
TOTAL		

B. SCIENTIFIC UNDERSTANDING — 7 Sem Credits

Only approved "Z" courses may count toward this category (one must be a lab course).

Course	Grade	Credits
Lab		
TOTAL		

C. QUANTITATIVE SKILLS

This requirement can be fulfilled by ONE of the following options:

CHECK	Course	Grade	Credits
	MATH 115 or higher *or*		3
	MATH 115 or higher proficiency *or*		
	MATH ACT subtest score ≥24	Score	
	TOTAL		

D. CULTURAL ENRICHMENT — 9 Sem Credits

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		
TOTAL		

E. SOCIAL AWARENESS — 9 Sem Credits

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		
TOTAL		

F. GLOBAL CONSCIOUSNESS

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:

G. RACE/ETHNICITY/GENDER

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:

SAMPLE COURSE SEQUENCE: The following chart depicts one strategy to begin the program requirements. In order to complete this program in a four year plan, students must average 16-17 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plans.

FIRST YEAR Fall Semester		FIRST YEAR Spring Semester	
ENGL 150 English 1	3	Cultural Enrichment elective	3
COMM 121 Fundamentals of Public Speaking	3	Scientific Understanding elective	4
MATH by placement	3-4	DSGN 100 Design Foundations	3
Cultural Enrichment elective	3	Social Awareness elective	3
Social Awareness elective	3	JTPC specialty course	3
ENGL 280 Special Topics in Technical Comm.	1		16
	16-17		

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.

FORM D - CURRENT
Ferris State University - College of Business BACHELOR OF SCIENCE DEGREE IN BUSINESS – MARKETING
(Digital Marketing, Industry Specific, Marketing, Retailing, Sales, Sports Marketing Concentrations) - 120/121 credits

NAME:_____   ID#:_____   Concentration:_____

Required		Course Title - Prerequisites Shown in Brackets ( )	Cr	Gr	GrPt
COMMUNICATION COMPETENCE - 12 Credits Required					
COMM	121	Fund of Public Speaking (none)	3		
ENGL	150	English 1 (ENGL 074 w/C- or better or min 14 on ACT or 370 on SAT)	3		
ENGL		ENGL 250 English 2 (ENGL 150 w/grade of C- or better) OR ENGL 211 Industrial & Career Writing (ENGL 150 w/grade of C- or better)	3		
ENGL	325	Advanced Business Writing – (ENGL 250 or 211 with grade of C or better)	3		
SCIENTIFIC UNDERSTANDING – 7-8 Credits Required					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.					
		Scientific Understanding with lab	4		
		Scientific Understanding	3-4		
QUANTITATIVE SKILLS – 3 Credits Required					
MATH	115	Intermediate Algebra (MATH w/C- or better, or 19 on ACT or 460 on SAT) If MATH ACT score is 24+, substitute a general education elective.	3		
CULTURAL ENRICHMENT – 9 Credits Required*					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses.					
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective (200-level or above)	3		
SOCIAL AWARENESS – 9 Credits Required*					
SOCIAL AWARENESS CATEGORY SATISFIED THROUGH RELATED COURSE REQUIREMENTS.					
GENERAL EDUCATION ELECTIVES – 8 Credits Required* - Choose any general education courses.					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html for approved courses.					
		Gen Ed Elec – SALES majors, take COMM 251 or 332 or equiv. (COMM 121)	3		
		General Education elective	3		
		General Education elective	2		
BUSINESS CORE - 30 Credits Required					
ACCT	201	Principles of Accounting 1 (MATH 110 w/C- or better or 19 ACT or 460 SAT)	3		
ACCT	202	Principles of Accounting 2 (ACCT 201 with a grade of C- or better)	3		
BLAW	321	Contracts and Sales (None)	3		
BUSN	499	Integrating Experience (FINC 322, MGMT 370, MKTG 321, Sr status)	3		
FINC	322	Financial Mgmt 1 (ACCT 202, Math 115 or 116 or 117 or MATH ACT 24)	3		
ISYS	321	Business Information Systems (ACCT 202, MKTG 321, MGMT 301)	3		
MGMT	301	Applied Management	3		
MGMT	370	Quality/Operations Management (Soph Standing or Instructor Permit)	3		
MKTG	321	Principles of Marketing (Sophomore standing)	3		
STQM	260	Introduction to Statistics (MATH 115, 116, 120, 126, 130, 132 or 135 w/grade of C- or better or 24 ACT or 560 SAT)	3		
RELATED COURSES – 12 Credits Required					
*ECON	221	Prin of Macroeconomics 1 (MATH 110 w/C- or better or 19 ACT or SAT of 460)	3		
*ECON	222	Prin of Microeconomics 2 (ECON 221)	3		
*PSYC	150	Intro to Psychology (ACT 17 READ or Verbal 430 SAT or READ 106 w/C or better)	3		
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.					

* Courses satisfy Social Awareness requirements.

Advising notes: FSUS 100 requirement satisfied by _____.

Global Consciousness requirement satisfied by ____MKTG 441_____.

Race, Ethnicity, Gender requirement satisfied by ___PSYC 150_____.

Required		Course Title - Prerequisites Shown in Brackets ( )	Cr	Gr	GrPt
MARKETING MAJOR COURSES – 30 Credits Required					
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or better and Soph. Standing)	3		
MKTG	231	Professional Selling (COMM 105 or 121 recommended, not required)	3		
MKTG	322	Consumer Behavior (MKTG 321 and PSYC 150)	3		
MKTG	378	Marketing Data Analysis (MKTG 321 and STQM 260)	3		
MKTG	425	Marketing Research (MKTG 321 and STQM 260)	3		
MKTG	441	International Marketing (MKTG 321, senior status) satisfied GLOBAL	3		
MKTG	472	Supply Chain Management (MKTG 321 and MGMT 370)	3		
MKTG	476	Marketing Strategy (MKTG 322 and ECON 221)	3		
MKTG	491	Marketing Internship	3		
		Mktg Elective or MGMT 310 Small Bus Management (2nd sem soph)	3		
Choose one of the following concentrations:					
Digital Marketing Concentration – 12 Credits Required					
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/ C- or better))	3		
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/ C- or better)	3		
MKTG	383	Direct Marketing (AIMC 300 and MKTG 321)	3		
Choose 1 of the following:					
AIMC	375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or better)	3		
GRDE	224	Web Design & Planning	3		
Industry Specific Concentration – 12 Credits Required – DEPARTMENT APPROVAL REQUIRED – See advisor					
			3		
			3		
			3		
			3		
Marketing Concentration – 12 Credits Required – See list of suggested electives below.					
		Marketing Elective (see list)	3		
		Marketing Elective (see list)	3		
		Marketing Elective (see list)	3		
		Marketing Elective (see list)	3		
Retailing Concentration – 12 Credits Required					
RETG	337	Principles of Retailing (MKTG 321)	3		
RETG	339	Retail Merchandising (RETG 337)	3		
RETG	438	Retail Management (RETG 339)	3		
MGMT	310	Small Business Management (2nd semester sophomore)	3		
Sales Concentration – 12 Credits Required					
MKTG	410	Industrial Marketing (MKTG 321)	3		
MKTG	434	Advanced Selling (MKTG 231, senior standing) **offered Spring only**	3		
MKTG	436	Sales Management (MKTG 231 and MKTG 321) **offered Fall only**	3		
MKTG	466	Purchasing (MKTG 321) **offered Fall only**	3		
Sports Marketing Concentration – 12 Credits Required					
MKTG	420	Sports Marketing (MKTG 321)	3		
MKTG	491	Marketing Internship (Sports marketing related – see Advisor for approval)	3		
PREL	240	Public Relations Principles (ENGL 150)	3		
Choose one of the following:					
PREL	341	Public Relations Tactics (ENGL 150 and 250 w/B or better and PREL 240)	3		
		Directed Elective (Advisor's approval required)	3		

SUGGESTED SEMESTER COURSE COMPLETION

FIRST YEAR

Fall Semester		CrHrs	Grade
COMM 121	Fund of Public Speaking	3	
ENGL 150	English 1	3	
MATH 115	Intermediate Algebra (if not needed, gen ed elective)	3	
	Scientific Understanding elective w/ lab	3-4	
	Cultural Enrichment elective	3	
	Total	15-16	

FIRST YEAR

Spring Semester		CrHrs	Grade
MKTG 231	Professional Selling	3	
PSYC 150	Introduction to Psychology	3	
STQM 260	Introduction to Statistics	3	
	Cultural Enrichment Elective	3	
	Scientific Understanding Elective	3	
	Total	15	

SECOND YEAR

Fall Semester		CrHrs	Grade
ACCT 101	Principles of Accounting 1	3	
ECON 221	Principles of Macroeconomics	3	
ENGL	250 English 2 or 211 Industrial & Career Writing	3	
MKTG 321	Principles of Marketing	3	
	General Education Elective		
	Total	15	

SECOND YEAR

Spring Semester		CrHrs	Grade
AIMC 300	Principles of Advertising/IMC	3	
ACCT 202	Principles of Accounting 2	3	
ECON 222	Principles of Microeconomics	3	
MKTG 322	Consumer Behavior	3	
	General Education Elective OR COMM 251 or 332 (FOR SALES CONCENTRATION ONLY)	3	
	Total	15	

THIRD YEAR

Fall Semester		CrHrs	Grade
ENGL 325	Advanced Business Writing	3	
FINC 322	Financial Management 1	3	
MGMT 301	Applies Management	3	
MKTG 378	Marketing Data Analysis	3	
	Mktg Elec/Concentration Requirements	3	
	Total	15	

THIRD YEAR

Spring Semester		CrHrs	Grade
BLAW 321	Contracts and Sales	3	
MGMT 370	Quality/Operations Management	3	
MKTG 425	Marketing Research	3	
	Cultural Enrichment Elective	3	
	Concentration Requirements	3	
	Total	15	

FOURTH YEAR

Fall Semester		CrHrs	Grade
ISYS 321	Business Information Systems	3	
MKTG 472	Supply Chain Management	3	
	Marketing Elective/Concentration	3	
	Marketing Elective/Concentration OR MGMT 310	3	
	General Education Elective	3	
	Total	15	

FOURTH YEAR

Spring Semester		CrHrs	Grade
BUSN 499	Interdisciplinary Integrating Experience	3	
MKTG 441	International Marketing (satisfies global requirement)	3	
MKTG 476	Marketing Strategy	3	
MKTG 491	Marketing Internship	3	
	MKTG Elective/Concentration Requirements	3	
	Total	15	

Notes: See front of sheet for:
1. Prerequisite information by course
2. Specific course requirements and elective Suggestions:
3. Graduation requirements
4. Interrupted studies – re-admission

Suggested Marketing elective (for marketing concentration):

AIMC 375	Business-to-Business Adv/IMC	AIMC 486	Advertising/IMC Management
AIMC 382	Bus-to-Bus Digital Marketing	AIMC 383	Bus-To-Consumer Digital Marketing
MKTG 375	Mktg for Non-Profit Organizations	MKTG 383	Direct Marketing
MKTG 410	Industrial Marketing	MKTG 420	Sports Marketing
MKTG 466	Purchasing	MKTG 475	Product Marketing
PREL 240	Public Relations Principles	RETG 337	Principles of Retailing

FORM D - PROPOSED
Ferris State University - College of Business BACHELOR OF SCIENCE DEGREE IN BUSINESS – MARKETING
(Digital Marketing, Industry Specific, Marketing, Retailing, Sales, Sports Marketing Concentrations) - 120/121 credits

NAME: _____   ID#: _____   Concentration:_____

Required		Course Title - Prerequisites Shown in Brackets ( )	Cr	Gr	GrPt
COMMUNICATION COMPETENCE - 12 Credits Required					
COMM	121	Fund of Public Speaking (none)	3		
ENGL	150	English 1 (ENGL 074 w/C- or better or min 14 on ACT or 370 on SAT)	3		
ENGL		ENGL 250 English 2 (ENGL 150 w/grade of C- or better) **OR** ENGL 211 Industrial & Career Writing (ENGL 150 w/grade of C- or better)	3		
ENGL	325	Advanced Business Writing – (ENGL 250 or 211 with grade of C or better)	3		
SCIENTIFIC UNDERSTANDING – 7-8 Credits Required					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/scicourses.html for approved courses.					
		Scientific Understanding with lab	4		
		Scientific Understanding	3-4		
QUANTITATIVE SKILLS – 3 Credits Required					
MATH	115	Intermediate Algebra (MATH w/C- or better, or 19 on ACT or 460 on SAT) If MATH ACT score is 24+, substitute a general education elective.	3		
CULTURAL ENRICHMENT – 9 Credits Required*					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/cultcourses.html for approved courses.					
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective	3		
		Cultural Enrichment Elective (200-level or above)	3		
SOCIAL AWARENESS – 9 Credits Required					
ECON	221	Prin of Macroeconomics 1 (MATH 110 w/C- or better or 19 ACT or SAT of 460)	3		
ECON	222	Prin of Microeconomics 2 (ECON 221)	3		
PSYC	150	Intro to Psychology (ACT 17 READ or Verbal 430 SAT or READ 106 w/C or better)	3		
GENERAL EDUCATION ELECTIVES – 8 Credits Required* - Choose any general education courses.					
Consult the Ferris website: www.ferris.edu/htmls/academics/gened/gened.html for approved courses.					
		Gen Ed Elec – SALES majors, take COMM 251 or 332 or equiv. (COMM 121)	3		
		General Education elective	3		
		General Education elective	2		
BUSINESS CORE - 30 Credits Required					
ACCT	201	Principles of Accounting 1 (MATH 110 w/C- or better or 19 ACT or 460 SAT)	3		
ACCT	202	Principles of Accounting 2 (ACCT 201 with a grade of C- or better)	3		
BLAW	321	Contracts and Sales (None)	3		
BUSN	499	Integrating Experience (FINC 322, MGMT 370, MKTG 321, Sr status)	3		
FINC	322	Financial Mgmt 1 (ACCT 202, Math 115 or 116 or 117 or MATH ACT 24)	3		
ISYS	321	Business Information Systems (ACCT 202, MKTG 321, MGMT 301)	3		
MGMT	301	Applied Management	3		
MGMT	370	Quality/Operations Management (Soph Standing or Instructor Permit)	3		
MKTG	321	Principles of Marketing (Sophomore standing)	3		
STQM	260	Introduction to Statistics (MATH 115, 116, 120, 126, 130, 132 or 135 w/grade of C- or better or 24 ACT or 560 SAT)	3		
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.					

Required		Course Title - Prerequisites Shown in Brackets ( )	Cr	Gr	GrPt
MARKETING MAJOR COURSES – 30 Credits Required					
AIMC	300	Principles of Advertising/IMC (ENGL 150 w/ C- or better and Soph. Standing)	3		
MKTG	231	Professional Selling (COMM 105 or 121 recommended, not required)	3		
MKTG	322	Consumer Behavior (MKTG 321 and PSYC 150)	3		
MKTG	378	Marketing Data Analysis (MKTG 321 and STQM 260)	3		
MKTG	425	Marketing Research (MKTG 321 and STQM 260)	3		
MKTG	441	International Marketing (MKTG 321, senior status) satisfied GLOBAL	3		
MKTG	472	Supply Chain Management (MKTG 321 and MGMT 370)	3		
MKTG	476	Marketing Strategy (MKTG 322 and ECON 221)	3		
MKTG	491	Marketing Internship	3		
		Mktg Elective or MGMT 310 Small Bus Management (2nd sem soph)	3		
Choose one of the following concentrations:					
Digital Marketing Concentration – 12 Credits Required					
AIMC	382	Business-to-Business Digital Marketing (MKTG 321 w/ C- or better))	3		
AIMC	383	Business-to-Consumer Digital Marketing (MKTG 321 w/ C- or better)	3		
MKTG	383	Direct Marketing (AIMC 300 and MKTG 321)	3		
Choose 1 of the following:					
AIMC	375	Business-to-Business Advertising/IMC (AIMC 300 w/ C- or better)	3		
DSGN	224	Web Design & Planning	3		
Industry Specific Concentration – 12 Credits Required – DEPARTMENT APPROVAL REQUIRED – See advisor					
			3		
			3		
			3		
			3		
Marketing Concentration – 12 Credits Required – See list of suggested electives below.					
		Marketing Elective (see list)	3		
		Marketing Elective (see list)	3		
		Marketing Elective (see list)	3		
		Marketing Elective (see list)	3		
Retailing Concentration – 12 Credits Required					
RETG	337	Principles of Retailing (MKTG 321)	3		
RETG	339	Retail Merchandising (RETG 337)	3		
RETG	438	Retail Management (RETG 339)	3		
MGMT	310	Small Business Management (2nd semester sophomore)	3		
Sales Concentration – 12 Credits Required					
MKTG	410	Industrial Marketing (MKTG 321)	3		
MKTG	434	Advanced Selling (MKTG 231, senior standing) **offered Spring only**	3		
MKTG	436	Sales Management (MKTG 231 and MKTG 321) **offered Fall only**	3		
MKTG	466	Purchasing (MKTG 321) **offered Fall only**	3		
Sports Marketing Concentration – 12 Credits Required					
MKTG	420	Sports Marketing (MKTG 321)	3		
MKTG	491	Marketing Internship (Sports marketing related – see Advisor for approval)	3		
PREL	240	Public Relations Principles (ENGL 150)	3		
Choose one of the following:					
PREL	341	Public Relations Tactics (ENGL 150 and 250 w/B or better and PREL 240)	3		
		Directed Elective (Advisor's approval required)	3		

Advising notes: FSUS 100 requirement satisfied by _____.
Global Consciousness requirement satisfied by ____MKTG 441_____.
Race, Ethnicity, Gender requirement satisfied by ___PSYC 150_____

SUGGESTED SEMESTER COURSE COMPLETION

FIRST YEAR

Fall Semester		CrHrs	Grade
COMM 121	Fund of Public Speaking	3	
ENGL 150	English 1	3	
MATH 115	Intermediate Algebra (if not needed, gen ed elective)	3	
	Scientific Understanding elective w/ lab	3-4	
	Cultural Enrichment elective	3	
	Total	15-16	

FIRST YEAR

Spring Semester		CrHrs	Grade
MKTG 231	Professional Selling	3	
PSYC 150	Introduction to Psychology	3	
STQM 260	Introduction to Statistics	3	
	Cultural Enrichment Elective	3	
	Scientific Understanding Elective	3	
	Total	15	

SECOND YEAR

Fall Semester		CrHrs	Grade
ACCT 101	Principles of Accounting 1	3	
ECON 221	Principles of Macroeconomics	3	
ENGL	250 English 2 or 211 Industrial & Career Writing	3	
MKTG 321	Principles of Marketing	3	
	General Education Elective		
	Total	15	

SECOND YEAR

Spring Semester		CrHrs	Grade
AIMC 300	Principles of Advertising/IMC	3	
ACCT 202	Principles of Accounting 2	3	
ECON 222	Principles of Microeconomics	3	
MKTG 322	Consumer Behavior	3	
	General Education Elective OR COMM 251 or 332 (FOR SALES CONCENTRATION ONLY)	3	
	Total	15	

THIRD YEAR

Fall Semester		CrHrs	Grade
ENGL 325	Advanced Business Writing	3	
FINC 322	Financial Management 1	3	
MGMT 301	Applies Management	3	
MKTG 378	Marketing Data Analysis	3	
	Mktg Elec/Concentration Requirements	3	
	Total	15	

THIRD YEAR

Spring Semester		CrHrs	Grade
BLAW 321	Contracts and Sales	3	
MGMT 370	Quality/Operations Management	3	
MKTG 425	Marketing Research	3	
	Cultural Enrichment Elective	3	
	Concentration Requirements	3	
	Total	15	

FOURTH YEAR

Fall Semester		CrHrs	Grade
ISYS 321	Business Information Systems	3	
MKTG 472	Supply Chain Management	3	
	Marketing Elective/Concentration	3	
	Marketing Elective/Concentration OR MGMT 310	3	
	General Education Elective	3	
	Total	15	

FOURTH YEAR

Spring Semester		CrHrs	Grade
BUSN 499	Interdisciplinary Integrating Experience	3	
MKTG 441	International Marketing (satisfies global requirement)	3	
MKTG 476	Marketing Strategy	3	
MKTG 491	Marketing Internship	3	
	MKTG Elective/Concentration Requirements	3	
	Total	15	

Notes: See front of sheet for:
1. Prerequisite information by course
2. Specific course requirements and elective Suggestions:
3. Graduation requirements
4. Interrupted studies – re-admission

Suggested Marketing elective (for marketing concentration):

AIMC 375	Business-to-Business Adv/IMC	AIMC 486	Advertising/IMC Management
AIMC 382	Bus-to-Bus Digital Marketing	AIMC 383	Bus-To-Consumer Digital Marketing
MKTG 375	Mktg for Non-Profit Organizations	MKTG 383	Direct Marketing
MKTG 410	Industrial Marketing	MKTG 420	Sports Marketing
MKTG 466	Purchasing	MKTG 475	Product Marketing
PREL 240	Public Relations Principles	RETG 337	Principles of Retailing

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 manage 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.

	General Requirements			
	1) This certificate requires a minimum of 12 credits			
	2) This certificate requires a minimum GPA of 2.0 in these courses.			
	3) English 250 with a grade of C or higher is required			
	4) At least 50% of the credits of the certificate must be Ferris State University credits. No more than three credits from this certificate may count towards completion of an academic major.			
	Required Courses	**Credit Hours**	**Grade**	**Semester Completed**
Section A	COMM 301 (COMM 105 or COMM 121 or COMH 121)	3		
	COMM 380 (COMM 105 or COMM 221)	3		
	COMM 389 (COMM 105 or COMM 121 or COMM 221 or COMH 121 and ENGL 250 all with grades of "C" or higher)	3		
	Choose one course from: AIMC 300 or BLAW 411 or COMM 385 or COMM 387 or FMAN 321 or FMAN 322 or GRDE 114 or GRDE 116 or GRDE 118 or HIST 285 or HOMT 305 or HOMT 401 or JRNL 121 or JRNL 251 or MGMT 375 or MKTG 321 or MKTG 420 or PREL 240 or PREL 341 or TDMP 110 or TDMP 243 or TDMP 314	3		
	Signatures		**Date**	
	Student			
	Advisor			
	Department			
Section B	Routing (following completion of the required courses for the certificate			
	Department			
	CAS Dean			
	Registrar			

DECLARATION SENT TO RECORDS_____   COMPLETION SENT TO RECORDS _____

FORM D - PROPOSED

COLLEGE OF ARTS AND SCIENCES - CERTIFICATE CLEARANCE FORM

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 manage 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'.

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<table>
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<tr><td>COMM 389 (COMM 105 or COMM 121 or COMM 221 or COMH 121 and ENGL 250 all with grades of "C" or higher)</td><td>3</td><td></td><td></td></tr>
<tr><td>Choose one course from: AIMC 300 or BLAW 411 or COMM 385 or COMM 387 or FMAN 321 or FMAN 322 or DSGN 100 Design Foundations or DSGN 224 Web Design and Planning or HIST 285 or HOMT 305 or HOMT 401 or JRNL 121 or JRNL 251 or MGMT 375 or MKTG 321 or MKTG 420 or PREL 240 or PREL 341 or TDMP 110 or TDMP 243 or TDMP 314</td><td>3</td><td></td><td></td></tr>
<tr><td colspan="2" align="center">Signatures</td><td colspan="2" align="center">Date</td></tr>
<tr><td colspan="2">Student</td><td colspan="2"></td></tr>
<tr><td colspan="2">Advisor</td><td colspan="2"></td></tr>
<tr><td colspan="2">Department</td><td colspan="2"></td></tr>
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<tr><td>Department</td><td></td></tr>
<tr><td>CAS Dean</td><td></td></tr>
<tr><td>Registrar</td><td></td></tr>
</table>

DECLARATION SENT TO RECORDS_____   COMPLETION SENT TO RECORDS _____

SPORTS COMMUNICATION MINOR

FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES
ADVISOR: Dr. Sandy Alspach
PHONE: (231) 591-2779   E-MAIL: alspachs@ferris.edu   CAMPUS ADDRESS: JOH 127

Why Choose a 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 manage 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. Students should choose courses carefully to avoid excessive overlap with their major or second minor. Students may use only one-third of the credits in a minor that overlap with the student's major. For example: If a minor is 18 credits, 6 credits may be applied to the minor that are also used in the major. Students may apply 6 credit hours of overlap between minors.

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 in communication, nine of which are at the 300 level or above, and a minimum 2.0 grade average in all course work comprising the minor. Also, 50% of the credits for a minor must be taught by Ferris StateUniversity:

Required Courses -Pre-requisite: COMM 105, COMM 121 or COMH121, or COMM 221 and ENGL 250 all with C or higher

COMM 301   Interviewing
COMM 381   Comm in Sports Organizations
COMM 389   Sports Communication

Elective Courses – select 3

AIMC 300	Principles of Advertising/IMC	HOMT 401	Special Event Planning
AIMC 334	Fundamentals of Media	JRNL 121	Writing for Mass Media
BLAW 321	Contracts and Sales	JRNL 251	. Understanding Mass Media
COMM 383	Mass and Social Media Comm	MGMT 375	Negotiations
COMM 385	Broadcast Writing	MKTG 321	Principles of Marketing
COMM 387	Broadcast Presentation	MKTG 420	Sports Marketing
FMAN 321	Principles of Facility Mgmt	PREL 240	Public Relations Principles
FMAN 322	Project Management	PREL 341	Public Relations Writing\Tools
GRDE 114	Design Survey	TDMP 110	Intro to Video Communications
GRDE 116	Computers in Visual Media	TDMP 243	Field Production
GRDE 118	Desktop Publishing	TDMP 314	Remote TV Production
HIST 285	History of Sport	TDMP 326	Script Writing
HOMT 305	Covention and Meeting Sales		

MINOR IN SPORTS COMMUNICATION

NAME_____STUDENT NUMBER _____

STUDENT'S COLLEGE: _____ 8.S/B.A.PROGRAM: ———————

Procedures for declaring a minor: The student will meet with the minor advisor to create a plan for completion of the minor, sign Section A and receive a copy of the form. The minor advisor will route the form through the department office and the Dean's Office. The student is not enrolled in the minor until the Dean's Office submits the form to Records. Procedures upon completion of a minor: The student will notify the minor advisor when requirements are complete. The department and the advisor will verify that the student has completed the minor, sign Section B and forward the form with copies of any approved substitutions or exceptions forms to the Dean's Office for signature. The Dean's Office will send a copy to Records for posting the completion of the minor.

Section A DECLARATION OF MINOR	**General Requirements:**				
	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 18 credits				
	4) This minor requires a minimum GPA of 2.0 in these courses:				
	5) Minor requirements must be completed prior to or at the time of the awarding of a baccalaureate or higher degree.				
	6) A maximum of 1/3 of the credits, but no more than 7 credits, in a minor may overlap with the student's major*				
	7) Students may apply 6 credit hours of overlap between minors**.				
	Required Courses	**Credit Hours**	**Grade**	**Semester Completed**	
	COMM 301	3			
	COMM 381	3			
	COMM 389				
	Elective Courses: Select 3 courses from the following: AIMC 300 or AIMC 334 or BLAW 321 or COMM 383 or COMM 385 or COMM 387 or FMAN 321 or FMAN 322 or GRDE 114 or GRDE 116 or GRDE 118 or HIST 285 or HOMT 305 or HOMT 401 or JRNL 121 or JRNL 251 or MGMT 375 or MKTG 321 or MKTG 420 or PREL 240 or PREL 341 or TDMP 110 or TDMP 243 or TDMP 314 or TDMP 326				
	Signatures		**Date**		
	Student				
	Advisor				
	Department/ Dean				
	Routing				
	Department				
Section B Minor Complete	**Routing** (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE MINOR)				
	Department				
	CAS Dean		☐ MyDegree Verified		
	Registrar's Office				

*Approved by the Academic Senate, January 14, 2014 **Approved by the Academic Senate, April 19, 2001

DECLARATION SENT TO RECORDS_____   COMPLETION SENT TO RECORDS_____

Z:/STUDENT AFFAIRS/MINORS/SPORTS COMMUNICATION.DOC   IMPLEMENTED FALL 2011 UPDATED FALL 2014

FORM D - PROPOSED

SPORTS COMMUNICATION MINOR

FERRIS STATE UNIVERSITY - COLLEGE OF ARTS AND SCIENCES
ADVISOR: Dr. Sandy Alspach
PHONE: (231) 591-2779   E-MAIL: alspachs@ferris.edu   CAMPUS ADDRESS: JOH 127

Why Choose a 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 manage 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. Students should choose courses carefully to avoid excessive overlap with their major or second minor. Students may use only one-third of the credits in a minor that overlap with the student's major. For example: If a minor is 18 credits, 6 credits may be applied to the minor that are also used in the major. Students may apply 6 credit hours of overlap between minors.

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 in communication, nine of which are at the 300 level or above, and a minimum 2.0 grade average in all course work comprising the minor. Also, 50% of the credits for a minor must be taught by Ferris StateUniversity:

Required Courses -Pre-requisite: COMM 105, COMM 121 or COMH121, or COMM 221 and ENGL 250 all with C or higher

COMM 301	Interviewing
COMM 381	Comm in Sports Organizations
COMM 389	Sports Communication

Elective Courses – select 3

AIMC 300	Principles of Advertising/IMC		HOMT 401	Special Event Planning
AIMC 334	Fundamentals of Media		JRNL 121	Writing for Mass Media
BLAW 321	Contracts and Sales		JRNL 251	Understanding Mass Media
COMM 383	Mass and Social Media Comm		MGMT 375	Negotiations
COMM 385	Broadcast Writing		MKTG 321	Principles of Marketing
COMM 387	Broadcast Presentation		MKTG 420	Sports Marketing
FMAN 321	Principles of Facility Mgmt		PREL 240	Public Relations Principles
FMAN 322	Project Management		PREL 341	Public Relations Writing\Tools
DSGN 100	Design Foundations		TDMP 110	Intro to Video Communications
DSGN 224	Web Design and Planning		TDMP 243	Field Production
HIST 285	History of Sport		TDMP 314	Remote TV Production
HOMT 305	Covention and Meeting Sales		TDMP 326	Script Writing

MINOR IN SPORTS COMMUNICATION

NAME_____STUDENT NUMBER _____

STUDENT'S COLLEGE: _____ 8.S/B.A. PROGRAM: ——————————

Procedures for declaring a minor: The student will meet with the minor advisor to create a plan for completion of the minor, sign Section A and receive a copy of the form. The minor advisor will route the form through the department office and the Dean's Office. The student is not enrolled in the minor until the Dean's Office submits the form to Records. Procedures upon completion of a minor: The student will notify the minor advisor when requirements are complete. The department and the advisor will verify that the student has completed the minor, sign Section B and forward the form with copies of any approved substitutions or exceptions forms to the Dean's Office for signature. The Dean's Office will send a copy to Records for posting the completion of the minor.

	General Requirements:			
	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 18 credits 4) This minor requires a minimum GPA of 2.0 in these courses: 5) Minor requirements must be completed prior to or at the time of the awarding of a baccalaureate or higher degree. 6) A maximum of 1/3 of the credits, but no more than 7 credits, in a minor may overlap with the student's major* 7) Students may apply 6 credit hours of overlap between minors**.			
	Required Courses	**Credit Hours**	**Grade**	**Semester Completed**
	COMM 301	3		
	COMM 381	3		
	COMM 389			
	Elective Courses: Select 3 courses from the following: AIMC 300 or AIMC 334 or BLAW 321 or COMM 383 or COMM 385 or COMM 387 or FMAN 321 or FMAN 322 or GRDE 114 or DSGN 100 or DSGN 224 or HIST 285 or HOMT 305 or HOMT 401 or JRNL 121 or JRNL 251 or MGMT 375 or MKTG 321 or MKTG 420 or PREL 240 or PREL 341 or TDMP 110 or TDMP 243 or TDMP 314 or TDMP 326			
	Signatures		**Date**	
	Student			
	Advisor			
	Department/ Dean			
	Routing			
	Department			

Section A — DECLARATION OF MINOR

	Routing (FOLLOWING COMPLETION OF THE REQUIRED COURSES FOR THE MINOR)	
	Department	
	CAS Dean	☐ MyDegree Verified
	Registrar's Office	

Section B — Minor Complete

FORM D – CURRENT

BACHELOR OF SCIENCE IN
TECHNICAL & PROFESSIONAL COMMUNICATION

FERRIS STATE UNIVERSITY
PROGRAM COORDINATOR: Dr. Sandy Balkema
PHONE: (231) 591-5631   OFFICE: PRK 120A   E-Mail: balkemas@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.   3.0 cumulative GPA in all 300+ ENGL courses with minimum 2.3 grade in individual ENGL courses.
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.
5.   Portfolio approval

Program requirements: for students entering Technical Professional Comm. Fall Semester 2015

REQUIRED		COURSE TITLE – FOR PRE-REQUISITES NOT INDICATED, SEE FSU CATALOG COURSE DESCRIPTIONS	FSU S.H.	GRADE
MAJOR COURSES: Minimum of 53 Total Credits Required				
ENGL	311	Advanced Technical Writing (ENGL 250)	3	
ENGL	323	Proposal Writing (ENGL 250)	3	
ENGL	325	Advanced Business Writing (ENGL 250)	3	
COMM	121	Fundamentals of Public Speaking	3	
COMM	332	Persuasive Speaking (COMM 121)	3	
COMM	336	Technical & Professional Presentation (COMM 121)	3	
GRDE	118	Desktop Publishing	3	
ENGL	280	Special Topics in Technical Communication (req.: repeat min 3 times)	1	
ENGL	280	Special Topics in Technical Communication (req.: repeat min 3 times)	1	
ENGL	280	Special Topics in Technical Communication (req.: repeat min 3 times)	1	
ENGL	380	History of Rhetoric and Style (ENGL 311 OR 321)	3	
ENGL	411	Professional Technical Communication (ENGL 311 OR 321 OR 323 OR 325)	4	
ENGL	491	TPC Internship (ENGL 311 OR 321)	4-8	
ENGL	499	Technical Communication Seminar (ENGL 311 OR 321 OR 323 OR 325)	4	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		PORTFOLIO APPROVAL		
CONTENT specialty: 21 credit minimum - Consult with program advisor for approval of appropriate course work				

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

I. GENERAL EDUCATION REQUIREMENTS

A. COMMUNICATION COMPETENCE — 12 Sem Credits

Course	Grade	Credit
ENGL 150		3
ENGL 250		3
ENGL 321		3
COMM (achieved in major)		
TOTAL		

B. SCIENTIFIC UNDERSTANDING — 7 Sem Credits

Only approved "Z" courses may count toward this category (one must be a lab course).

Course	Grade	Credit
Lab		
TOTAL		

C. QUANTITATIVE SKILLS

This requirement can be fulfilled by ONE of the following options:

CHECK	Course	Grade	Credit
	MATH 115 or higher *or*		3
	MATH 115 or higher proficiency *or*		
	MATH ACT subtest score 24 or higher	Score	
	TOTAL		

D. CULTURAL ENRICHMENT — 9 Sem Credits

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	Credit
200+ level		
TOTAL		

E. SOCIAL AWARENESS — 9 Sem Credits

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	Credit
Foundation		
200+ level		
TOTAL		

F. GLOBAL CONSCIOUSNESS

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:

G. RACE/ETHNICITY/GENDER

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:

SAMPLE COURSE SEQUENCE: The following chart depicts one method to begin the course work requirements. In order to complete this program in a four year plan, students must average 16 – 17 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plan.

FIRST YEAR Fall Semester		FIRST YEAR Spring Semester	
ENGL 150 English 1	3	Cultural Enrichment elective	3
COMM 121 Fundamentals of Public Speaking	3	Scientific Understanding elective	4
MATH by placement	3-4	GRDE 118 Desktop Publishing	3
Cultural Enrichment elective	3-4	Social Awareness elective	3
Social Awareness elective	3	TPCW specialty course	3
ENGL280 Special Topics in Technical Comm.	1	ENGL 280 Special Topics in Technical Comm.	1
	16-18		17

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.

BACHELOR OF SCIENCE IN
TECHNICAL & PROFESSIONAL COMMUNICATION

FERRIS STATE UNIVERSITY
PROGRAM COORDINATOR: Dr. Sandy Balkema
PHONE: (231) 591-5631   OFFICE: PRK 120A   E-Mail: balkemas@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.   3.0 cumulative GPA in all 300+ ENGL courses with minimum 2.3 grade in individual ENGL courses.
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.
5.   Portfolio approval

Program requirements: for students entering Technical Professional Comm. Fall Semester 2015

REQUIRED		COURSE TITLE – FOR PRE-REQUISITES NOT INDICATED, SEE FSU CATALOG COURSE DESCRIPTIONS	FSU S.H.	GRADE
MAJOR COURSES: Minimum of 53 Total Credits Required				
ENGL	311	Advanced Technical Writing (ENGL 250)	3	
ENGL	323	Proposal Writing (ENGL 250)	3	
ENGL	325	Advanced Business Writing (ENGL 250)	3	
COMM	121	Fundamentals of Public Speaking	3	
COMM	332	Persuasive Speaking (COMM 121)	3	
COMM	336	Technical & Professional Presentation (COMM 121)	3	
DSGN	100	Design Foundations	3	
ENGL	280	Special Topics in Technical Communication (req.: repeat min 3 times)	1	
ENGL	280	Special Topics in Technical Communication (req.: repeat min 3 times)	1	
ENGL	280	Special Topics in Technical Communication (req.: repeat min 3 times)	1	
ENGL	380	History of Rhetoric and Style (ENGL 311 OR 321)	3	
ENGL	411	Professional Technical Communication (ENGL 311 OR 321 OR 323 OR 325)	4	
ENGL	491	TPC Internship (ENGL 311 OR 321)	4-8	
ENGL	499	Technical Communication Seminar (ENGL 311 OR 321 OR 323 OR 325)	4	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		Program Elective	3	
		PORTFOLIO APPROVAL		
CONTENT specialty: 21 credit minimum - Consult with program advisor for approval of appropriate course work				

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

I. GENERAL EDUCATION REQUIREMENTS

A. COMMUNICATION COMPETENCE — 12 Sem Credits

Course	Grade	Credit
ENGL 150		3
ENGL 250		3
ENGL 321		3
COMM (achieved in major)		
TOTAL		

B. SCIENTIFIC UNDERSTANDING — 7 Sem Credits

Only approved "Z" courses may count toward this category (one must be a lab course).

Course	Grade	Credit
Lab		
TOTAL		

C. QUANTITATIVE SKILLS

This requirement can be fulfilled by ONE of the following options:

CHECK	Course	Grade	Credit
	MATH 115 or higher *or*		3
	MATH 115 or higher proficiency *or*		
	MATH ACT subtest score 24 or higher	Score	
	TOTAL		

D. CULTURAL ENRICHMENT — 9 Sem Credits

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	Credit
200+ level		
TOTAL		

E. SOCIAL AWARENESS — 9 Sem Credits

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	Credit
Foundation		
200+ level		
TOTAL		

F. GLOBAL CONSCIOUSNESS

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:

G. RACE/ETHNICITY/GENDER

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:

SAMPLE COURSE SEQUENCE: The following chart depicts one method to begin the course work requirements. In order to complete this program in a four year plan, students must average 16 – 17 credit hours per semester. Students MUST consult their faculty advisor to develop a course sequence plan appropriate to their academic development and educational plan.

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MATH by placement	3-4	DSGN 100 Design Foundations	3
Cultural Enrichment elective	3-4	Social Awareness elective	3
Social Awareness elective	3	TPCW specialty course	3
ENGL 280 Special Topics in Technical Comm.	1	ENGL 280 Special Topics in Technical Comm.	1
	16-18		17

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

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COURSE INFORMATION FORM

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐**Prefix (current)** Click here to enter text. ☐**Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒**Prefix (proposed) DSGN**   ☒**Number (proposed) 100**   **Contact Hours (proposed): 4**

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐**Title (current):**Click here to enter text.

☒ **Title (proposed): Design Foundations**

☐**Credit Hours (current):**Click here to enter text. ☐**Prerequisites (current):** Click here to enter text.☐**Co-requisites (current):** Click here to enter text.

☒**Credit Hours (proposed): 3**   ☐**Prerequisites (proposed): None**   ☐**Co-requisites (proposed): None**

☐**Course Description (current) 125 words maximum:**

☒**Course Description (proposed) 125 words maximum:**

Design Foundations is intended to introduce the student to the design profession. It does so with a cursory review of the history of the profession, an introduction to the skill sets required, the rigors and responsibilities, and impact the design field has in society and business. Students will be introduced to "user-centered design," principles of design, knowledge of the application of visual literacy, and design technology, resources and craft.

☐**Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒**Course Outcomes and Assessment Plan (proposed):**

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students will be knowledgeable in the process of user-centered design and the role of a graphic designer.	•	•	•	•
Students will demonstrate knowledge of design principles.	•	•	•	•
Students will demonstrate knowledge of visual literacy	•	•	•	•

Students will demonstrate knowledge of design technology, tools, and resources	•	•	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Semester Outline

Week 1	Instructor background, syllabus review, font usage policy, design history, design: business & society, design history and visual literacy
Week 2	Career opportunities and responsibilities, lifelong learning, research projects
Week 3	Exam covering history, principles, professionalism, technology
Week 4	Resources and professional organizations, Design principles, terminology/vocab
Week 5	Design principles, composition, color theory
Week 6	Design process, creative strategies and deadlines, concept, composition, type, color, craft, history non-digital project (hand-made book)
Week 7	non-digital project (hand-made book)
Week 8	non-digital project (hand-made book)
Week 9	Design technology tools, on-line education resources, Illustrator
Week 10	Design software demonstrations
Week 11	Visiting lecturer. Critique, Agency, Studio, Freelance: structure and dynamics
Week 12	Service Bureaus, Vendors, Production, work flow, Digital archiving, production techniques
Week 13	Teamwork, book built as team
Week 14	Teamwork, book built as team
Week 15	Teamwork, book built as team, Review for exam
Final	Exam covering history, principles, professionalism, technology

COURSE INFORMATION FORM

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)   DSGN**   ☒ **Number (proposed)   110**   **Contact Hours (proposed):** 4

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Type and Technology**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed): DSGN 100 Design Foundations**   ☐ **Co-requisites (proposed): None**

☐ **Course Description (current) 125 words maximum:**

☒ **Course Description (proposed) 125 words maximum:**

This course is intended to introduce graphic design students to the history and effective use of type in visual communications. It will present organized processes to disseminate multiple typographic factors and employ them in technically and aesthetically structured methods. This course in intended to balance basic design principles with the current industry technology as it concerns typography and its use in visual communications.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):**

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students will be able to identify, integrate, and verbalize basic typographic best-practices and historical context in original visual communications	•	•	•	•
Students will be capable of developing an focused, organized design process leading to a user-centered solution with an emphasis on typography			•	•
Students will be able to technically establish and logically plan a composition based upon a grid system			•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Semester Outline

Week 1	Instructor background, syllabus review, font usage, type history — lecture and projected visual reference/aids
Week 2	Type history, type anatomy, vocabulary & families, emotive type, history quiz, anatomy, vocab and type family lecture, anatomy, vocab and family quiz, emotive type — lecture and assignment delivery
Week 3	Emotive (expressive) type, InDesign introduction, — review emotive type assignment progress in class, critque, hierarchy lecture and assignment delivery
Week 4	Type hierarchy, typeface pairing, paragraph indication — critique/hierarchy, typeface pairing lecture and assignment delivery
Week 5	Paragraph indication, design process and creative strategies, thumbnailing — paragraph indication critique, design process/strategy lecture
Week 6	Thumbnailing, user-centered design research, process/research, analog documenting, documenting/formatting — review thumbnail work in class, lecture on hand-assemble documenting, "word-mark" assign, review for craft of assembly
Week 7	User-centered design research, process/research documenting/formatting — review progress on word-mark assignment in class
Week 8	User-centered design research, process/research documenting/formatting, film -— student presentation, review/critique in class, "Helvetica," "Typeface," written response to film due after Spring Break.
Week 9	Grid — lecture on and presentation of grid samples, grid assignment delivery, review grid assignment progress, one-on-one reviews
Week 10	Grid, style sheets, palettes in InDesign — critique grid assignment, lecture on style sheets, style sheet assignment delivery
Week 11	InDesign Style Sheets, InDesign layout, (Type Specimen Book-Phase 1) — review Style sheet assignment, lecture ion InDesign layout features, deliver Type Specimen Book (Phase 1) assignment
Week 12	TSB — review progress on TSB project
Week 13	TSB — review progress on TSB project
Week 14	TSB, type concerns in various media — student presentation of TSB, lecture, type in various media and assignment delivery
Week 15	Type and various media — review progress in class
Final	Finals Week — project delivery/exam

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐**Prefix (current)** Click here to enter text. ☐**Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒**Prefix (proposed) DSGN**   ☒**Number (proposed) 120**   **Contact Hours (proposed):** 4

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐**Title (current):** Click here to enter text.

☒ **Title (proposed): Image and Technology**

☐**Credit Hours (current):** Click here to enter text. ☐**Prerequisites (current):** Click here to enter text. ☐**Co-requisites (current):** Click here to enter text.

☒**Credit Hours (proposed): 3**   ☒**Prerequisites (proposed): DGSN 100 Design Foundations**   ☒**Co-requisites (proposed): DSGN 110 Type & Technology**

☐**Course Description (current) 125 words maximum:**

☒**Course Description (proposed) 125 words maximum:**

This course will emphasize simplification, abstraction and categorization of imagery. Students will be aware of the mood, style and emotional qualities of imagery and their appropriate application. Additionally, students will apply best practices of appropriation, creation and manipulation of images for effective communication. This course will convey best practices for the production of image systems.

☐**Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒**Course Outcomes and Assessment Plan (proposed):**

Outcome	Exam/Quiz	Research/Technical Documentation/Exercise	Major Project	Class Participation
Students will apply best practices of digital image appropriation and creation.	.	.	.	.
Students demonstrate awareness of mood, emotion and appropriate style through imagery.			.	.
Students demonstrate knowledge of simplification and abstraction.		.	.	.

Students will apply best practices for the production of image systems.	.	.	.	

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Semester Outline

Week 1	Course introduction, Instructor introduction, Syllabus, course software/materials, Raster vs. Vector, image file formats, CS suite introduction
Week 2	Image composition — principles of composition exercise with camera/Photoshop (cropping, economy, framing, emphasis, leading lines) Design principles in imagery
Week 3	Image design — figure/ground exercise
Week 4	Image simplification — form reduction exercise/bitmap to vector and application of color theory
Week 5	Image categorization — research exercise
Week 6	Image mood and emotive qualities — image content exercise
Week 7	Analog, Vector and Raster images — Best practices for application and resolution. Software applications. Original image creation in each format with focus on abstraction.
Week 8	Mid-term — quantitative content to date
Week 9	Image appropriation — Inspiration, imitation, plagiarism and parody/writing and research
Week 10	Workflow and imagery — InDesign + PhotoShop/Illustrator best practices. Image importing and linking, Masking/selection integrity (wand, lasso, pen tool)
Week 11	Workflow cont.
Week 12	Image Interpretation — Illustrator pen tool, eye dropper and color palette use (assignment with emphasis on simplification and interpretation)
Week 13	Image Interpretation Project continuation, peer and instructor critique
Week 14	Conceptual imagery content
Week 15	Conceptual content — Shadow portrait, Class critique and image review
Final	Project presentation

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 210**   **Contact Hours (proposed):** 4

Lecture ☒ 2   Lab ☒ 2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Type and Visual Interfaces**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed): DSGN 110 Type & Technology, DSGN 120 Image & Technology**   ☒ **Co-requisites (proposed): DSGN 212 Visual Communication**

☐ **Course Description (current) 125 words maximum:**

☒ **Course Description (proposed) 125 words maximum:**

This course will introduce the concepts of readability, legibility and usability as they relate to typography across multiple media formats. Assignments allow students to apply typography principles while considering basic interaction principles necessary for navigation and wayfinding. The course stresses the importance of technical prototyping skill through the execution of exercises and assignments.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):**

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students will be able to apply typographic principles for readability across media types.	•	•	•	•
Students will be aware of interaction principles as they relate to typography.	•	•	•	•
Students will demonstrate knowledge of basic navigation structures and wayfinding methods.		•	•	•

Students will be demonstrate technical skill and craft in prototypes.		•	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Semester Outline

Week 1	Introduction to typography on various surfaces, review type principles (Project: 1)
Week 2	Typefaces, font usage, pairings and styles
Week 3	Software and tools review, Software tools and styles, Intro to Cascading stylesheets, and structure
Week 4	Readability and legibility across media (Project: Resumé)
Week 5	Usability and Interfaces
Week 6	Grid use on various surfaces (Project: Publication)
Week 7	Navigation, labels and buttons
Week 8	Forms and tables
Week 9	Typographic systems and standards
Week 10	Software and tools for prototyping (Project: Event promotion)
Week 11	Studio time and critique
Week 12	Studio time and critique
Week 13	Studio time and critique
Week 14	Present prototypes and test Promotion projects
Week 15	Present Final Projects
Final	Final Exam

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 212**   **Contact Hours (proposed):** 4

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Visual Communication**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed): DSGN 110 Type & Technology, DSGN 120 Image & Technology**   ☒ **Co-requisites (proposed): DSGN 210 Typography and Visual Interfaces**

☐ **Course Description (current) 125 words maximum:**

☒ **Course Description (proposed) 125 words maximum:**

This course introduces students to specific methods in the creation and development of concepts that address visual problem solving. It focuses on creating multiple initial design concepts, the evaluation and refinement of those, and the development of iterations on a chosen direction. The course will investigate narrative in visual information delivery. It will review research methods relevant to visual problem solving. It will also introduce and oversee the professional development of a portfolio and its presentation.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):**

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students will apply user-centered research and visual reference material to visual problem solving.	.	.	.	.
Students will apply skill in creative concept development strategies to generate multiple solutions.		.	.	.

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Students will demonstrate knowledge of visual and verbal storytelling.			•	•
Students will apply the user-centered design process and demonstrate iterative prototyping skill.		•	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Semester Outline

Week 1	Instructor background, syllabus review, font usage/management, The blank page, student approaches to getting started lecture
Week 2	Creative strategies, research project/posting
Week 3	Professional practices
Week 4	The design process, other professional approaches
Week 5	Project introduction
Week 6	Current project, project presentation, critique
Week 7	Developing iterations
Week 8	Current project - iterations, final selection refined design
Week 9	Research and visual reference lecture
Week 10	Visualizing statistical information and data lecture and project
Week 11	Current project - visualizing statistical information and data, narrative in design
Week 12	Portfolio, cover letter
Week 13	Narrative design, visual and verbal storytelling, narrative design, portfolio
Week 14	Narrative design, portfolio — project submission, mock portfolio presentations, review portfolio progress one-on-one
Week 15	Portfolio reviews — portfolio faculty review panel
Final	Finals Week — project delivery, portfolio pick-up, exit advising, identify individual strengths

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)   DSGN**   ☒ **Number (proposed) 220**   **Contact Hours (proposed): 4**

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Interactivity & Development**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed): DSGN 210 Typography & Visual Interfaces, DSGN 212 Visual Communication**
☒ **Co-requisites (proposed): DSGN 222 Principles of Experience Design**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum**

This course will introduce students to current web-based interactive technologies and standards, content and technical execution in order to create good experiences. Students will also gain a practical understanding of interface development, site organization, hosting, and management techniques. Students will gain experience in applying user-centered principles to the process of creating interactive experiences. Students will also demonstrate a working knowledge of current interactive technologies and standards.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students will apply interactive design principles to digital media.	•	•	•	•
Students demonstrate knowledge of user interaction with hardware and software.	•	•	•	•
Students will apply skill in dynamic, functional prototype tools and techniques.	•	•	•	•
Students demonstrate knowledge of user input and testing.	•		•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Introduction to web environments and user centered design process, HTML basics
Week 2	Characteristics of good interaction design, User experience deliverables, Server environments
Week 3	Usability, user research, user personas, usability reports, semantic markup
Week 4	Interface Patterns, Wireframes, Screen Resolution, Devices, CSS type and color
Week 5	CSS Box Model, Browser and device differences, prototyping techniques, form and function
Week 6	CSS selectors, cascades and layouts
Week 7	Javascript and interface behaviors
Week 8	Project 1: Prototyping and Development
Week 9	Project 1: Development and Deployment
Week 10	Project 1: Evaluation and testing
Week 11	HTML Tables and Forms, Screen state, Mobile-first approach
Week 12	Project 2: Discovery and Planning, Mobile-first approach
Week 13	Project 2: Prototyping and Development, Responsive Web Design
Week 14	Project 2: Development and Deployment, Responsive Web Design
Week 15	Project 2: Evaluation and testing, Responsive Web Design, Keeping current with technology changes
Final	Practical exam, Project 2, Presentation

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐**Prefix (current)** Click here to enter text. ☐**Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒**Prefix (proposed) DSGN**   ☒**Number (proposed) 222**   **Contact Hours (proposed):** 4

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐**Title (current):**Click here to enter text.

☒ **Title (proposed): Principles of Experience Design**

☐**Credit Hours (current):**Click here to enter text. ☐**Prerequisites (current):** Click here to enter text.☐**Co-requisites (current):** Click here to enter text.

☒**Credit Hours (proposed): 3**   ☒**Prerequisites (proposed): DSGN 210 Typography & Visual Interfaces, DSGN 212 Visual Communication**
☒**Co-requisites (proposed): DSGN 220 Interactivity & Development**

☐**Course Description (current) 125 words maximum:** Click here to enter text.

☒**Course Description (proposed) 125 words maximum:**

This course will introduce students to the principles of designing effective, engaging and efficient user experiences incorporating user research and the idea of a repeatable design process along with principles of visual communication. It uses current communication technologies and explores execution strategies, establishing the environment for a user-centered approach to design. This course provides the foundation for deeper understanding of the user experience model.

☐**Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒**Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students will comprehend the place of user research in the design process.		•	•	•
Students will apply effective, engaging, efficient design solutions to a variety of communication problems.		•	•	•
Students will demonstrate understanding of the user experience model through the creation of user-centered experiences.	•	•	•	•

☐**Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Review design process, overview of user-centered design, characteristics of experiences, definitions and terms,
Week 2	Sensorial awareness, Social sciences and user-centered design, Project Discovery: Research, communication
Week 3	Usability, user research, user personas, usability reports
Week 4	Schematics, labeling, constraints of human perception
Week 5	Navigation, wayfinding, Discovery and Planning
Week 6	Visual prototyping process, Paper prototype techniques, iteration
Week 7	How aesthetics, typography, grid, color express experiences
Week 8	Project 1: Introduction, discussion, research
Week 9	Project 1: Planning and Prototyping
Week 10	Project 1: Presentation
Week 11	Introduction to techniques, producing experiences, communication through the design process
Week 12	Project 2: Discovery
Week 13	Project 2: Planning
Week 14	Project 2: Prototyping
Week 15	Project 2: Production
Final	Final exam: Interactive design process, Final project Evaluation

COURSE INFORMATION FORM

Complete all items below (New or Current) Current

Check all boxes where modifications are being made.

Course Identification

☒ **Prefix (current) GRDE**   ☒ **Number (current) 224**   **Contact Hours (current):** 3

Lecture ☒ Lab ☒ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 224**   **Contact Hours (proposed):** 3

Lecture ☒ Lab ☒ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Title (current):   Web Design and Planning**

☒ **Title (proposed):   Web Design and Planning**

☒ **Credit Hours (current): 3**   ☐ **Prerequisites (current):** Click here to enter text.☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☐ **Prerequisites (proposed)** Click here to enter text.☐ **Co-requisites (proposed):** Click here to enter text.

☒ **Course Description (current) 125 words maximum:**

This course introduces the planning and production of interactive content using current industry standards and technology to non Graphic Design majors. Students will create, publish, and test interactive content using modern technology and best practices. The process of organizing and publishing interactive content based on user-centered principles will be the primary focus.

☒ **Course Description (proposed) 125 words maximum:**

This course introduces the planning and production of interactive content using current industry standards and technology to non Graphic Design majors. Students will create, publish, and test interactive content using modern technology and best practices. The process of organizing and publishing interactive content based on user-centered principles will be the primary focus.

☒ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

Course Outcome	Exam and/or Quiz	Written Assignment/Presentation	Major Projects	Exercise	Class Participation
Demonstrate a working knowledge of current interactive technologies and standards.	X		X	X	X
Understand the concept of user-centered interaction design, content organization and technical execution			X	X	X
Show understanding of site organization, hosting and management			X		X

techniques.					
Apply user-centered principles to the process of creating interactive experiences.		X	X		X

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Course Outcome	Exam and/or Quiz	Written Assignment/Presentation	Major Projects	Exercise	Class Participation
Demonstrate a working knowledge of current interactive technologies and standards.	X		X	X	X
Understand the concept of user-centered interaction design, content organization and technical execution			X	X	X
Show understanding of site organization, hosting and management techniques.			X		X
Apply user-centered principles to the process of creating interactive experiences.		X	X		X

☒ **Course Outline including Time Allocation (current):** Click here to enter text.

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 of design process. The web environment, tools and work environment.   5 hrs

2. Planning interactive experiences, changing technologies – Mobile, HTML5, CSS3, Image Optimization   5 hrs

3. User-centered design, site structure, HTML & CSS   5 hrs

4. CSS layout, type and color   2 hrs

5. Device/Browser differences, testing and deployment   3 hrs

6. Behavior and scripting   3 hrs

7. HTML Tables & forms   2 hrs

8. Server-side technologies, databases   2 hrs

9. Web server environments, hosting   3 hrs

10. Web services, social media   5 hrs

11. Content management systems   5 hrs

12. Workflow   2 hrs

13. Maintenance, keeping current with technology changes   3 hrs

     Total   45 hrs

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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 of design process. The web environment, tools and work environment.	5 hrs
2. Planning interactive experiences, changing technologies – Mobile, HTML5, CSS3, Image Optimization	5 hrs
3. User-centered design, site structure, HTML & CSS	5 hrs
4. CSS layout, type and color	2 hrs
5. Device/Browser differences, testing and deployment	3 hrs
6. Behavior and scripting	3 hrs
7. HTML Tables & forms	2 hrs
8. Server-side technologies, databases	2 hrs
9. Web server environments, hosting	3 hrs
10. Web services, social media	5 hrs
11. Content management systems	5 hrs
12. Workflow	2 hrs
13. Maintenance, keeping current with technology changes	3 hrs
Total	**45 hrs**

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** DSGN   ☒ **Number (proposed)** 297   **Contact Hours (proposed):**

Lecture ☐   Lab ☐   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Special Studies in Graphic Design**

☐ **Credit Hours (current):**   ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):**   3   ☐ **Prerequisites (proposed):** Click here to enter text. ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Click here to enter text.

   This special studies course has been designed to allow students to work closely with a faculty member to pursue a topic of specialized interest. Topics for study and project requirements will be negotiated jointly between the faculty member and the student.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

   Outcomes: Will be defined in a written proposal between the student and faculty.
   Assessment: Students will demonstrate that course outcomes and assessment criteria have been met.

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

   Topics for students and project requirements negotiated and documented between student and faculty – 100%.

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 300**   **Contact Hours (proposed): 4**

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Producing Design Systems**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed): DSGN 220 Interactivity & Development, DSGN 222 Principles of Experience Interactivity & Development**   ☒ **Co-requisites (proposed): DSGN 310 Branding Identity Design**

☐ **Course Description (current) 125 words maximum:**

☒ **Course Description (proposed) 125 words maximum:**

This course introduces students to the role of technical specifications, processes and methodology of content management and delivery in the production of visual communication solutions across multiple media. Students will explore content management systems, resources, and interact with vendors and industry. Students will apply a variety of systems and techniques in the production of their design solutions. This course stresses the importance of managing quality, time and resources in the production process.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):**

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation/Tours
Students will be knowledgeable in the technical aspects of current communication methods.	•	•	•	•
Students will be aware of content management systems, resources, vendors and other industry partners	•	•	•	•
Students will be able to apply their knowledge of a variety of systems and techniques in the production		•	•	•

of their design solutions.				
Students will demonstrate knowledge in the management of their design solutions throughout the production process.	.	.	.	.

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Semester Outline

Week 1	Introduction to producing and publishing content
Week 2	Research and gather examples of analog and digital production methods
Week 3	Explore production, publishing and fulfillment processes, Studio/Vendor visit
Week 4	Apply production methods in the preparation and production of an analog design project (business card)
Week 5	Introduce content management strategies and systems
Week 6	Research and evaluate content management systems, Studio/Vendor visit
Week 7	Select and apply content management system to publish a design solution (blog)
Week 8	Project – prepare and produce multi-page document for analog and digital delivery
Week 9	Project – prepare and produce multi-page document for analog and digital delivery
Week 10	Evaluate execution of multi-page document, Studio/Vendor visit
Week 11	Project – Produce variable-data direct mail and email marketing campaign
Week 12	Project – Produce variable-data direct mail and email marketing campaign
Week 13	Project – Produce variable-data direct mail and email marketing campaign
Week 14	Project – Produce variable-data direct mail and email marketing campaign
Week 15	Evaluate delivery and engagement of campaign
Final	Finals Week — project delivery/exam

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed)   301**   **Contact Hours (proposed):   4**

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Interaction Design Development**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed): DSGN 310 Branding Experiences 1 and DSGN 320 Branding Experiences 2**
☒ **Co-requisites (proposed): DSGN 320 Branding Experiences 2**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:**

This class prepares students for real-world workflows in interactive media. Students will apply design principles and key concepts of interaction design in order to create compelling, attractive, and easy-to-use digital experiences. Through an emphasis on process and collaboration, class projects examine dynamic media and the demands of a designer's analytical, visual, and technical skills. Students will produce projects that demonstrate best practices in digital media development. Students will demonstrate an understanding of current topics of technical development in the industry.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students demonstrate solutions that use data-driven dynamic template systems.	•	•	•	•
Students demonstrate knowledge of current digital productivity tools.	•	•	•	•
Students construct a variety of solutions across multiple digital formats.	•	•	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Review User-centered interaction, Server-side processing, Project 1
Week 2	Review Responsive design principles, Mobile First principles, Code standards
Week 3	Mobile Devices, Abstracting code, Project 1: Discovery
Week 4	Forms and validation, Blog posts, Project 1: Planning
Week 5	Interaction prototyping, Blog posts, Project 1: Planning & Prototyping
Week 6	Interface Patterns and modular development, Form processing, Project 1: Development
Week 7	Data visualization, Project 1: Development & Deployment
Week 8	Project 1: Formal presentation & Evaluation
Week 9	Technical Strategies, User experience teams and environments, Studio tour
Week 10	Project 2: Teams assigned, Discovery & Planning
Week 11	Project 2: Planning & Prototyping, Development workflows, Version control
Week 12	Project 2: Prototyping, Technical Strategy
Week 13	Project 2: Development & Testing
Week 14	Project 2: Development & Testing
Week 15	Project 2: Deployment & Evaluation
Final	Final Exam: Project and Team Evaluation, Formal Presentations

COURSE INFORMATION FORM

FORM E

Effective Fall 2015

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed)   310**   **Contact Hours (proposed):   8**

Lecture ☒4   Lab ☒4   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Branding Experience Design 1**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 6**   ☒ **Prerequisites (proposed): DSGN 220 Interactivity & Development, DSGN 222 Interactivity & Development**
☒ **Co-requisites (proposed): DSGN 300 Producing Design Systems**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Click here to enter text.

This course introduces the design of user-centered brand experiences for business, organizations, services, and products. Students will research and create identity systems designed for engaging user interaction. Students will discover, plan and prototype a variety of brand touch points across multiple media formats. Students will apply knowledge of typography, color, and other principles of visual communication to the design of a visual system. The study of brand identity design will be complemented with examples of work done for leading global brands. Students refine skills to present deliverables throughout the duration of the course.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Exam/Quiz	Research/Technical Documentation	Major Project	Class Participation
Students will learn and understand key branding principles.	•	•	•	•
Students will apply design process and principles of visual communication to business problems.		•	•	•
Students will research, and synthesize solutions to given business problems. Students will generate and apply appropriate creative concept to given business problem based on exploration.		•	•	•

Students understand how the user experience model relates to building brand experiences.	•	•	•	
Students create and analyze built prototypes.		•	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Review user-centered design process, What is branding? definitions and terms, characteristics of experiences
Week 2	Sensorial awareness, Social sciences and user-centered design, Project Discovery: Research, communication Design basics apply to branding design Effective, efficient, engaging, easy-to-learn, and error tolerant
Week 3	Usability, user research, user personas, usability reports
Week 4	Schematics, labeling, constraints of human perception
Week 5	Navigation, wayfinding, Discovery and Planning Visual language: Photography, Illustration and Symbolism
Week 6	Visual prototyping process, Paper prototype techniques, iteration Introduction to semiotics. Project 1: Discovery
Week 7	Creative brand concept development. Project 1: Concept
Week 8	The creative brief. Project 1: Prototyping & testing
Week 9	Visual translation. Project 1: Prototyping & testing
Week 10	Type & branding. Project 1: Presentation/Evaluation
Week 11	Pictorial identity. Project 2: Introduction, discussion, research
Week 12	Brand design systems. Project 2: Discovery
Week 13	Brand identity manual. Project 2: Planning
Week 14	Project 2: Prototyping
Week 15	Project 2: Production
Final	Final exam: Interactive design process, Final project Evaluation

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 320**   **Contact Hours (proposed): 8**

Lecture ☒4   Lab ☒4   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Branding Experience Design 2**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 6**   ☒ **Prerequisites (proposed): DSGN 310 Branding Experience Design 1**   ☒ **Co-requisites (proposed): DSGN 301 Interaction Design Development**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Click here to enter text.

The focus of this course will be the application of fundamentals of brand identity and interactive design to create effective, efficient and engaging brand experiences. Through exposure to a variety of business and social problems, students will be challenged to create unique ideas and solutions that meet real world challenges. An emphasis will be placed on understanding and capturing the essence of a chosen brand (corporate, product, service, NGO, media personality) to develop experiences designed for interaction and engagement that target all environments and platforms through which the brand has to connect with their users. Student presentations demonstrate solutions for multiple media formats.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Research/Technical Documentation	Major Project	Class Participation
Students will apply user-centered research methods to brand design projects.	•	•	•
Students will apply branding principles to experience design.	•	•	•
Students will synthesize design solutions to business problems.	•	•	•
Students will analyze appropriateness of design solutions, based on user research and business strategy	•	•	•

Students apply effective presentation skills	•	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Introduction to Dynamic Branding: Brands for the Real World
Week 2	Designing Experiences
Week 3	Empathic design user research methods
Week 4	Scenario as a Design Tool
Week 5	Cognitive aspects of design. Project 1: Introduction, discussion, research
Week 6	Project 1: Discovery
Week 7	Project 1: Planning and concept development
Week 8	Project 1: Prototyping & testing
Week 9	Project 1: Prototyping & testing
Week 10	Project 1: Presentation/Evaluation
Week 11	Project 2: Introduction, discussion, research
Week 12	Project 2: Discovery
Week 13	Project 2: Concept
Week 14	Project 2: Prototyping & testing
Week 15	Project 2: Prototyping & testing
Final	Project 2: Presentation/Evaluation

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 397**   **Contact Hours (proposed):**

Lecture ☐   Lab ☐   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):**

☒ **Title (proposed): Special Studies in Graphic Design**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):**   **3**   ☐ **Prerequisites (proposed):** Click here to enter text. ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:**

This special studies course has been designed to allow students to work closely with a faculty member to pursue a topic of specialized interest. Topics for study and project requirements will be negotiated jointly between the faculty member and the student.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):**

Outcomes: Will be defined in a written proposal between the student and faculty.
Assessment: Students will demonstrate that course outcome and assessment criteria have been met.

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):**

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)

Topics for students and project requirements negotiated and documented between student and faculty – 100%.

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐**Prefix (current)** Click here to enter text. ☐**Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒**Prefix (proposed) DSGN**   ☒**Number (proposed) 399**   **Contact Hours (proposed): 4**

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐**Title (current):**Click here to enter text.

☒ **Title (proposed): Internship or International Experience**

☐**Credit Hours (current):**Click here to enter text. ☐**Prerequisites (current):** Click here to enter text.☐**Co-requisites (current):** Click here to enter text.

☒**Credit Hours (proposed): 3**   ☒**Prerequisites (proposed): DSGN 310 Branding Identity Design**   ☐**Co-requisites (proposed): None**

☐**Course Description (current) 125 words maximum:** Click here to enter text.

☒**Course Description (proposed) 125 words maximum:**

Internships provide students with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. Students are required to deliver detailed summary reports of experience during and at end of internship. The experience includes supervision and feedback by a design manager, creative director, art director, and professor. Experiences contribute to personal development and professional preparation. Study abroad experiences approved by an advisor could also be considered as equivalence.

☐**Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒**Course Outcomes and Assessment Plan (proposed):**

Internship performance will be evaluated based on fulfillment of the course requirements. Interns should insure that their assignments are written in a thoughtful, grammatically correct manner and submitted on time. The same holds true for the final paper. Additionally, the Employer Evaluation form should be submitted by the date specified.

The internship course is a "non-graded" course, meaning the student will receive credit "CR" on their academic transcript upon successful completion of the course. The course will be evaluated by a Design faculty facilitator at the end of the semester. A student will receive no credit "NC" for not completing course requirements as required. In some instances an incomplete "I" will be granted to a student for internship requirement completion in the next academic semester.

Outcome	Weekly progress report	Midterm and Final Evaluation by Employer

Students demonstrate knowledge of the business realities of design.	•	•
Students demonstrate knowledge of budgets and client needs.	•	•
Students will demonstrate knowledge of design industry best practices.	•	•
Students demonstrate personal development and professional preparation.	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

Direct engagement with current professional personalities and facilities	na	100%
		100

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)

COURSE INFORMATION FORM

FORM E

Effective Fall 2015

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 410**   **Contact Hours (proposed):**   12

Lecture ☒3   Lab ☒9   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Design Project Center 1**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 9**   ☒ **Prerequisites (proposed): DSGN 320 Branding Experience Design 2, DSGN 301 Interaction Design Development**   ☒ **Co-requisites (proposed): DSGN 412 Design Professionalism & Entrepreneurship**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:**

This course is designed for students to synthesize all program outcomes in a professional studio environment involving client contact and project management. Students will research, plan, prototype and produce a design system and the appropriate artifacts that meet a real client need. Students will research, identify and present design proposals for projects across multiple media formats. Clients include the University, regional community business and non-profit organizations. Through weekly meetings students will prepare updates and requirements with vendors and clients, meet project milestones, and respond to faculty and client feedback. Through daily time tracking, students accurately track all project progress. Students have an assigned role and are required to manage the studio as a real work environment.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Weekly status meetings (20%)	Client Project (60%)	Time tracking (5%)	Studio task (5%)	Project Management Software (10%)
Students analyze, synthesize the design process to applied business problems	•	•	•	•	•
Students synthesize professional design deliverables and built prototypes		•	•	•	•

Students apply skill for vendor and client interactions	•	•	•	•	•

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Welcome to the Design Project Center (DPC) Conduct an exploratory /scoping workshop with design team and stakeholders. Notetaking, Client/project research
Week 2	Begin Project Proposals: Agreement for Design Services, Define client objective. define process and deliverables, estimate any known costs, define, timeline, terms and conditions, Signed by client and professors/managers
Week 3	Content analysis: Audit existing content, comprehensive "as is" content map, log analysis, web logs, search criteria. Describe images, copy, messages, resources Client requirements: Confirm stakeholders, interview stakeholders, Benchmark competitors, Benchmark related solutions: learn client's existing technical environments and research possible solutions. Benchmark search and document goals.
Weeks 4	User research due: Identify user groups (audiences), User focus groups for each audience, User interviews for each audience, interviews with core customers for needs, behaviors and goals, User workshop (blue sky), Define personas; needs/wants analysis, audience identification. Assignment User Persona Document
Week 5	**Project Discovery Phase Due**: Summarize findings, users, content, context, create conceptual prototype, present findings to stakeholders. Create a document summarizing target audiences, communication goals/outcomes, locked-in project scope, tone and manner, outline development, platforms, hosting requirements, imperatives, considerations, and final budget.
Week 6	Client Presentations on Discovery findings includes a visual translation of strategic direction Planning Phase begins
Weeks 7 –9	User modeling: Users and user task analysis, develop conceptual diagrams of user experience Content modeling: Card sorts, diagrams, outlining, imagery, conceptual development, and message Business/client context: Research and test technical environments, solutions and document. Track project with calendar and chart. Communicate with stakeholders
Week 10	**Project Planning Phase Due**: Schematics, Wireframes, Imagery, Messages, Presentation to client results in strategic alignment with the shared vision and values
Week 11	Strategic direction for visual brand language established
Week 12	Static prototypes represent actual messages and visuals across appropriate media
Week 13	Develop proof-of-concept, comps, mockups. Clickable wireframes deployed to client-facing server
Week 14	Design iteration with creative direction, final prototype review
Week 15	Design production, final production budgets due, estimates
Final	**Project Prototyping Phase Due:** Client presentation approved by creative directors/professors

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 412**   **Contact Hours (proposed):**   4

Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Design Professionalism and Entrepreneurship**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed):** DSGN 320 Branding Experience Design 2, DSGN 301 Interaction Design Development   ☒ **Co-requisites (proposed): DSGN 410 Design Project Center 1** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:**

The consultative, service-oriented, and often freelance-based nature for the design field makes the business side of design a critical component of design education. Complementing other studio courses in the program, students will learn about the internal management and marketing issues pertinent to successful contemporary design practice. This course will provide a framework for students to launch their careers in design, be it working for a design firm, an in-house design department or freelance. In accordance with best practices of contemporary design field, students will develop: project management skills, personal brand identity systems, presentation and job interview skills.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Project	Documentation and contracts	Project management plan	Final exam
Students will develop a personal career plan and professional brand	•	•	•	•
Students will demonstrate understanding of the application of design business goals for freelance and start-ups		•	•	•
Students will demonstrate knowledge of design business agreements		•		•

			•	•	•
Students will demonstrate an understanding of project management methods					

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Clients, industries, design specialties
Week 2	Making a living as a creative professional
Week 3	Determining personal branding goals, defining your niche, identifying uniqueness and value 　　　Assignment: Present Personal Career Plan
Week 4	Job hunting, marketing creative services, acquiring clients 　　　Assignment: Develop Personal Business Identity system
Week 5	Design business models: Freelance, Small Business, Large firms, In-house
Week 6	Project management basics and the tools and deliverables
Week 7	Common Independent contractor issues and sample contracts, awareness of legal issues 　　　Assignment: Create Forms and Standards for Professional work
Week 8	Networking, portfolio and industry events, connecting in the community
Week 9	Design business planning and financial management
Week 10	Building an online identity
Week 11	Proposals, pricing models, setting rates
Week 12	Presentation skills
Week 13	Working with a sales rep, placement services
Week 14	Reflection: Including but not limited to: wardrobe, website content, blog content, website design, blog design, LinkedIn profile, Facebook profile, Twitter profile, Google+ profile, email signature, social media profile picture, the way you conduct business
Week 15	All assignments due for final grade
Final	Final Exam

COURSE INFORMATION FORM

FORM E

Effective Fall 2015

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 420**   **Contact Hours (proposed):** 12

Lecture ☒3   Lab ☒9   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Design Project Center 2**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 9   ☒ **Prerequisites (proposed): DSGN 399 Internship and International Experience, DSGN 410 Design Project Center 1, DSGN 412 Design Professionalism & Entrepreneurship**   ☒ **Co-requisites (proposed): DSGN 499 Portfolio Preparation**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:**

As a continuation of the project work established in the Fall semester, students in the Design Project Center will produce the client work based on the research, planning, and prototyping from previous semester. This course structure will simulate a professional studio environment involving client contact, design, project management, and production. Through weekly meetings students will prepare updates and requirements with vendors and clients, meet project milestones, and respond to faculty and client feedback. Through daily time tracking, students accurately track all project progress. Students have an assigned role and are required to manage the studio as a real work environment.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Weekly status meetings (20%)	Client Project (60%)	Time tracking (5%)	Studio task (5%)	Project Management Software (10%)
Students synthesize the design process within time constraints.	•	•	•	•	•
Students produce professional-level design deliverables within project constraints.	•	•	•	•	•
Students apply industry standards to deliverables.	•	•	•	•	•

| Students apply communication skill to vendor and client interaction. | • | • | • | • | • |
| Students will evaluate design solutions against client requirements and user goals. | | • | | | |

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Welcome back to the Design Project Center (DPC) Review Planning and Prototypes. Begin functional evaluation prototype. Post link for review
Week 2	Complete preflight checklist, coding, file optimization, import content, assembly.
Week 3	Testing on multiple devices browsers, and platforms, mail test paper dummies. Present demonstrations
Week 4	Quality assurance, tweaking and debugging begin. Add Google Analytics and other tracking tools.
Week 5	Submit link and/or pre-press files and project specification
Week 6	Produce identity manual, complete with brand identity, logo variations, rules, signature, colors, typography, business system, applications (including environments, print and digital). Build online style guide
Week 7	**Project Production Phase Due**
Week 8	Present identity, document project, photograph, note
Week 9	Communicate outcomes and strategy to stakeholders
Week 10	Finalize project documentation, update schematics and diagrams. Submit Binder to DPC
Week 11	Deliver final style guide/identity manual. Educate and deliver standards to stakeholders
Week 12	Document user satisfaction survey, features, version planning
Week 13	Finalize project summaries
Week 14	**Project Evaluation Phase Due**
Week 15	Reflection, Present Projects to incoming DPC class
Final	Final archives, DPC website updates, housekeeping

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 497**   **Contact Hours (proposed):**

Lecture ☐   Lab ☐   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):**

☒ **Title (proposed): Special Studies in Graphic Design**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):**   **3**   ☐ **Prerequisites (proposed):** Click here to enter text. ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:**

This special studies course has been designed to allow students to work closely with a faculty member to pursue a topic of specialized interest. Topics for study and project requirements will be negotiated jointly between the faculty member and the student.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):**

Outcomes: Will be defined in a written proposal between the student and faculty.
Assessment: Students will demonstrate that course outcomes and assessment criteria have been met.

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):**

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)

Topics for students and project requirements negotiated and documented between student and faculty – 100%.

COURSE INFORMATION FORM

FORM E

Effective Fall 2015

Complete all items below (New or Current) New

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) DSGN**   ☒ **Number (proposed) 499**   **Contact Hours (proposed):   4**

Lecture ☒ 2   Lab ☒ 2   Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Portfolio Preparation**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):**

☒ **Credit Hours (proposed): 3**   ☒ **Prerequisites (proposed): DSGN 410 Design Project Center 1**   ☒ **Co-requisites (proposed): DSGN 420 Design Project Center 2**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:**

This class will prepare senior students to enter the job market with a portfolio that demonstrates readiness for the design industry. Students will develop a professional-level presentation of their projects as a digital and physical capstone portfolio that is a documentation of the design process, craft, and technical ability. Students will develop presentation skills in preparation for job interviews and portfolio review.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Click here to enter text.

Outcome	Presentation at review event	Process example document	Digital capstone portfolio	Printed capstone portfolio
Students apply visual communication skill in presenting work against program standards		•	•	•
Students apply verbal communication skill in presenting for professional environments.	•			

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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)

Week 1	Review weekly schedules, Discuss portfolios and industry expectations
Week 2	Portfolio pages plan due
Week 3	Project one due, Blog started
Week 4	Project Two due
Week 5	Project Three due
Week 6	Project Four due
Week 7	Project Five due
Week 8	Stationery paper and print samples, résumé content due, port descriptions
Week 9	Present digital portfolio
Week 10	Full portfolio due in PDF form
Week 11	Portfolio pages final design due
Week 12	Portfolio production, Portfolio presentation practice to peers Personal identity packages due
Week 13	Portfolio Presentation practice (All Design Faculty)
Week 14	Portfolio Review Day! Send Thank You Notes (mailed by following Monday)
Week 15	Post final files to Blackboard Clean Senior Studio Archiving Graduation checksheet Develop website graphics for Program website
Final	Alumni requirements filed Final comments

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 100

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Design Foundations [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

Design Foundations is intended to introduce the student to the design profession. It does so with a cursory review of the history of the profession, an introduction to the skill sets required, the rigors and responsibilities, and impact the design field has in society and business. Students will be introduced to "user-centered design," principles of design, knowledge of the application of visual literacy, and design technology, resources and craft.

Q. Term Offered: Fall   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   **General Education** ☐   **Occupational Education** ☐   **G E Codes:** Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 110

C. Contact Hours: 4   Lecture ☒2 Lab ☒2 Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Type & Technology   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course is intended to introduce graphic design students to the history and effective use of type in visual communications. It will present organized processes to disseminate multiple typographic factors and employ them in technically and aesthetically structured methods. This course in intended to balance basic design principles with the current industry technology as it concerns typography and its use in visual communication.

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 100 Design Foundations

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 120 Image & Technology

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 120

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐   [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Image & Technology   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course will emphasize simplification, abstraction and categorization of imagery. Students will be aware of the mood, style and emotional qualities of imagery and their appropriate application. Additionally, students will apply best practices of appropriation, creation and manipulate of images for effective communication. This course will convey best practices for the production of image systems.

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DGSN 100 Design Foundations

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 110 Type & Technology

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 210

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Type & Visual Interfaces   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course will introduce the concepts of readability, legibility and usability as they relate to typography across multiple media formats. Assignments allow students to apply typography principles while considering basic interaction principles necessary for navigation and wayfinding. The course stresses the importance of technical prototyping skill through the execution of exercises and assignments

Q. Term Offered: Fall   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 110 Type & Technology, DSGN 120 Image & Technology

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 212 Visual Communication

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 212

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐   [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Visual Communication   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course introduces students to specific methods in the creation and development of concepts that address visual problem solving. It focuses on creating multiple initial design concepts, the evaluation and refinement of those, and the development of iterations on a chosen direction. The course will investigate narrative in visual information delivery. It will review research methods relevant to visual problem solving. It will also introduce and oversee the professional development of a portfolio and its presentation

Q. Term Offered: Fall   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 110 Type & Technology, DSGN 120 Image & Technology

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 210 Typography and Visual Interfaces

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 220

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Interactivity & Development   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course will introduce students to current web-based interactive technologies and standards, content and technical execution in order to create good experiences. Students will also gain a practical understanding of interface development, site organization, hosting, and management techniques. Students will gain experience in applying user-centered principles to the process of creating interactive experiences. Students will also demonstrate a working knowledge of current interactive technologies and standards.

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 210 Typography & Visual Interfaces, DSGN 212 Visual Communication

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 222 Principles of Experience Design

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

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OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 222

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Principles of Experience Design   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course will introduce students to the principles of designing effective, engaging and efficient user experiences incorporating user research and the idea of a repeatable design process along with principles of visual communication. It uses current communication technologies and explores execution strategies, establishing the environment for a user-centered approach to design. This course provides the foundation for deeper understanding of the user experience model.

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 210 Typography & Visual Interfaces, DSGN 212 Visual Communication

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 220 Interactivity & Development

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

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CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 224

C. Contact Hours: 3   Lecture ☒2   Lab ☒1   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Web Design and Planning   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course introduces the planning and production of interactive content using current Industry standards and technology to non Graphic Design majors. Students will create, publish, and test interactive content using modern technology and best practices. The process of organizing and publishing interactive content based on user-centered principles will be the primary focus.

Q. Term Offered: Fall, Spring, Summer   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

***To be completed by Academic Affairs Office:* Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 297

C. Contact Hours: Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☒ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Special Studies in Graphic Design   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☒ Fixed ☐

I. Minimum Credit Hours: 1   J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This special studies course has been designed to allow students to work closely with a faculty member to pursue a topic of specialized interest. Topics for study and project requirements will be negotiated jointly between the faculty member and the student.

Q. Term Offered: As Needed   R. Max Section Enrollment: Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN B. Number: 300

C. Contact Hours: 4 Lecture ☒2 Lab ☒2 Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Producing Design Systems [Limit to 30 characters including punctuation and spaces]

F. College Code: BU G. Department Code: MKTG H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒ Graduate ☐ Professional ☐

M. Grade Method: Normal Grading ☒ Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course introduces students to the role of technical specifications, processes and methodology of content management and delivery in the production of visual communication solutions across multiple media. Students will explore content management systems, resources, and interact with vendors and industry. Students will apply a variety of systems and techniques in the production of their design solutions. This course stresses the importance of managing quality, time and resources in the production process

Q. Term Offered: Fall R. Max Section Enrollment: Lecture: 20 Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 220 Interactivity & Development, DSGN 222 Principles of Experience Interactivity & Development

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 310 Branding Identity Design

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 301

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Interaction Design Development   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This class prepares students for real-world workflows in interactive media. Students will apply design principles and key concepts of interaction design in order to create compelling, attractive, and easy-to-use digital experiences. Through an emphasis on process and collaboration, class projects examine dynamic media and the demands of a designer's analytical, visual, and technical skills. Students will produce projects that demonstrate best practices in digital media development. Students will demonstrate an understanding of current topics of technical development in the industry.

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 310 Branding Experiences 1 and DSGN 300 Producing Design Systems

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 320 Branding Experiences 2

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 310

C. Contact Hours: 8   Lecture ☒4   Lab ☒4   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Branding Experience Design 1   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 6   J. Maximum Credit Hours: 6   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course introduces the design of user-centered brand experiences for business, organizations, services, and products. Students will research and create identity systems designed for engaging user interaction. Students will discover, plan and prototype a variety of brand touch points across multiple media formats. Students will apply knowledge of typography, color, and other principles of visual communication to the design of a visual system. The study of brand identity design will be complemented with examples of work done for leading global brands. Students refine skills to present deliverables throughout the duration of the course

Q. Term Offered: Fall   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 220 Interactivity & Development, DSGN 222 Interactivity & Development

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 300 Producing Design Systems

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

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CREATE NEW COURSE – Course Data Entry Form   **FORM F-C**

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I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 320

C. Contact Hours: 8   Lecture ☒4   Lab ☒4   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Branded Experience Design 2   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 6   J. Maximum Credit Hours: 6   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

The focus of this course will be the application of fundamentals of brand identity and interactive design to create effective, efficient and engaging brand experiences. Through exposure to a variety of business and social problems, students will be challenged to create unique ideas and solutions that meet real world challenges. An emphasis will be placed on understanding and capturing the essence of a chosen brand (corporate, product, service, NGO, media personality) to develop experiences designed for interaction and engagement that target all environments and platforms through which the brand has to connect with their users. Student presentations demonstrate solutions for multiple media formats

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 310 Branding Experience Design 1

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 301 Interaction Design Development

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 397

C. Contact Hours: Lab ☐ Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☒ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Special Studies in Graphic Design   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☒ Fixed ☐

I. Minimum Credit Hours: 1   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This special studies course has been designed to allow students to work closely with a faculty member to pursue a topic of specialized interest. Topics for study and project requirements will be negotiated jointly between the faculty member and the student.

Q. Term Offered: As Needed   R. Max Section Enrollment: Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

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UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 399

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Internship or International Experience   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

Internships provide students with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. Students are required to deliver detailed summary reports of experience during and at end of internship. The experience includes supervision and feedback by a design manager, creative director, art director, and professor. Experiences contribute to personal development and professional preparation. Study abroad experiences approved by an advisor could also be considered as equivalence

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 310 Branding Identity Design

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 410

C. Contact Hours: 12   Lecture ☒3   Lab ☒9   Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Design Project Center 1   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 9   J. Maximum Credit Hours: 9   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course is designed for students to synthesize all program outcomes in a professional studio environment involving client contact and project management. Students will research, plan, prototype and produce a design system and the appropriate artifacts that meet a real client need. Students will research, identify and present design proposals for projects across multiple media formats. Clients include the University, regional community business and non-profit organizations. Through weekly meetings students will prepare updates and requirements with vendors and clients, meet project milestones, and respond to faculty and client feedback. Through daily time tracking, students accurately track all project progress. Students have an assigned role and are required to manage the studio as a real work environment.

Q. Term Offered: Fall   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 320 Branded Experience Design, DSGN 301 Interaction Design Development

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 412 Design Professionalism & Entrepreneurship

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 412

C. Contact Hours: 4   Lecture ☒2   Lab ☒2   Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Design Professionalism & Entrepreneurship   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This course is designed for students to synthesize all program outcomes in a professional studio environment involving client contact and project management. Students will research, plan, prototype and produce a design system and the appropriate artifacts that meet a real client need. Students will research, identify and present design proposals for projects across multiple media formats. Clients include the University, regional community businesses and non-profit organizations. Through weekly meetings students will prepare updates and requirements with vendors and clients, meet project milestones, and respond to faculty and client feedback. Through daily time tracking, students accurately track all project progress. Students have an assigned role and are required to manage the studio as a real work environment

Q. Term Offered: Fall   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 320 Branded Experience Design, DSGN 301 Interaction Design Development

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 410 Design Project Center 1.

***To be completed by Academic Affairs Office:* Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201608** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 420

C. Contact Hours: 12   Lecture ☒3 Lab ☒9   Seminar ☐   [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Design Project Center 2   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 9   J. Maximum Credit Hours: 9   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

As a continuation of the project work established in the Fall Semester, Students in the Design Project Center will produce the client work including the research, planning, and prototyping from previous semester. This course structure will simulate a professional studio environment involving client contact, design, project management, and production. A continuation of weekly status meetings students prepare and conduct efficiently, manage updates and requirements with vendors & clients, meet project milestones, respond to feedback. Through daily timetracking, students accurately, diligently track all project progress. Manage studio with assigned role within a real work environment. Through project management software, maintain project communication daily.

Q. Term Offered: Spring   R. Max Section Enrollment: Lecture: 20   Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 399 Internship and Study Abroad, DSGN 410 Design Project Center 1, DSGN 412 Design Professionalism & Entrepreneurship

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 499 Portfolio Preparation

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To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   **General Education** ☐   **Occupational Education** ☐   **G E Codes:** Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. **Date Completed:** Click here to enter text. **Entered:** SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN   B. Number: 497

C. Contact Hours: Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☒ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Special Studies in Graphic Design   [Limit to 30 characters including punctuation and spaces]

F. College Code: BU   G. Department Code: MKTG   H. Credit Hours: Variable ☒ Fixed ☐

I. Minimum Credit Hours: 1   J. Maximum Credit Hours: 3   [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒   Graduate ☐   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This special studies course has been designed to allow students to work closely with a faculty member to pursue a topic of specialized interest. Topics for study and project requirements will be negotiated jointly between the faculty member and the student.

Q. Term Offered: As Needed   R. Max Section Enrollment: Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. **Date Completed:** Click here to enter text. **Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐**

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: DSGN B. Number: 499

C. Contact Hours: 4 Lecture ☒2 Lab ☒2 Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Portfolio Preparation [Limit to 30 characters including punctuation and spaces]

F. College Code: BU G. Department Code: MKTG H. Credit Hours: Variable ☐Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text.Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☒ Graduate ☐ Professional ☐

M. Grade Method: Normal Grading ☒ Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number:

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

This class will prepare senior students to enter the job market with a portfolio and process example. Each student will complete designed communication projects and develop professional skills for a professional-level presentation of their projects. These will aid the graduate in securing employment in the design field. Students will complete a digital and physical capstone portfolio, per specification, that is an excellent representation of student's design knowledge, craft, and technical ability. Students will assemble and present a detailed design process example through a book or digital presentation. Students will develop presentation skills in preparation for job interviews and portfolio review.

Q. Term Offered: Spring R. Max Section Enrollment: Lecture: 20 Lab: 20

S. Prerequisites or Restrictions: If none, leave blank. DSGN 410 Design Project Center 1

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. DSGN 420 Design Project Center 2

***To be completed by Academic Affairs Office:* Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

_____ _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 109

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Drawing for Media Applications

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A. Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A. Course Prefix: GRDE   B. Course Number: 110

B. Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D. Full Course Title: Design 1

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 114

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Design Survey

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 116

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Computers in Visual Media

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

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OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A. Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A. Course Prefix: GRDE   B. Course Number: 118

B. Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D. Full Course Title: Desktop Publishing

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. **Date Completed:** Click here to enter text. **Entered:** SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 120

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Design 2

***To be completed by Academic Affairs Office:** **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   **General Education** ☐   **Occupational Education** ☐   **G E Codes:** Click here to enter text.

UCC Chair Signature/Date   **Academic Affairs Approval Signature/Date**

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. **Date Completed:** Click here to enter text. **Entered: SCACRSE** ☐ **SCADETL** ☐ **SCARRES** ☐ **SCAPREQ** ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 126

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Digital Illustration and Layout

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 197

B.   Contact Hours: Lecture ☒Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☒ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Special Studies in GRDE

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 210

B.   Contact Hours: 4   Lecture ☒Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Typography

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 216

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Digital Imaging

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Fall   Year: 2016

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 224

B.   Contact Hours: 3   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Web Design and Planning

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 226

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Principles of Interactive Design

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 228

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Web Design Application

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A. Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A. Course Prefix: GRDE   B. Course Number: 297

B. Contact Hours: Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C. Practicum ☐   Independent Study ☒ [Check Box as appropriate. See Definitions in Appendix E]

D. Full Course Title: Special Studies in GRDE

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A. Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A. Course Prefix: GRDE   B. Course Number: 299

B. Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D. Full Course Title: Typographics

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A. Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A. Course Prefix: GRDE   B. Course Number: 310

B. Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D. Full Course Title: Communication Design 1

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 312

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Production Techniques

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form   FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 316

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Interactive Design and Development

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A. Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A. Course Prefix: GRDE   B. Course Number: 320

B. Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D. Full Course Title: Communication Design 2

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 326

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Production Seminar

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

_____

_____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form   **FORM F-D**

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 328

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Advanced Web Design

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 329

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Interpretive Image Development

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2017

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 397

B.   Contact Hours: Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☒ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Special Studies in GRDE

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2019

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 410

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Visual Communication 1

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2019

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 412

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Design Application 1

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2019

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 414

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Design Seminar

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2019

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 420

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Visual Communication 2

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2019

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 422

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Design Application 2

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2019

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 497

B.   Contact Hours: 4   Lecture ☒Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☒ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Special Studies in GRDE

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

DELETE A COURSE – Course Data Entry Form

FORM F-D

Effective Fall 2015

I. ACTION TO BE TAKEN: DELETE COURSE FROM CATALOG

The course listed below will be removed from the Ferris State University Catalog. (See Appendix E Instruction for Completing Forms)

A.   Desired Term Effective: Term: Summer   Year: 2019

II. CURRENT COURSE TO BE DELETED FROM CATALOG:

A.   Course Prefix: GRDE   B. Course Number: 499

B.   Contact Hours: 4   Lecture ☒ Lab ☒ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

C.   Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

D.   Full Course Title: Portfolio Preparation

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

FINANCIAL AID FORM

FORM FIN

To be completed by the Director of Financial Aid (DFA). The DFA must return the original form to the Academic Senate Office to be inserted into the original proposal and a copy to the initiator (proposer). The DFA must respond within 10 business days of receipt of this form to insure that the form is included in the final proposal.

<u>Failure to respond by 10 business days of receipt of this form is interpreted as support for this proposal.</u>

Proposal Title: Graphic Design Program Redesign

Initiators: Alison Popp

Proposal Contact: Alison Popp   **Date Sent:** October 20, 2015

Department: Marketing Department   **Campus Address:** College of Business

Director of Financial Aid Signature: Sara Dew   **Date Returned:** 10/21/15

Please check all that apply:

☐ The new program is remedial as it prepares students for study at the postsecondary level. This program is not an eligible program per Federal requirements; therefore <u>students in this program are not eligible to receive financial aid.</u>

☐ The new program is considered a preparatory program as it prepares a student for a given program, i.e., they do not meet the academic criteria to be admitted into the program. <u>Student is only eligible for Federal Direct Loans for one year.</u>

☐ The new program is a certificate program. Certificate programs are not eligible programs per Federal requirements; therefore students in <u>this program are not eligible to receive financial aid.</u>

☐ The new program is a teacher certification program where it provides coursework required for a professional State credential necessary for employment as an elementary or secondary school teacher, but for which the institution awards no academic credential. <u>Students are eligible for Federal Direct Loans only at an undergraduate level.</u>

☐ The new program is a teacher certification program that will award a certificate credential. Certificate programs are not eligible program per Federal requirements; therefore <u>students in this program are not eligible to receive financial aid.</u>

☐ The new program is a Bachelor Completion program; a two-year degree completion program that requires an associate degree or the successful completion of at least two years of college coursework as a prerequisite for admission. These are aid eligible programs and students may receive financial aid.

☐ The new program is a Master's, Professional, or Doctoral Degree/Major program that allows students to take some undergraduate courses where some deficiency exists. Please note, students are eligible to receive Federal loans for the program, but undergraduate courses will not be included in the total credit count to determine loan eligibility. Students must be half time (Graduate/Professional = 5 credits, Doctoral = 3 credits) in graduate level courses to receive Federal aid.

☒ The new program is an Associate's, Bachelor's, Master's, Professional, or Doctoral Degree/Major and is conferred upon graduation. Per Federal requirements, these are aid eligible programs and students may receive financial aid.

<u>Please include the number of credit hours to earn the degree or credential being sought. This is required as it must be reported to the Department of Education as well as the National Student Loan Clearinghouse, regardless if students are receiving federal aid.</u>

Credits Required to Earn Degree: 124
Revised June 2015 ph

Subject: F15-006 Graphic Design Program Redesign Proposal

Date: Monday, November 9, 2015 at 10:49:21 AM Eastern Standard Time

From: Amy M Dorey

To: Jeff A Ek, Patty S Rettinger

F15-006 Graphic Design Program Redesign Proposal Concerns from CCC vote:

The committee has found the following clerical errors which should be corrected prior to moving forward to the next level.

Form Bs:
1. date sent must be on all the Form Bs including Humanities and Lang/Lit
2. AFIS did not mark vote: CCC rep indicated it was approved. Please follow up and have Dr. Bajor mark correctly

Form E and F:
1. Form E and F sometimes list both Lecture and Lab. How is this allocated? I am assuming that this is 2Lec/2Lab, should specify. Please contact Registrar for confirmation on proper location for this information.
2. From F-D GRDE 410 actually notes 310 – please correct course number

Form A:
1. DSGN missing Form F-C
2. Remove DSGN 224 from 3.A and GRDE 224 from 3.B as this course it listed under 3.C

Additional comments to consider:
Update Page 5, Summary of All Consultations
Most of the courses had a week by week, but at least one had allocation by hours (DSGN224). Would encourage consistency in approach.

Please contact me with any questions or for clarification.
Thank you.

Amy M Dorey, RS, CHE
Ferris State University
Hospitality Management
1319 Cramer Circle WCO 106
Big Rapids, MI 49307
doreya@ferris.edu
231.591.2383
http://www.ferris.edu/business/programs/hospitality

Form A

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: <u>New Graduate Program: Doctorate of Nursing Practice</u>
Initiating Individual: Dr. Kathryn Niemeyer Initiating Department or Unit: : College of Health Professions School of Nursing
Contact Person's Name:Dr. Kathryn Niemeyer Email: <u>Kathrynniemeyer@ferris.edu</u> Phone: 231-591-2325

- ▣ **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** – Certificate (▢ College Credit ▢ Non-credit ▢ New Certificate)
- ▢ **Group IV** – Other site location (▢ College Credit ▢ Non-credit)

	PLEASE PRINT AND SIGN YOUR NAME	DATE	VOTE/ACTION * Number Count
Program Representative **	Kathryn Niemeyer *Kathryn Niemeyer PhD*	09-3-15	_X_ Support ___ Support with Concerns ___ Not Support ___ Abstain
Department/School/Faculty Representative Vote **	Kathryn Niemeyer *Kathryn Niemeyer PhD*	09-3-15	_8_ Support ___ Support with Concerns ___ Not Support ___ Abstain
Department/School Administrator	Susan Owens *Susan J. Owens*	09-3-15	_X_ Support ___ Support with Concerns ___ Not Support ___ Abstain
College Curriculum Committee/Faculty	Mark Hutchinson *Mark Htch*	10-13-15	_6_ Support _0_ Support with Concerns _0_ Not Support _0_ Abstain
UCC Representative	Mark Hutchinson *Mah Hutt*	10-13-15	_✓_ Support ___ Hold ___ Not Support
Dean	Matthew Adjeyanju *Matthew Adjeyanju*	10/27/15	_X_ Support ___ Support with Concerns ___ Not Support ___ Abstain
University Curriculum Committee **		12/10/15	_4_ Support _1_ Support with Concerns _1_ Not Support ___ Abstain
Senate **			___ Support ___ Support with Concerns ___ Not Support ___ Abstain
Academic Affairs			___ Support ___ Hold ___ Not Support

(handwritten margin note at right):
College vote
10-27-15
36 support
0 support w/conc
0 no supp
0 Abstain

* Support with Concerns or Not Support <u>must</u> include identification of specific concern with appropriate rationale.
  ** Number Count <u>must</u> be given for all members present and/or voting.
To be completed by Academic Affairs   Date of Implementation: Click here to enter text.

_____   _____   _____
President (Date Approved   Board of Trustees (Date Approved)   Academic Officers of MI (Date Approved)

Table of Contents

Summary

Introduction

In response to changing healthcare environments and educational demands, a doctorate of nursing practice degree (DNP) is proposed for the Ferris State University School of Nursing. The DNP is the practice doctorate for nursing and prepares nurses "...for the highest level of leadership in practice and scientific inquiry" (AACN, 2006. p. 7). The DNP will be a post MSN practice or clinical degree with a focus on systems leadership, resource allocation, and research translation. The intent is to prepare practitioners to integrate into practice, theory, nursing science, and evidence-based knowledge in order to improve health care delivery, quality of care, and patient outcomes. "The DNP is intended to enhance advanced practice roles to prepare experts in population-based practice, leadership, and policy" (Frantz, 2014, slide 4). In the future, positions for clinical doctorates (DNP) will replace administration and informatics specialties, and currently is replacing advance practice master degrees such as nurse practitioners, nurse anesthetists, nurse midwives and clinical nurse specialists.

Format and overview of program proposed

This proposed Ferris State University DNP program is for a new graduate degree program that would be post MSN. Students enter with an advanced practice MSN or MSN with specialty. The DNP will be a clinical leadership track without additional specialty tracts for students. This curriculum represents a core DNP curriculum. Future developments will expand this degree to include a BSN to DNP completion program comprised of a family nurse practitioner track with a rural health focus and the potential addition of elective courses. The proposed DNP program is for a 3-year online, part time, **36-credit program. There is the potential for an additional 3 to 6 residency course credits to be added according to individualized student needs in to reach the required total post BSN supervised/mentored clinical hours of 1000 (Maximum 42 credits).** Courses will be year-around with mandatory (3-4-4 day) summer face-to-face intensives on campus. Courses will be discipline-specific and will consist of evidence-based practice (research methods, research translation and integration, and population based research), nursing, health and leadership theory, leadership methods (informatics, program evaluation and development for safety and quality, and healthcare policy), and clinical immersion (residency) courses along with a final research translation project and a comprehensive examination. Entrance to the program is post MSN along with a recent (within 3 years) graduate level introductory statistics course. Students will be able to utilize their own community, place of employment, or find their own clinical site and preceptor (pending FSU SON faculty approval) for the clinical residency credits. The residency or immersion credits will include work towards and contribute to the capstone translational research project. MSN degree clinical hours will be included as part of the expected 1000 clinical hour residency. All courses will reflect the essentials of doctoral education for the advanced practice nurse as stated by the Commission on Collegiate Nursing Education (CCNE), the regulatory commission of the American Association of Colleges of Nursing (AACN). All the courses offered (with potential exception of 1-2 residencies) at this time will be required for the DNP and there will not be any electives. With further development of this curriculum (BSN to DNP), electives pertaining to rural health care and/or integrative health may be added. The DNP degree, offered as a post MSN program and degree, will appeal to MSN-prepared nurses with specialties in informatics, administration, and non-academic based clinical education as well as nurse practitioners, nurse midwives, nurse anesthetists, and clinical nurse specialists.

Opportunities

While little available data exists on the actual number of future employment opportunities for the DNP prepared nurse, the assumption is that the need for DNP prepared nurses is proportionate to population trends that impact demand for registered nurses in general. The current shortage of registered and advanced practice nurses is projected to continue to at least 2025. The national demand for DNP nurses has been described as 'robust'. Similar to national trends, in Michigan, it is predicted that there will be a strong job market for the DNP prepared nurse. Currently, in Michigan, 40% of RNs are older than 54 and 16% are younger than 35 (Michigan Center for

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Nursing [MCN], 2013). In addition to nurses nearing retirement, 42% of all active nurses plan to stop practicing in one to ten years (MCN, 2013). These survey results lead to a prediction of significant need for nurses in Michigan over the next 10 years. Michigan will also realize a growing demand for the DNP prepared nurses. With over 300 job openings for nurses with a leadership/administration focus in Michigan (Henry Ford Health System, Munson Medical Center, Spectrum Health System, UP Health System, 2015), all of these positions have a minimum education level of an MSN. These are the types of positions the Institutes of Medicine (IOM) in 2010 discussed as needing to move to the DNP level. Likewise, the shortage in practicing nurses can be linked to the shortage in nursing faculty (doctoral prepared nurses) and subsequent limitations to admission to nursing programs. A potential ancillary benefit from DNP program is the inevitable increase in qualified academic nursing faculty.

Considering that the job market is not static in nursing along with the number of DNP programs offered in Michigan, as stated by the nursing regulatory agencies (AACN, CCNE), it is anticipated that 1) current MSN positions will change and transition into DNP positions, 2) as employers are sensitized to DNPs in the workforce, positions for DNPs will be expanded and created, 3) the shortage of advanced practice nurses is anticipated to continue for several years dependent on multiple factors in healthcare, and 4) as programs develop so does the need for doctoral prepared educators. Therefore, a case can be made for a healthy and dynamic job market for DNPs in Michigan.

DNP prepared nurses are prepared to assume a variety of healthcare positions including, vice president of patient services, program director, chief executive officer, quality improvement director, clinical informatics specialist, technology specialist, clinical research specialist, advanced practice care provider, and academic faculty.

Unique features of this program/distinguishing characteristic

MSN to DNP programs are generic programs consisting of 32-79 credits. Curriculums, to a great extent, are dictated by the credentialing agency (CCNE), while individualization occurs with the addition of more credits/courses. In order for greater appeal, the number of credits offered in the FSU DNP program will be at the lower level of required credits, while still meeting credentialing criteria.

DNP programs offered at Michigan Universities are either online or in a blended format with residencies more than once a year, generally at least once a semester. Unique to the FSU DNP program is the online format with a once-a-year residency cohort model. We know the online format is a desirable way of delivering courses because of the satisfaction with our RN to BSN and MSN graduates.

To meet credentialing criteria, for recruitment and appeal as well as to keep the program financially affordable, we are offering a generic DNP program. The FSU DNP program, while rigorous and adaptable, will intersect mandated content with professional and scholarly activity.

Survey data/support data.

In 2014, results from FSU School of Nursing student surveys indicate that of 98 student responses, 51% were interested in pursuing a DNP degree with 67% of theses interested in a FSU DNP degree. Further survey results indicated that 95% of the respondents interested in a DNP were interested in part time DNP programs, 60% would be interested in a complete online program, and 56% would be interested in a nurse practitioner program. Of the 98 students responding to the survey, 58% were RN to BSN completion students and 18% were current MSN students. Of the FSU MSN 2014 graduates that responded to the survey, slightly less than half reported on the graduate survey that they would be interested in returning to FSU for a DNP degree if offered.

This program offers the most Northern DNP program in Michigan between Grand Rapids and Northern Michigan University in the Upper Peninsula. This program will be attractive with courses online with a once-a-year residency. Based on current student demographics and emerging educational across-state regulations, it is likely that the state of Michigan will continue to be the primary

geographic area for FSU's DNP students. However, this DNP program will be offered in states where the authorization guidelines have been met by FSU. The states not included will be determined on a case-by-case basis.

The first cohort would start the DNP program in Spring semester 2017.

Consistency with University

This program addresses healthcare needs arising from the changing healthcare industry and challenges made to the profession of nursing to increase doctoral educated nurses. The DNP proposal is part of the CHP strategic plan for new program development and is consistent with the university goal to ensure the success of FSU students. FSU has well-established practice doctorate programs (DO, PharmD, and DCCL). The DNP is a practice doctorate consistent with this category and level of education at FSU.

How University can meet the demands of this new program

Expenses: Expense of additional office space and supplies, faculty wages and benefits, accreditation, additional library resources, increased internet/computer services, and marketing.

Space: Classroom space will be needed for summer intensives. Classrooms and office space in FLITE or VFS should be sufficient. The Dean of COHP and the Provost are currently exploring options for expansion of space. If the need of office space comes up before this exploration is complete we will put two faculty in each office.

Prerequisites: graduate level general statistics course in last 3 years (offered by MPH department if needed). An MSN from an accredited college in a nursing specialty or advanced practice role.

Accreditation: Initial fee for FY 2015 is $3,500 along with a site visit $8750. Annual fee thereafter FY 2015 $2500; usually these fees are increased by 2% each year.

References

AACN (2006). DNP roadmap to task force report October 20, 2006. Retrieved from: http://www.aacn.nche.edu/DNP/index.edu

Frantz, R.A. (2014). Resource requirements for quality DNP education. University of Iowa, College of Nursing. AACN Doctoral Education Conference, Powerpoint. Naples, Florida

Michigan Center for Nursing (2013). Survey of nurses 2013. Available at: https://michigancenterfornursing.org/downloads/2013SurveyFull.pdf

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.: **<u>Doctorate of Nursing Practice (DNP)</u>**

3. Summary of All Course Action Required: The course action required is to create 13 new courses and 3-3 credit residency courses.

    A. Newly Created Courses to be Added to the Catalog

Prefix	Number	Title
NURS	750	Summer Intensive I
NURS	760	*Evidence-based Practice I*
NURS	765	*Evidence-based Practice II*
NURS	770	*Theoretical Foundations*
NURS	775	Emergent *Theories of Health*
NURS	800	Summer Intensive II
NURS	820	*Informatics for Leadership*
NURS	823	*Healthcare and Social Policy*
NURS	825	Healthcare *Program Development*
NURS	850	Summer Intensive III
NURS	870	*Evidence-based Practice III*
NURS	880	Healthcare Systems Leadership
NURS	891	Residency I
NURS	892	*Residency II*
NURS	893	*Residency III*
NURS	899	DNP *Capstone*

    B. Courses to be Deleted from FSU Catalog NONE

Prefix	Number	Title
Click here to enter text.	Click here to enter text.	Click here to enter text.

    C. Existing Courses to be Modified NONE

Prefix	Number	Title
Click here to enter text.	Click here to enter text.	Click here to enter text.

    D. Addition of existing FSU courses to program NONE

Prefix	Number	Title
Click here to enter text.	Click here to enter text.	Click here to enter text.

    E. Removal of existing FSU courses from program NONE

	Prefix	Number	Title
	Click here to enter text.	Click here to enter text.	Click here to enter text.

4. Summary of All Consultations

Form Sent (B or C)	Date Sent	Responding Department	Date Received & By Whom
Form B	9/3/2015	Master of Public Health Program	M. Wan
Form B UGPC	2015	University Graduate and Professional Council	
Form C	2015	Library	

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.

CCNE: Commission on Collegiate Nursing Education (a division of American Association of Colleges of Nursing (AACN)

6. Is a PCAF required? ⊠ Yes   ☐ No   Is the PCAF approved? ⊠ Yes ☐ No (If yes, supply link on Academic Affairs website where PCAF is posted.
http://www.ferris.edu/HTMLS/administration/academicaffairs/2015NursingDoctorateofNursingPractice.pdf

7. 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

8. List all Checksheets affected by this proposal: NONE

College	Department	Program

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.

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

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 <u>Doctorate of Nursing Practice</u>

Initiator(s): Kathryn Niemeyer PhD, MSc, MSN, FNP-BC

Proposal Contact: Kathryn Niemeyer PhD Date Sent:

Department: SON, CHP   Campus Address: VFS 319
(Please type)

Responding Department: Masters of Public Health: Margaret Wan PhD

Administrator: Margaret Wan, MPH Program Coordinator. Date Received: 9/3/2015. Date Returned: 9/14/2015

Based upon department faculty review on 9/14/2015. (Date) we:

     X   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. Click here to enter text.

CURRICULUM CONSULTATION FORM

For proposals affecting graduate and professional curricula

1. This completed form should be forwarded with the proposal to the chair of the University Graduate and Professional Council.

2. The University Graduate and Professional Council must respond within 10 business days of receipt of this form to insure inclusion in the final proposal. The completed original form is returned to the Academic Senate office to be inserted into the proposal and a copy is returned 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 respond to any concerns by the Council. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title <u>Doctorate of Nursing Practice</u>

Initiator(s): Kathryn Niemeyer PhD, MSc, MSN, FNP-BC

Proposal Contact: Kathryn Niemeyer PhD   Date Sent: 11/10/15

Department: CHP, SON   Campus Address: VFS 319
(Please type)

Response from: University Graduate and Professional Council (UGPC)

Liza Ing   11/10/15   11/16/15

Chair: Click here to enter text. Date Received: Click here to enter text. Date Returned: Click here to enter text.

Based upon University Graduate and Professional Council 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 graduate and professional programs at the university. Use additional pages, if necessary. Click here to enter text.

Concern is insufficient faculty to meet HLC requirements - not enough DNP qualified faculty.

There is one vote of Do not support. I have attached the Persons reasons.

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To: University Graduate and Professional Council (UGPC)
From: Anita Fagerman, Ph.D.
Re: Doctorate of Nursing Practice.
Date: November 11, 2015

I cast a vote of '**do not support**' for the Doctorate of Nursing Practice.

Before explaining my dissenting vote, allow me to express my appreciation for the work on this curriculum. I very much like the narrowly focused implementation plan where there is exactly one set of curriculum being initially launched that every student will pursue; the exclusion of many options at the launch of this doctorate level program is exceptionally smart and will very likely result in a successful implementation with enrollment numbers that will be sustainable. I also appreciate the numbering scheme and the sequential logic used in how the lower level numbers begin the program and the term-by-term plan progressively lists classes with higher level numbers; using a straight forward and logical approach like this simply is smart. I also like the provisional admission plan to allow new students to take an appropriate statistics class by the third semester; already having a plan to use the Masters in Public Health (MPH) program's statistics course is forward thinking and shows a solid plan to help students succeed and the willingness to collaborate with other programs.

I debated making this a vote of '*support with concern*' but decided to take a position that expresses a clear voice that there must be strong administrative support for graduate education BEFORE graduate programs are expanded and enhanced at Ferris. My reasons are numbered below. Much like the Doctorate in Community Education program when it came through the University Graduate and Professional Council in 2009, I once again express one of the exact same concerns for this new proposal as the Graduate Council expressed in 2009:

1) Policy issues have not been addressed (i.e. doctoral faculty load,)".

I also express Curriculum Specific Concerns:

2) Form A's description of the program as "a 3-year online, part time, 36-credit program" seems a bit misleading when there are 3 face-to-face intensives and at least one 335 hour residency. Clear and fully correct information should be expressed to prospective students in any short description of the program.

3) It is not clear what is meant by a "3-4-4 day mandatory summer face-to-face intensives". The courses apparently falling into this category are NURS 750, NURS 800, and NURS 850. Form E indicate these are one credit courses where students meet face to face. Form Fs say NURS 750 and NURS 800 are one credit but NURS 850 shows this as 3 credits. Which forms are correct? With online students targeted for this program, are these courses intended to be 3-day or 4-day weekend courses required during a short time frame? What does '3-4-4' mean? What exactly is the delivery plan?

4) It is not entirely clear which residency courses are required and which are optional. NURS 891, 892, 893 are the residency courses and Form D suggests 892 and 893 are elective, yet the course descriptions (on Forms E and F) are not distinctive from one another. Each of the residency courses should be different and explained in the course descriptions on Forms E and F.

5) It is not clear if any graduate from a Master of Science in Nursing (MSN) should be accepted for admission. I am outside of the healthcare field, but I question if similar degrees from outside of the United States Health Care system (and possibly Michigan's) would (or should) provide an adequate basis to enroll in this particular doctorate degree. The proposal indicates MSN and DNP degrees follow credentials set by the CCNE; shouldn't CCNE credentialing be a requisite of approved MSN degrees for admitting students? Clarity on the exact approved MSN degree should be defined and incorporated into the admission criteria.

6) It is not clear if Ferris has qualified faculty to teach the new degree. Much talk during Fall 2015 semester at the Academic Senate Retreat and at the University Graduate and Professional Council expressing the Higher Learning Commission Accreditation standards have changed and require discipline specific faculty with terminal degrees teach appropriate courses. I am greatly concerned with this particular degree that the Academic Senate will approve the program while not providing any mechanism requiring administration to provide full faculty support to ensure qualified faculty are sought out, hired, and retained so that this program will pass accreditation requirements. The comments I've heard from the Masters in Social Work (MSW) program support my position that proper resources with proper faculty workload must be defined BEFORE a curriculum proposal is approved by the Academic System. In the MSW degree, the unending search for qualified faculty (at only the master's level) has resulted in many failed searches– primarily due to faculty workload.

7) This previous point brings me to Doctorate Level Faculty Workload policies. (This was expressed in my item #1 above.) What is the planned faculty workload for this new Doctorate Degree? Is it reasonable? Should master's level workload be the equivalent as doctorate level workload? Will the Academic Senate approve this proposal WITHOUT any doctorate specific workload policy in place (in advance of approving the degree)? This is the second doctorate degree being brought to Ferris – clearly defined policies are needed for doctorate level education prior to adoption of doctorate degrees.

Not surprising to me the faculty proposing this curriculum proposal wisely expressed resource concerns in Form A. Page 5 of the proposal expressly states "Expense of additional....faculty wages and benefits" are ways the University 'can' meet the demands of this new program. I have sat on the UGPC for many years and on the Academic Senate since 2013; attention to, and action on, resource needs has been lacking by Senate faculty. What guarantees are there that the correct faculty will be supported with the correct workload policy? The Academic Senate should insist on, and lead, the development of minimum requirements for master level and doctorate level workload

policies and other graduate level academic policies. Until these are developed and approved by the Senate and Administration, the Academic Senate should NOT approve the continuation of the practice of creating graduate curriculum, launching it, and worrying about the faculty and academic policies later. Later never seems to come. I suggest a review of the UGPC Task Force Recommendation on Graduate Education be pursued and acted on by the Academic Senate to enable Ferris to successfully launch graduate education with minimal difficulties. You will find the recommendation at http://www.ferris.edu/HTMLS/administration/academicaffairs/vpoffice/senate/gradcoun/minutes/Graduate%20Education%20Task%20Force%20recommendations%204-25-11.pdf
and
http://www.ferris.edu/HTMLS/administration/academicaffairs/vpoffice/senate/gradcoun/minutes/gradedutimeline20102011.pdf.

8) Proper course prerequisites are needed. Obviously certain classes are needed prior to other classes. Form F needs to describe this along with the program check sheet.

9) What are the Program Outcomes and what is the associated Assessment Plan?

10) Should the University approve a degree that expects to enroll only 8 students in year one, 10 students in year two, and 12 students in year 3? What enrollment is expected after year three?
- Is this justifiable?
- Are there scholarship expectations of the faculty in the program?
- Are there marketing plans?
- What is the tuition rate plan? Same as graduate - $527/790? Same as EDD ($620)? Same as Pharmacy ($626/939)? Same as Optometry ($638/$$957)?

I commend the faculty bringing forth this curriculum; we need advanced graduate degrees at Ferris and this degree sounds quite promising.

With lessons learned since (even before) 2009, I adamantly believe these advanced degrees should not be pursued until there is proper administrative and academic support. We must have, at the very basic level, a full set of approved Graduate Level Policies in place, sanctioned by the Academic Senate body and approved by Administration. A task force proposal to create such policies was developed in 2011, yet, no significant action has been supported outside of creating an "Office of Graduate Studies" (located in a very small room) and staffing it with a part time non-faculty worker.

I greatly respect the University and only desire what is best for it as a whole.

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: Doctorate of Nursing Practice

Projected number of students per year affected by proposed change: 8-20

Initiator(s): Kathryn Niemeyer PhD, MSc, MSN, FNP-BC
Proposal Contact: Kathryn Niemeyer PhD   Date Sent:

Department: CHP, SON   Campus Address: VFS 319
(Please type)

Liaison Librarian Signature: _Alisa Konieczny_   Date Received: _9-3-2015_

Dean of FLITE Signature: _____   Date Returned: _9/8/15_

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

☐   Library resources to support the proposed curriculum change are currently available.

X   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 $_Click here to enter text..

☐   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. Click here to enter text.

Many resources are currently available through FLITE that will support the DNP program, and following further development of a core collection of resources for the DNP program (estimated cost $2300.00), a specific collection development budget will be needed to continuously support this program.

Checksheets

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

Insert both the current curriculum checksheet (if applicable) and the proposed curriculum checksheet.

- **LABEL CHECKSHEETS AS "FORM D CURRENT" and "FORM D PROPOSED."**

CHECKSHEET GUIDELINES

Because checksheets are a summary of the requirements for completing a major, major with concentration, minor or certificate granted by Ferris
State University, it is essential that all University checksheets contain all of the information listed below:

- Total credits required; specifying the minimum number of credits earned at FSU

- General Education requirements per catalog guidelines;
  include course levels, prerequisites and semester offered (if
  applicable)

- Minimum number of 300 and 400 level courses

- All course prerequisites

- Any special admissions, continuation, or graduation requirements

- Student Learning Outcomes clearly linked to measurable Program Assessment Strategies
  (See Appendix D Writing Student Learning Outcomes)

A Term-by-Term plan for completion of the offering is recommended.

It is recommended that checksheets include information about when required courses are typically offered.

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

Doctorate of Nursing Practice Catalog Description:

The DNP program at FSU is a practice-based doctoral program, preparing nurses to function at the highest level of nursing in complex healthcare systems. Students will be prepared for engagement with roles as leaders, practitioners, and innovative thinkers responsive to changing healthcare environments. This doctoral program focuses on essential cognitive skills and abilities advance practice and specialty nurse leaders need to integrate new knowledge and translate evidence in the designing, evaluation and continual improvement of health care services and delivery of care in complex systems. Based on the complexification of healthcare, emergent issues and demands along with the growth of scientific knowledge and technology, nurses educated at the DNP level will be prepared to engaging in the changing needs and processes of healthcare impacting patient outcomes.

Program Admission Criteria:

Ferris State University
College of Health Professions
Doctor of Nursing Practice – Graduate Degree

Admission Criteria	Standard for Admission
1. Submission of Application for Graduate Program	Submit by Oct 1
2. Masters Degree in Nursing, advanced practice or specialty nursing certification eligible	From an accredited college or university
3. Graduate GPA	3.0 or higher
4. International Students only: TOEFL Score	70
5. Personal Statement of interest in program (no more than 3 pages font 12 double spaced).	Include: educational & professional history, area of nursing specialty or advanced practice focus. Interest & motivation for seeking DNP degree with initial thoughts on project area and professional or academic career plans upon completion.
6. Three (3) professional references as letters of recommendation from individuals familiar with the applicant's academic or professional background.	Letter should include an assessment of the applicant's current work quality and ability to successfully complete graduate education.
7. Professional Resume	Current
8. Successful completion of a graduate level statistics course in last 3 years.	Grade of B or higher.
9. Successful completion of basic undergraduate course in research.	Grade of B or higher.
10. Coursework to include graduate level nursing science courses.	Grades of B or higher in graduate level nursing science courses.
11. Face to face or online Interview with program faculty	Satisfactory professional demeanor; able to articulate professional goals alignment with DNP
Provisional Admission	
In addition to the above requirements, the student with a GPA of less than 3.00, undergraduate or graduate-level statistics course deficiencies or TOEFL scores between 45-50 may be conditionally admitted with the following requirements:	1. Successfully complete 6 semester hours of graduate coursework with a 3.0 GPA to satisfy admission requirements. 2. Clear any deficiencies in his/her undergraduate education or graduate statistic course by the conclusion of the third semester or by the end of the first year of enrollment in the DNP program. 3. Enroll in and successfully complete recommended ESL courses; may retake TOEFL exam

OUTCOMES STATEMENT AND ASSESSMENT PLAN FOR THE DOCTORATE OF NURSING PRACTICE DEGREE

DEGREE OUTCOMES: The Degree will include the following areas for outcomes assessment at the university level.

PROGRAM LEARNING OUTCOME	ASSESSMENT METHODS
1. Disseminate translated *scientific* nursing knowledge to improve *health outcomes, health promotion and*, quality and safety for individuals and populations for our nations health.	• CAPSTONE PROJECT/DEFENSE • COMPREHENSIVE EXAM • COMPLETIONS OF ALL DNP NURS CURRICULUM COURSES • PROFESSIONAL PORTFOLIO • PRECEPTOR EVALUATIONS
2. Promote collaborative leadership in complex healthcare systems in the development *and evaluation* of new models of care with consideration of health and social policy, economics of healthcare, information technologies, and healthcare ethics.	• CAPSTONE PROJECT/DEFENSE • COMPREHENSIVE EXAM • COMPLETIONS OF ALL DNP NURS CURRICULUM COURSES • PROFESSIONAL PORTFOLIO • PRECEPTOR EVALUATIONS
3. Integrate practice, research, and policy with nursing leadership in both macro and micro healthcare environments.	• CAPSTONE PROJECT/DEFENSE • COMPREHENSIVE EXAM • COMPLETIONS OF ALL DNP NURS CURRICULUM COURSES • PROFESSIONAL PORTFOLIO • PRECEPTOR EVALUATIONS

Ferris State University – College of Health Professions

SCHOOL OF NURSING

DOCTOR OF NURSING PRACTICE 36-42 Credits

Name:_____ ID#:_____

REQUIRED		COURSE TITLE – PREREQUISITES SHOWN IN BRACKETS ( )	S.H.	GRADE
Thirteen (13) Core Courses plus Two (2) Elective Courses				
NURS	750	Summer Intensive I	1	
NURS	760	Evidence-based Practice I	3	
NURS	765	Evidence-based Practice II	3	
NURS	770	Theoretical Foundations	3	
NURS	775	Emergent Theories of Health	3	
NURS	800	Summer Intensive II	1	
NURS	820	Informatics for Leadership	3	
NURS	823	Healthcare and Social Policy	2	
NURS	825	Healthcare Program Development	3	
NURS	850	Summer Intensive III	1	
NURS	870	Evidence-based Practice III	3	
NURS	880	Healthcare Systems Leadership	3	
NURS	891	Residency I	3	
NURS	892	*Residency II	3	
NURS	893	*Residency III	3	
NURS	899	**DNP Capstone	4	
		Total Credits	36-42	

*Total residency hours will be individually determined and some students may need to take 1, 2 or 3 residency courses or 3-9 credits. Post BSN supervised clinical hours must be equivalent to 1000 hours for the DNP.

**DNP Capstone will be available to take Spring, Summer, Fall semesters. Progression following year 2 will be individually determined

OTHER PROGRAM INFORMATION
Program Progression Policy:
Students must successfully complete courses in order of program delivery from time of entrance. All courses except the final residency must be complete prior to capstone.   Degree requirements shall be completed within five years from first enrollment in a doctoral course following admission. If a course is dropped it can be picked up when offered the following year.
Program Grade Requirements:
A grade of 3.0 or "B" or higher is required for all DNP courses.   No grade of "C" or below is acceptable for graduation.
Policy on Repeated Courses:
Two unsuccessful attempts (grades less than "B") in any DNP course(s) will result in dismissal from the program.
Policy on FSU Credit Requirement/Transfer Credits:
Students must earn a minimum of 80% of the total DNP degree credits from FSU.   For the DNP this is **36 credits for all courses including 1-3 credit required residency course. (Two additional courses or 6 credits of residency may be required for competition of post BSN clinical hours. This will be individually determined).**
FSU Sunset Policy
If a student returns to the university after an interrupted enrollment (not including summer semester), the requirements of the curriculum 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.
***Selected Electives Guidelines for Graduate Courses Required: No electives required**
Elective courses are dependent on the student's interest, areas of expertise and future career aspirations and are in addition to graduation requirements for the DNP. Examples could be: Data Analysis or Advanced Statistics, Lean Management, Public Policy and Administration, Health Policy and Management, Advanced Statistics, Business, Research, Advanced Pharmacology, Advanced Education courses, etc.
Program Completion Time Limit
Degree requirements shall be completed within a maximum of five (5) years from first enrollment in a graduate class. Students may request one extension, in writing to the Program Coordinator/Chair, in the event of extenuating circumstances.

Ferris State University
College of Health Professions
3-Year Doctor of Nursing Practice (DNP)
Semester-by-Semester Scheduling
Total Credits: 39-42

Spring Year 1	Credits	Summer Year 1	Credits	Fall Year 1	Credits
NURS 760 Evidence-based Practice I	3	NURS 750 Summer Intensive I	1	NURS 765 Evidence Based Practice II	3
NURS 770 Theoretical Foundations	3			NURS 775 Emergent Theories of Health	3
Total	6	Total	1	Total	6
Spring Year 2	Credits	Summer Year 2	Credits	Fall Year 2	Credits
NURS 880 Healthcare Systems Leadership	3	NURS 800 Summer Intensive II	1	NURS 870 Evidence-based Practice III	3
NURS 820 Informatics for Leadership	3	NURS 823 Healthcare and Social Policy	2	NURS 825 Healthcare Program Development	3
Total	6	Total	3	Total	6
Spring Year 3	Credits	Summer Year 3	Credits	Fall Year 3	Credits
NURS 891 Residency I	3	NURS 850 Summer Intensive III	1	*NURS 893 Residency III	3
		*NURS 892 Residency II	3	**NURS 899 DNP Capstone	4
Total	3	Total	4	Total	7

*Total residency hours will be individually determined and some students may need to take only 1 or 2 residency courses. Post BSN supervised clinical hours must be equivalent to 1000 hours for the DNP.

**DNP Capstone will be available to take Spring, Summer, Fall semesters. Progression following year 2 will be individually determined

NURS 750
COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)**750 **Contact Hours (proposed):** 1 per week equivalent

Lecture ☐ Lab ☐ Seminar ☒   [Enter contact hours per week in blank above.]

☐ **Title (current):**Click here to enter text.

☒ **Title (proposed): Summer Intensive I**

☐ **Credit Hours (current):**Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):**1 ☒ **Prerequisites (proposed):** Admission to DNP program or faculty permission ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This course provides an introductory experience to FSU, emphasizing available FSU and SON resources. It is an introduction to the DNP program structure and expectations for completion. In this seminar the students will explore transitioning to the DNP role, interprofessional implications and issues associated with the DNP role, scholarly writing and portfolio development. This course provides an initial opportunity to network on a face-to-face basis with the student cohort.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Describe FSU and SON resources and program structure, process, and expectations

     Assessment: discussion, application

2. Identify potential population of interest for DNP translational project

     Assessment: discussion,

3. Examine the DNP role

     Assessment: group work and presentation

4. Evaluate DNP role transition in context of interdisciplinary healthcare issues relating to changing healthcare systems

     Assessment: discussion

5. Demonstrate scholarly writing with APA format

     Assessment: short written paper

6. Initiate portfolio development

NURS 750
Assessment: Portfolio

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1.	Introduction and welcome to program and FSU	3 hours
2.	Discussion of translational projects	1 hours
3.	Transitioning to the DNP role	2 hours
4.	Interdisciplinary nursing presented in the literature	3 hours
5.	Professional Writing	5 hours
6.	Portfolio development (intent/purpose/instruction)	1 hour
		Total: 15 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201705 (Summer)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 750

C. Contact Hours: **1 per week equivalent**   Lecture ☐ Lab ☐ Seminar ☒ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Summer Intensive I [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 1   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 1 J. Maximum Credit Hours: 1 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This course provides an introductory experience to FSU, emphasizing available FSU and SON resources. It is an introduction to the DNP program structure and expectations for completion. In this seminar the students will explore transitioning to the DNP role, interprofessional implications and issues associated with the DNP role, scholarly writing and portfolio development. This course provides an initial opportunity to network on a face-to-face basis with the student cohort.

Q. Term Offered: SU   R. Max Section Enrollment: 20   Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. **Admission to DNP Program or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 760
COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)** 760 **Contact Hours (proposed):** 3

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed):** Evidence-Based Practice I

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed):** Admission to DNP program or faculty permission ☐ **Co-requisites (proposed):**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This course is designed to provide the foundation for applying and implementing research by exploring the nature of inquiry and evaluating designs, methods, and measurements of evidence. Topics of validity, reliability, generalizability, rigor and trustworthiness will be addressed in this course. Likewise, it will focus on the applicability and contribution of research to evidence.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Explore the nature of inquiry and systematic approaches to evidence evaluation

   Assessment: Discussion board, Written paper

2. Discuss evidence in relationship to research design, methods, measurements and clinical nursing.

   Assessment: Discussion board, Research analysis papers, partner-based online activity (table building)

3. Simulate methods used for a study using two different designs

   Assessment: Discussion board, group or partner-based online activity and presentation.

4. Critique current studies using a systematic approach to evidence evaluation in area of clinical practice for strength, quality, contribution to evidence, and implementation potential.

   Assessment: Discussion board, Written paper

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

NURS 760

☒ Course Outline including Time Allocation (proposed):

1. Introduction and the nature of inquiry   3 hours

2. Quantitative Research designs, methods, and measurement, role of literature review, hypothesis, statistical analysis, reliability, validity, implications, context, causation/correlation.   12 hours

3. Qualitative Research designs and methods, role of literature review, questions, analysis, rigor, credibility, implications, context.
                                                                                10 hours

2. Mixed methods and amalgamethodology   2.5 hours

3. Comparing and contrasting quantitative to qualitative research designs/methods   5 hours

4. Evidence Evaluation models.   5 hours

5. Design, method, and measurement issues related to clinical research,   5 hours

6. Designs and methods relevant to area of interest   2.5 hours

                                                                         Total: 45 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201701 (Spring) Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 760

C. Contact Hours: 3   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Evidence-Based Practice I   [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This course is designed to provide the foundation for applying and implementing research by exploring the nature of inquiry and evaluating designs, methods, and measurements of evidence. Topics of validity, reliability, generalizability, rigor and trustworthiness will be addressed in this course. Likewise, it will focus on the applicability and contribution of research to evidence.

Q. Term Offered: SP   R. Max Section Enrollment: 20   Lecture: 20   Lab:

S. Prerequisites or Restrictions: If none, leave blank. Admission to DNP program or faculty permission

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 765

COURSE INFORMATION FORM

FORM E

Effective Fall 2015

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) NURS** ☒ **Number (proposed)** 765 **Contact Hours (proposed): 3**

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Evidence-Based Practice II**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed):** NURS 760 or faculty permission ☐ **Co-requisites (proposed):**

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This course explores translational research for the DNP. Translational research refers to the application of research findings to clinical practice and the process of generating and evaluating outcomes. Translating research joins discovery or research findings to practice. This course focuses on identification of practice problems, the systematic review and synthesis of evidence, and utilization of that evidence in decision making for changing practice. The course places emphasis on the process of translational research.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Conduct a systematic literature review in area of clinical practice evaluating a body of studies for applicability to practice and the potential to change practice

     Assessment: partner or group presentation

2. Evaluate the evidence pertaining to the state of the science and the state of practice for a clinical population.

     Assessment: Discussion board, written paper

3. Propose translational research project based on the results of a literature review for the defined area of clinical research.

     Assessment: discussion board, written paper

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

NURS 765

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

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 discussion/definitions of translational research and relationship to implementation of evidence-based practice
   10 hours
2. State of the science and state of the practice   5 hours
3. Clinical outcomes research and implementation science   5 hours
4. Applied research designs and methods, accessing and evaluating data,   10 hours
5. Systematic reviews and evaluating research for evidence based practice   15 hours

Total: 45 hours

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201708 (Fall)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS   B. Number: 765

C. Contact Hours: 3   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Evidence-Based Practice II [Limit to 30 characters including punctuation and spaces]

F. College Code: HP   G. Department Code: SNUR   H. Credit Hours: 3   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This course explores translational research for the DNP. Translational research refers to the application of research findings to clinical practice and the process of generating and evaluating outcomes. Translating research joins discovery or research findings to practice. This course focuses on identification of practice problems, the systematic review and synthesis of evidence, and utilization of that evidence in decision making for changing practice. The course places emphasis on the process of translational research.

Q. Term Offered: F   R. Max Section Enrollment: 20   Lecture: 20   Lab:

S. Prerequisites or Restrictions: If none, leave blank. **NURS 760 or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

_____   _____

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 770

COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)** 770 **Contact Hours (proposed):** 3

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Theoretical Foundations**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed): Admission to DNP program or faculty permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Theoretical Foundations of Advanced and Specialty Nursing Practice will explore the philosophical and scientific base of theories, different levels of theory, and the evolution of nursing science. Grand nursing theories, midlevel theories, and practice theory including theories and models of evidence-based practice will be critiqued in relationship to scholarly literature and research. Ethical foundations of practice along with multiple patterns of knowing will be addressed in this course

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Evaluates what constitutes theory and/or models in nursing science within the historical context of nursing.

   Assessment: Discussion board, depiction project

2. Differentiate grand Nursing theories from midlevel theories from practice theories

   Assessment: Discussion board, Group or partner project/presentation.

3. Critique models and theories of evidence-based practice.

   Assessment: Discussion board, written paper

4. Critically evaluate nursing's multiple ways of knowing as foundational to collaborative practice and evidence in healthcare environments.

   Assessment: Discussion board, written paper

NURS 770

5. Articulate a synthesis of science and philosophy that is applicable to personal practice as a DNP.

> Assessment: written paper

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1.	Introduction to theory levels, purpose, structure, development, constructs of interest to nursing,	12.5 hours
2.	Specific nursing theories embedded in philosophies of nursing/science	12.5 hours
3.	Theory as foundational to practice and practice theory in advanced/specialty nursing	5 hours
4.	Theories of evidence-based practice	7 hours
5.	Evidence-based practice in relationship to multiple ways of knowing	3 hours,
6.	Application to clinical area and DNP role	5 hours,

Total = 45 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201701 (Spring) Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 770

C. Contact Hours: 3 Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Theoretical Foundations [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3 Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐ Graduate ☒ Professional ☐

M. Grade Method: Normal Grading ☒ Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Theoretical Foundations of Advanced/Specialty Nursing Practice will explore the philosophical and scientific base of theories, different levels of theory, and the evolution of nursing science. Grand nursing theories, midlevel theories, and practice theory including theories and models of evidence-based practice will be critiqued in relationship to scholarly literature and research. Ethical foundations of practice along with multiple patterns of knowing will be addressed in this course.

Q. Term Offered: SP R. Max Section Enrollment: 20 Lecture: 20 Lab:

S. Prerequisites or Restrictions: If none, leave blank. **Admission to DNP program or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 775

COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)** 775 **Contact Hours (proposed):** 3

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Emergent Theories of Health**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed): Admission to DNP program or faculty permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This course will focus on midlevel and practice theories, originating in nursing and other scientific disciplines. Theories of health, health promotion, behavioral change, and chronic disease in populations that shape healthcare will be explored. In the context of emergent health and disease theories, this course will look at new directions and innovative problem solving for health promotion with chronic disease and formulate potential research and practice agendas

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. In the context of health and emerging disease, apply relevant nursing, integrative health, disease and medical, psycho-social, behavioral scientific theories to explain health-related issues and health behaviors of individuals and groups of people or populations.

   Assessment: Discussion board, written paper

2. Critically appraise theories of chronic disease and health promotion for applicability to practice and potential research.

   Assessment: Discussion board, group/partner presentation.

3. Formulate a potential translational research proposal using relevant practice theory.

   Assessment: Discussion board, Written paper

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):**

1. Introduction to theories of health promotion, disease, and models of change (individual, group, organizational)

   10 hours

2. New emergent theories of health and chronic disease (ie: obesity, DM, asthma and allergies, eating disorders, heart disease, cancer, addiction).   10 hours

3. The intersection of theories of health promotion, disease, and change to emergent theories of disease   12.5 hours

4. Application of theories of Health promotion and change related to area of interest   12.5 hours

   Total = 45

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201708 (Fall) Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 775

C. Contact Hours: 3 Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Emergent Theories of Health [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3 Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐ Graduate ☒ Professional ☐

M. Grade Method: Normal Grading ☒ Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This course will focus on midlevel and practice theories, originating in nursing and other scientific disciplines. Theories of health, health promotion, behavioral change, and chronic disease in populations that shape healthcare will be explored. In the context of emergent health and disease theories, this course will look at new directions and innovative problem solving for health promotion with chronic disease and formulate potential research and practice agendas.

Q. Term Offered: F R. Max Section Enrollment: 20 Lecture: 20 Lab:

S. Prerequisites or Restrictions: If none, leave blank. **Admission to DNP program or faulty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 800

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):**

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) NURS** ☒ **Number (proposed)** 800 **Contact Hours (proposed):** 1 per week equivalent.

Lecture ☐ Lab ☐ Seminar ☒   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Summer Intensive II**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 1 ☒ **Prerequisites (proposed):** NURS 750 or faculty permission   ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This seminar provides an overview of the changing culture of Western healthcare as context for the clinical doctorate in nursing. Professional Issues such as communication, intellectual capital, diversity, and personalizing healthcare (relationship-based care) and protocol-based or standardized healthcare will be discussed. Research with specific populations (including transcultural and vulnerable populations) will be focused on. Scholarly projects will be reviewed to date with plans for problem solving and completion.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Using assigned research design and topic develop simulated research study (with partner).

    Assessment: Simulated study presentation.

2. Apprise role of DNP in issues relating to communication, intellectual capacity, and diversity

    Assessment: Discussion, Written project

3. Discuss progress on DNP translation project to this point.

    Assessment: Presentation

4. Demonstrate problem solving skills for DNP project

    Assessment: Presentation

NURS 800

5. Illustrate progress on portfolio

   Assessment: Portfolio

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):**

1.	Introduction and welcome back, Overview of this course,	1 hour
2.	Progress on projects to this point (presentations and problem solving and new SON research)	5 hours
3.	Research: project-using population based designs with student presentations	4 hours
4.	Group discussions and presentations on current healthcare issues facing DNPs in the work arena	4 hours.
5.	Portfolio progress/reflections	1 hour
		Total: 15 hours

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)

NURS 800 F

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201805 (Summer)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 800

C. Contact Hours: **1 per week equivalent** Lecture ☐ Lab ☐ Seminar ☒ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Summer Intensive II [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 1 Variable ☐ Fixed ☒

I. Minimum Credit Hours: 1 J. Maximum Credit Hours: 1 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐ Graduate ☒ Professional ☐

M. Grade Method: Normal Grading ☒ Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This seminar provides an overview of the changing culture of Western healthcare as context for the clinical doctorate in nursing. Professional Issues such as communication, intellectual capital, diversity, and personalizing healthcare (relationship-based care) and protocol-based or standardized healthcare will be discussed. Research with specific populations (including transcultural and vulnerable populations) will be focused on. Scholarly projects will be reviewed to date with plans for problem solving and completion.

P. Term Offered: SU R. Max Section Enrollment: 20 Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. **NURS 750 or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 820
COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)** 820 **Contact Hours (proposed):** 3

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed):** Informatics for Leadership

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed):** Admission to DNP program or faculty permission ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This course will explore the ongoing digital transformation of healthcare and impacts of the electronic environments on healthcare at multiple levels. The EMR and data mining with utilization and interpretation will be a focus of this course. Special issues that integrate with digital healthcare measures will be addressed, including, correlation and causation, credibility, privacy, consent and confidentiality, social networking, medicine by web, personalization of healthcare. Likewise, this course will evaluate the use of digital technology for health promotion of populations and the improvement of healthcare delivery.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Appraise the credibility, legalities and ethics of associated issues of digital applications and web-based healthcare information systems.

    Assessment: Discussion board, Partner/group project/presentation, Written paper,

2. Critique the intersection of the concept of quality with digital healthcare measures.

    Assessment: Discussion board, Case study review, Written paper,

3. Design an innovative and novel use and evaluation of digital technology and critical elements needed for improving healthcare of a population while incorporating best practices.

    Assessment: Discussion board, presentation, Portfolio project

4. Demonstrate EMR data mining/extraction of practice data related to an appropriate question for research translation.

NURS 820
Assessment: Discussion board, Written paper

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):**

1. Introduction and exploration of realized and potential digital applications in healthcare   5 hours
2. Best Practices related to issues and current threats associated with digital measures and electronic environments
                                                                                                        7.5 hours
3. New models for application of digital measures in healthcare. Looking at quality   7.5 hours
4. Current methods of evaluation and evaluation tool development for information systems using best practices of digital measures
                                                                                                        10 hours,
5. Innovation and information systems   5 hours

6. Using data systems.   10 hours:

                                                                                                        Total 45 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201801 (Spring)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 820

C. Contact Hours: 3   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Informatics for Leadership [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This course will explore the ongoing digital transformation of healthcare and impacts of the electronic environments on healthcare at multiple levels. The EMR and data mining with utilization and interpretation will be a focus of this course. Special issues that integrate with digital healthcare measures will be addressed, including, correlation and causation, credibility, privacy, consent and confidentiality, social networking, medicine by web, personalization of healthcare. Likewise, this course will evaluate the use of digital technology for health promotion of populations and the improvement of healthcare delivery

Q. Term Offered: SP   R. Max Section Enrollment: 20   Lecture: 20   Lab:

S. Prerequisites or Restrictions: If none, leave blank. **Admission to DNP program or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 823
COURSE INFORMATION FORM

FORM E

Effective Fall 2015

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) NURS** ☒ **Number (proposed)823 Contact Hours (proposed):** 2

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Healthcare and Social Policy**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):2** ☒ **Prerequisites (proposed): Admission to DNP program or faculty permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This course is focused on the constructs of social justice and social determinants in population healthcare. It will explore the legislative and economic policies and policy pathways impacting healthcare. Policy change processes, issues, implications, and policies currently intersecting with and impacting healthcare will be appraised. Social issues such as vulnerable populations, health disparities at the individual, community, state, national levels, health literacy, provider shortages, and economics of healthcare will be the focus of this course. US healthcare structures and systems will be examined along with worldwide healthcare structures and models in the framework of current healthcare issues.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Define the construct of social justice in relationship to multiple embedded levels of healthcare.

　　　Assessment: Discussion board, partner/group-based project

2. Critically evaluate systems and professional accountability pertaining to healthcare issues, legislative and economic policy, and processes impacting social justice.

　　　Assessment: Discussion board, real life application project

3. Using evidence and models or structures of health care, innovate a potential policy and system change while integrating the constructs of social justice and health equality for a population of patients.

NURS 823
Assessment: Written paper and presentation

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1.	Introduction to social and healthcare policy. Social determinants of healthcare.	5 hours
2.	Healthcare and social justice, ethics and legal implications.	7.5 hours
3.	Evaluation of policy processes, social justice, and healthcare in historical context.	7.5 hours
4.	Process and dimensions of policy and policy change at local, state, national, and international levels.	5 hours
5.	Leadership and practice implications of policy process and dimensions.	3 hours
6.	Role of DNP and population health in impacting healthcare and social policy	2 hours.
		Total 30 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201805 (Summer) Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 823

C. Contact Hours: 2   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Healthcare and Social Policy [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 2   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 2 J. Maximum Credit Hours: 2 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This course is focused on the constructs of social justice and social determinants in population healthcare. It will explore the legislative and economic policies and policy pathways impacting healthcare. Policy change processes, issues, implications, and policies currently intersecting with and impacting healthcare will be appraised. Social issues such as vulnerable populations, health disparities at the individual, community, state, national levels, health literacy, provider shortages, and economics of healthcare will be the focus of this course. US healthcare structures and systems will be examined along with worldwide healthcare structures and models in the framework of current healthcare issues.

Q. Term Offered: SU   R. Max Section Enrollment:20   Lecture: 20   Lab:

S. Prerequisites or Restrictions: If none, leave blank. **Admission to DNP program or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 825
COURSE INFORMATION FORM

FORM E

Effective Fall 2015

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)** 825 **Contact Hours (proposed):** 3

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Healthcare Program Development**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed): Admission to DNP program or faculty permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Principles of communication, collaboration, resource allocation, quality and safety, excellence, and evidence-based decision making for best practices will be integrated for strategic program development, implementation, and evaluation for optimal micro systems of healthcare. Implementation models will be explored with evaluation of care systems. Tools for evaluation of program outcomes will be designed for quality and prospective system changes. Macro-system variables on healthcare will be explored in relationship to risk and productivity.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Examine strategies and methods for program development, implementation, and evaluation in healthcare

 Assessment: Discussion board, Group/partner project/activity, Presentation

2. Propose a strategic change based on an implementation model, principles of communication, collaboration, and evidence-based decision-making for positive outcomes in population health in an individual or community health delivery system.

 Assessment: Discussion board, Outcome-based case study analysis, Group/partner project/activity, Presentation

3. Design a program evaluation tool to measure strategic planning outcomes related to system goals and optimal patient or population outcomes.

 Assessment: Discussion board, Written paper

NURS 825

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1. Program development at multiple levels in complex systems: proposal process and preparation related to translation of research with consideration of economic, employee, and patient engagement, and accountability implications   10 hours

2. Program development: proposed outcomes, measuring outcomes, validity of measurement process. What to do with outcomes. 5 H

3. Program: Implementation models   5 hours

4. Program: implementation process/tool development   10 hours

5. Program development: solidification of new program or program change.   5 hours

6. Application to area of interest   10 hours

Total: 45 hours

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)

NURS 825 F

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201808 (Fall)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 825

C. Contact Hours: 3   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Healthcare Program Development [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Principles of communication, collaboration, resource allocation, quality and safety, excellence, and evidence-based decision making for best practices will be integrated for strategic program development, implementation, and evaluation for optimal micro systems of healthcare. Implementation models will be explored with evaluation of care systems. Tools for evaluation of program outcomes will be designed for quality and prospective system changes. Macro-system variables on healthcare will be explored in relationship to risk and productivity.

Q. Term Offered: F   R. Max Section Enrollment: 20   Lecture: 20   Lab:

S. Prerequisites or Restrictions: If none, leave blank. **Admission to DNP program or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 850

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)** 850 **Contact Hours (proposed):** 1 per week equivalent.

Lecture ☐ Lab ☐ Seminar ☒   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Summer Intensive III**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 1 ☒ **Prerequisites (proposed): NURS 800, NURS 750 or faculty permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

    ☒ **Course Description (proposed) 125 words maximum:** This seminar is focused on the integration of creative inquiry, relationship-based care, and leadership for the DNP student. Skills for professional practice of the advanced practice/specialty nurse will be discussed, examined and evaluated, in relationship to current healthcare issues. Students will be given the opportunity to do simulated profession journal article reviews, make professional presentations with peer critique and feedback, and practice for their comprehensive exams. Likewise, progress on the portfolio and final project will be the focus of review and problem solving.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Defend progress on DNP translation project to this point while using portfolio for validation.

    Assessment: Discourse, Presentation

2. Present a professional presentation for peer review

    Assessment: Presentation, Peer review.

3. Implement a simulated professional article review

    Assessment: Simulated article review with justification.

4. Appraise role of DNP in issues relating to vulnerable populations, personalizing healthcare, integrative medicine, and safety and quality.

Assessment: Discussion, Written paper

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1.	Introduction and welcome back	1 hour
2.	Project progress presentations	2 hours
3.	Professional presentations and peer critiques	2 hours
4.	Manuscript review – instruction, practice, peer review	4 hours
5.	DNP Role	4 hours

    A. Vulnerable populations
    B. Personalizing healthcare
    C. Integrative medicine
    D. Safety and quality

6.	Practice for capstone with peers.	2 hours,

Total 15 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201905 (Summer)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 850

C. Contact Hours: **1 per week equivalent** Lecture ☐ Lab ☐ Seminar ☒ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Summer Intensive III [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 1 Variable ☐ Fixed ☒

I. Minimum Credit Hours: 1 J. Maximum Credit Hours: 1 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐ Graduate ☒ Professional ☐

M. Grade Method: Normal Grading ☒ Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This seminar is focused on the integration of creative inquiry, relationship-based care, and leadership for the DNP student. Skills for professional practice of the advanced practice/specialty nurse will be discussed, examined and evaluated, in relationship to current healthcare issues. Students will be given the opportunity to do simulated profession journal article reviews, make professional presentations with peer critique and feedback, and practice for their comprehensive exams. Likewise, progress on the portfolio and final project will be the focus of review and problem solving.

Q. Term Offered: SU R. Max Section Enrollment: 20 Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. : NURS 800, NURS 750 or faculty permission

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 870

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) NURS** ☒ **Number (proposed)**870 **Contact Hours (proposed):** 3

Lecture ☒ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):**Click here to enter text.

☒ **Title (proposed): Evidence-Based Practice III**

☐ **Credit Hours (current):**Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text.☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):**3 ☒ **Prerequisites (proposed): NURS 760, NURS 765 or faculty permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Evidence-based Practice III focuses on population based research methods (including epidemiology, cohort and case controlled research), analysis and utilization. Research in select population health and program or intervention effectiveness will be addressed in relation to healthcare practices, outcomes, and data usage.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Differentiate research methods used in population health research

    Assessment: Discussion board, short written papers

2. Critique population based research methods in relationship to higher level clinical trial methods

    Assessment: Discussion board, written paper

3. Evaluate research on an existing program or intervention effectiveness for population and program/intervention of interest for methods, analysis and utilization.

    Assessment: Discussion board, Partner/group online activity with presentation using real life scenario

4. Conduct data extraction on population of interest

    Assessment: Partner/group online activity with presentation using real life scenario/population.

NURS 870

5. Apply data usage to population of interest or specialty area.

Assessment: Discussion board, Written paper

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1.	Introduction of population-based research designs and methods	8 hours
2.	Concepts, Purpose, development, analytic tools, and role of cohort, case-controlled, longitudinal designs	
		12 hours
3.	What population based research has to offer	6 hours
4.	Defining population and population-health research for area of interest	6 hours
5.	Use of data bases with population of interest including; accessing, process, analysis, implications	

13 hours,

Total: 45 hours

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)

NURS 870 F

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201808 (Fall)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 870

C. Contact Hours: 3   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Evidence-Based Practice III [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Evidence-based Practice III focuses on population based research methods (including epidemiology, cohort and case controlled research), analysis and utilization. Research in select population health and program or intervention effectiveness will be addressed in relation to healthcare practices, outcomes, and data usage.

P.

Q. Term Offered: F   R. Max Section Enrollment: 20   Lecture: 20   Lab:

S. Prerequisites or Restrictions: If none, leave blank. **NURS 760, NURS 765 or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date   Academic Affairs Approval Signature/Date

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Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 880

COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)**880 Contact Hours (proposed): 3

Lecture ☒Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☐ **Title (current):**Click here to enter text.

☒ **Title (proposed): Healthcare Systems Leadership**

☐ **Credit Hours (current):**Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):**3 ☒ **Prerequisites (proposed): Admission to DNP program or faculty permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** This course centers on creative inquiry with the application and integration of implementation models, and systems theories of leadership embedded in healthcare structures and organizations. Problem-solving in complex organizations with collaboration and communication skills will be framed with leadership theories. Leadership theories for population health and relationship-based care are addressed in the contexts of change in complex healthcare systems, best practice, dimensions of excellence, and emerging research

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to: ·

1. Define creative inquiry and whole system constructs and structures of complex healthcare systems.

    Assessment: Discussion board, Presentation

2. Evaluate leadership theories and implementation models in the contexts of change, best practices, and excellence within multiple embedded social structures in complex healthcare system environments (micro and macro).

    Assessment: Discussion board, Written paper.

3. Critique leadership concepts, problem-solving, collaborative and communication strategies, and leadership attributes that can be applied to innovate cultures of quality, safety, and change in healthcare.

    Assessment: Discussion board, Group/partner project

NURS 880

4. Formulate creative inquiry relative to whole systems research for the potential of translation into practice with a select population.

    Assessment: Discussion board, Written paper,

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1.   Introduction to complex systems science and creative inquiry, definitions of complex systems based on systems theory.
    15 hours

2.   Application of systems theory to map out multiple levels of organization and healthcare systems with identification of multiple major hubs, behavioral descriptions, information pathways, embedded social structures, and social context of systems. Demonstrate the potentialities of change within this complex system map.   5 hours

3.   Leadership theories and creative inquiry that applies collaborative strategies to address quality, excellence, and change within micro and macro environments of complex systems.   10 hours

4.   Using the literature to support leadership with concepts, strategies and attributes to innovate healthcare cultures of quality, excellence, and change in micro and macro environments   10 hours

5.   Implications for evidence-based decision making and complex systems/structures in area of interest.   5 hours

    Total: 45 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **201801 (Spring)** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 880

C. Contact Hours: 3   Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Healthcare Systems Leadership [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☒   Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. This course centers on creative inquiry with the application and integration of implementation models, and systems theories of leadership embedded in healthcare structures and organizations. Problem-solving in complex organizations with collaboration and communication skills will be framed with leadership theories. Leadership theories for population health and relationship-based care are addressed in the contexts of change in complex healthcare systems, best practice, dimensions of excellence, and emerging research

Q. Term Offered: SP   R. Max Section Enrollment: 20   Lecture: 20   Lab:

S. Prerequisites or Restrictions: If none, leave blank. **Admission to DNP program or faculty permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 891

COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) NURS** ☒ **Number (proposed)**891 Contact Hours (proposed): 20

Lecture ☐ Lab ☐ Seminar ☐ Practicum ☐ X   [Enter contact hours per week in blank above.]

☐ **Title (current):**Click here to enter text.

☒ **Title (proposed): Residency I**

☐ **Credit Hours (current):**Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text.☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):**3 ☒ **Prerequisites (proposed): Advisor permission**   ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Residency is clinical immersion with leadership experience in which research is translated and integrated within a healthcare system. Residency provides clinical hours in one, two, or three semesters in a leadership capacity in the student's advanced practice/specialty area with a preceptor. Each residency includes clinical hours that contribute towards the scholarly DNP project. Prior to initiation of immersion courses, scholarly project proposals will be completed and approved by faculty advisors. Part of the initial immersion is to refine the proposal and negotiate the scholarly project with mentor and place of residency. The second and third immersion courses include implementation, evaluation, and dissemination of the project. Clinical hours will be adjusted on an individual basis.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Demonstrate advance-nursing practice by comprehensively assessing health and illness parameters in complex and diverse clinical populations.

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

2. Partner with individuals (patients/clients) or select population to create environments for optimal health.

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

3. Evaluate the ethics, safety and quality of care for individuals and populations.

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

4. Innovatively translate research in the development, implementation and evaluation of change with the inclusion of evidence, business plans, policy, economics, ethics and the theoretical and scientific basis of healthcare.

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

5. Synthesize advanced practice theoretical knowledge of the science of nursing by demonstrating DNP clinical practice skills.

NURS 891
   Assessment: Preceptor evaluations

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

Clinical or Field Experience: Student will make their own outline/goals and schedule for meeting the course objectives.

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)

NURS 891 F

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 2019050108 (Spring, Summer, Fall) Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 891

C. Contact Hours: 20 Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☒ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Residency I [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3 Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐ Graduate ☒ Professional ☐

M. Grade Method: Normal Grading ☐ Credit/No Credit (Pass/Fail) ☒

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Residency is clinical immersion with leadership experience in which research is translated and integrated within a healthcare system. Residency provides clinical hours in one, two, or three semesters in a leadership capacity in the student's advanced practice/specialty area with a preceptor. Each residency includes clinical hours that contribute towards the scholarly DNP project. Prior to initiation of immersion courses, scholarly project proposals will be completed and approved by faculty advisors. Part of the initial immersion is to refine the proposal and negotiate the scholarly project with mentor and place of residency. The second and third immersion courses include implementation, evaluation, and dissemination of the project. Clinical hours will be adjusted on an individual basis.

Q. Term Offered: S, SU, F R. Max Section Enrollment: 10 Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. Advisor permission

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 892

COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed)** NURS ☒ **Number (proposed)** 892 **Contact Hours (proposed):** 20

Lecture ☐ Lab ☐ Seminar ☐ **Practicum X**   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Residency II**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed): NURS 791 or advisor permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Residency is clinical immersion with leadership experience in which research is translated and integrated within a healthcare system. Residency provides clinical hours in one, two, or three semesters in a leadership capacity in the student's advanced practice/specialty area with a preceptor. Each residency includes clinical hours that contribute towards the scholarly DNP project. Prior to initiation of immersion courses, scholarly project proposals will be completed and approved by faculty advisors. Part of the initial immersion is to refine the proposal and negotiate the scholarly project with mentor and place of residency. The second and third immersion courses include implementation, evaluation, and dissemination of the project. Clinical hours will be adjusted on an individual basis.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Demonstrate advance-nursing practice by comprehensively assessing health and illness parameters in complex and diverse clinical populations.

   Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

2. Partner with individuals (patients/clients) or select population to create environments for optimal health.

   Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

3. Evaluate the ethics, safety and quality of care for individuals and populations.

   Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

4. Innovatively translate research in the development, implementation and evaluation of change with the inclusion of evidence, business plans, policy, economics, ethics and the theoretical and scientific basis of healthcare.

   Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

5. Synthesize advanced practice theoretical knowledge of the science of nursing by demonstrating DNP clinical practice skills.

NURS 892
Assessment: Preceptor evaluations

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☐ **Course Outline including Time Allocation (proposed):** Click here to enter text.

Clinical or Field Experience: Student will make their own outline/goals and schedule for meeting the course objectives.

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code):2019010508 (Spring, Summer, Fall) Click here to enter text. Examples: 201601 (Spring), 201605 (Summer)
NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS   B. Number: 892

C. Contact Hours: 20   Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☒   Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Residency II [Limit to 30 characters including punctuation and spaces]

F. College Code: HP   G. Department Code: SNUR   H. Credit Hours:3   Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3   J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐   No ☒   If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐   Graduate ☒   Professional ☐

M. Grade Method: Normal Grading ☐   Credit/No Credit (Pass/Fail) ☒

N. Does proposed new course replace an equivalent course? Yes ☐   No ☒

O. Equivalent Course: Prefix: Click here to enter text.   Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Residency is clinical immersion with leadership experience in which research is translated and integrated within a healthcare system. Residency provides clinical hours in one, two, or three semesters in a leadership capacity in the student's advanced practice/specialty area with a preceptor. Each residency includes clinical hours that contribute towards the scholarly DNP project. Prior to initiation of immersion courses, scholarly project proposals will be completed and approved by faculty advisors. Part of the initial immersion is to refine the proposal and negotiate the scholarly project with mentor and place of residency. The second and third immersion courses include implementation, evaluation, and dissemination of the project. Clinical hours will be adjusted on an individual basis.

Q. Term Offered: S SU F   R. Max Section Enrollment: 10   Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. **NURS 891 or advisor permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐   General Education ☐   Occupational Education ☐   G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 893
COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)** Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) NURS** ☒ **Number (proposed)** 893 **Contact Hours (proposed):** 20

Lecture ☐ Lab ☐ Seminar ☐ **Practicum X**   [Enter contact hours per week in blank above.]

☐ **Title (current):** Click here to enter text.

☒ **Title (proposed): Residency III**

☐ **Credit Hours (current):** Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text. ☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):** 3 ☒ **Prerequisites (proposed): NURS 892 or advisor permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** Residency is clinical immersion with leadership experience in which research is translated and integrated within a healthcare system. Residency provides clinical hours in one, two, or three semesters in a leadership capacity in the student's advanced practice/specialty area with a preceptor. Each residency includes clinical hours that contribute towards the scholarly DNP project. Prior to initiation of immersion courses, scholarly project proposals will be completed and approved by faculty advisors. Part of the initial immersion is to refine the proposal and negotiate the scholarly project with mentor and place of residency. The second and third immersion courses include implementation, evaluation, and dissemination of the project. Clinical hours will be adjusted on an individual basis

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:

1. Demonstrate advance-nursing practice by comprehensively assessing health and illness parameters in complex and diverse clinical populations.

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

2. Partner with individuals (patients/clients) or select population to create environments for optimal health

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

3. Evaluate the ethics, safety and quality of care for individuals and populations.

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

4. Innovatively translate research in the development, implementation and evaluation of change with the inclusion of evidence, business   plans, policy, economics, ethics and the theoretical and scientific basis of healthcare.

    Assessment: Capstone project, Personal reflections, Preceptor/site evaluations

5. Synthesize advanced practice theoretical knowledge of the science of nursing by demonstrating DNP clinical practice skills.

NURS 893
Assessment: Preceptor evaluation

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

Clinical or Field Experience: Student will make their own outline/goals and schedule for meeting the course objectives.

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)

NURS 893 F

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 2019010508 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 893

C. Contact Hours: 20 Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☒ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Residency III [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 3 Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐ Graduate ☒ Professional ☐

M. Grade Method: Normal Grading ☐ Credit/No Credit (Pass/Fail) ☒

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Residency is clinical immersion with leadership experience in which research is translated and integrated within a healthcare system. Residency provides clinical hours in one, two, or three semesters in a leadership capacity in the student's advanced practice/specialty area with a preceptor. Each residency includes clinical hours that contribute towards the scholarly DNP project. Prior to initiation of immersion courses, scholarly project proposals will be completed and approved by faculty advisors. Part of the initial immersion is to refine the proposal and negotiate the scholarly project with mentor and place of residency. The second and third immersion courses include implementation, evaluation, and dissemination of the project. Clinical hours will be adjusted on an individual basis

Q. Term Offered: S SU F R. Max Section Enrollment: 10 Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. : NURS 892 or advisor permission

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

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

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

NURS 893 F

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

NURS 899
COURSE INFORMATION FORM

FORM E

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ **Prefix (current)** Click here to enter text. ☐ **Number (current)**Click here to enter text. **Contact Hours (current):** Click here to enter text.

Lecture ☐Lab ☐ Seminar ☐   [Enter contact hours per week in blank above.]

☒ **Prefix (proposed) NURS** ☒ **Number (proposed)899 Contact Hours (proposed): 4**

Lecture ☐Lab ☐ Seminar ☒   [Enter contact hours per week in blank above.]

☐ **Title (current):**Click here to enter text.

☒ **Title (proposed): DNP Capstone**

☐ **Credit Hours (current):**Click here to enter text. ☐ **Prerequisites (current):** Click here to enter text.☐ **Co-requisites (current):** Click here to enter text.

☒ **Credit Hours (proposed):4** ☒ **Prerequisites (proposed): NURS 891 and advisor permission** ☐ **Co-requisites (proposed):** Click here to enter text.

☐ **Course Description (current) 125 words maximum:** Click here to enter text.

☒ **Course Description (proposed) 125 words maximum:** DNP Capstone is a synthesis of DNP course and residency work. The Capstone will start with a comprehensive defense of DNP knowledge. The comprehensive defense or exam represents mastery and integration of clinical doctoral knowledge and skills preparatory for, and deemed as essential for scholarly activity and clinical practice in advanced/specialty nursing. The capstone experience then moves to a presentation and oral defense of the scholarly specialty project. Project dissemination will follow with a plan for the next stage for the final project. The final project represents the integration, synthesis, and application of appropriate literature, scientific research, and advance practice knowledge for practice modification with research translation. Finally, the student will submit a professional portfolio of student-selected scholarly work from across the DNP experience/curriculum.

☐ **Course Outcomes and Assessment Plan (current):** Click here to enter text.

   ☒ **Course Outcomes and Assessment Plan (proposed):** Upon completion of the course students will be able to:
   1. Construct a comprehensive integration of advance or specialty nursing practice knowledge.
      Assessment: Comprehensive defense/exam
   2. Submit a professional portfolio of student-selected work from across the DNP experience that represents integration of knowledge to the DNP professional role, fulfillment of program objectives, and scholarly activity.
      Assessment: Professional Portfolio
   3. Successfully defend an innovative scholarly advance practice project in the student's area of specialty that translates research and represents an integration and synthesis of appropriate literature and scientific and advance practice nursing knowledge.
      Assessment: Project Presentation and defense
   4. Disseminate DNP practice project
      Assessment: Documentation of Presentation (evaluations/program schedule/poster/article)
   5. Design a plan depicting your project evaluation and future implications (practice, education, research) of the DNP scholarly project.

NURS 899
Assessment: Written Plan

☐ **Course Outline including Time Allocation (current):** Click here to enter text.

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)

☒ **Course Outline including Time Allocation (proposed):** Click here to enter text.

1.	Comprehensive Exam/Defense	15 hours
2.	Professional Portfolio completion and Review	15 hours
3.	Defense of Scholarly project	15 hours
4.	Dissemination of Scholarly project	7.5 hours
5.	Plan for future of project	7.5 hours
		Total: 60 hours

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)

CREATE NEW COURSE – Course Data Entry Form

FORM F-C

Effective Fall 2015

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 all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): **2019010508** Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: NURS B. Number: 899

C. Contact Hours: 4 Lecture ☐ Lab ☐ Seminar ☒ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: DNP Capstone [Limit to 30 characters including punctuation and spaces]

F. College Code: HP G. Department Code: SNUR H. Credit Hours: 4 Variable ☐ Fixed ☒

I. Minimum Credit Hours: **4** J. Maximum Credit Hours: **4** [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.

L. Levels: Undergraduate ☐ Graduate ☒ Professional ☐

M. Grade Method: Normal Grading ☐ Credit/No Credit (Pass/Fail) ☒

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

Catalog Description: Limit to 125 words – PLEASE BE CONCISE. DNP Capstone is a synthesis of DNP course and residency work. The Capstone will start with a comprehensive defense of DNP knowledge. The comprehensive defense or exam represents mastery and integration of clinical doctoral knowledge and skills preparatory for, and deemed as essential for scholarly activity and clinical practice in advanced/specialty nursing. The capstone experience then moves to a presentation and oral defense of the scholarly specialty project. Project dissemination will follow with a plan for the next stage for the final project. The final project represents the integration, synthesis, and application of appropriate literature, scientific research, and advance practice knowledge for practice modification with research translation. Finally, the student will submit a professional portfolio of student-selected scholarly work from across the DNP experience/curriculum.

P. Term Offered: S SU F R. Max Section Enrollment: 10 Lecture: Lab:

S. Prerequisites or Restrictions: If none, leave blank. **NURS 891 and advisor permission**

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: **Standards & Measures Coding and General Education Code**

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

NURS 899 F

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE ☐ SCADETL ☐ SCARRES ☐ SCAPREQ ☐

FORM FIN

To be completed by the Director of Financial Aid (DFA). The DFA must return the original form to the Academic Senate Office to be inserted in the proposal and a copy to the initiator. The DFA 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: Doctor of Nursing Practice

Kathryn Niemeyer PhD, MSc, MSN, FNP-BC,

Initiato
rs:
Proposal Contact: Kathryn Niemeyer PhD _____ Date Sent: _____ _____

Department: SON CHP   Campus Address: VFS 319

Director of Financial Aid Signature: _Sara Dew_ Date Returned: _10-28-15_

Please check all that apply:

_____ The new program is remedial as it prepares students for study at the postsecondary level. This program is not an eligible program per Federal requirements; therefore students in this program are not eligible to receive financial aid.

_____ The new program is considered a preparatory program as it prepares a student for a given program, i.e., they do not meet the academic criteria to be admitted into the program. Student is only eligible for Federal Direct Loans for one year.

_____ The new program is a certificate program. Certificate programs are not eligible programs per Federal requirements; therefore students in this program are not eligible to receive financial aid.

_____ The new program is a teacher certification program where it provides coursework required for a professional State credential necessary for employment as an elementary or secondary school teacher, but for which the institution awards no academic credential. Students are eligible for Federal Direct Loans only at an undergraduate level.

_____ The new program is a teacher certification program that will award a certificate credential. Certificate programs are not eligible program per Federal requirements; therefore students in this program are not eligible to receive financial aid.

_____ The new program is a Bachelor Completion program; a two-year degree completion program that requires an associate degree or the successful completion of at least two years of college coursework as a prerequisite for admission. These are aid eligible programs and students may receive financial aid.

__X__ The new program is a Master's, Professional, or Doctoral Degree/Major program that allows students to take some undergraduate courses where some deficiency exists. Please note, students are eligible to receive Federal loans for the program, but undergraduate courses will not be included in the total credit count to determine loan eligibility. Students must be half time (Graduate/Professional = 5 credits, Doctoral = 3 credits) in graduate level courses to receive Federal aid.

__X__ The new program is an Associate's, Bachelor's, Master's, Professional, or Doctoral Degree/Major and is conferred upon graduation. Per Federal requirements, these are aid eligible programs and students may receive financial aid.

Please include the number of credit hours to earn the degree or credential being sought. This is required as it must be reported to the Department of Education as well as the National Student Loan Clearinghouse, regardless if students are receiving federal aid.

Credits Required to Earn   36 credits up to 42 if additional clinical hours are needed
: Degree: Revised

02/22/2015   50

Paula L Hadley-Kennedy

From: Liza J Ing
Sent: Tuesday, October 27, 2015 3:01 PM
To: Jessica L Lyons; Paula L Hadley-Kennedy
Cc: Melinda K Isler
Subject: RE: UGPC form for Doctorate of Nursing Practice

No this was not sent to me for review.

From: Jessica L Lyons
Sent: Tuesday, October 27, 2015 2:51 PM
To: Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>
Cc: Melinda K Isler <MelindaIsler@ferris.edu>; Liza J Ing <LizaIng@ferris.edu>
Subject: RE: UGPC form for Doctorate of Nursing Practice

Paula,

I don't believe the UGPC has reviewed this. I was never sent a copy.

Liza – were you ever sent anything on the DNP?

Thank you,
Jessica

From: Paula L Hadley-Kennedy
Sent: Tuesday, October 27, 2015 1:42 PM
To: Jessica L Lyons <JessicaLyons@ferris.edu>
Cc: Melinda K Isler <MelindaIsler@ferris.edu>
Subject: UGPC form for Doctorate of Nursing Practice

Hi Jessica:

Do you know if this was visited by the UGPC? The form within the proposal is not completed.

Thanks!
Paula

1

From:	Jessica L Lyons
Sent:	Tuesday, October 27, 2015 2:51 PM
To:	Paula L Hadley-Kennedy
Cc:	Melinda K Isler; Liza J Ing
Subject:	RE: UGPC form for Doctorate of Nursing Practice
Attachments:	img-X27133440-0001.pdf

Paula,

I don't believe the UGPC has reviewed this. I was never sent a copy.

Liza – were you ever sent anything on the DNP?

Thank you,
Jessica

From: Paula L Hadley-Kennedy
Sent: Tuesday, October 27, 2015 1:42 PM
To: Jessica L Lyons <JessicaLyons@ferris.edu>
Cc: Melinda K Isler <MelindaIsler@ferris.edu>
Subject: UGPC form for Doctorate of Nursing Practice

Hi Jessica:

Do you know if this was visited by the UGPC?   The form within the proposal is not completed.

Thanks!
Paula

From: Olukemi O Fadayomi
Sent: Thursday, November 12, 2015 11:02 AM
To: Paula L Hadley-Kennedy
Subject: FW: Proposal #16-027

FYI!

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

From: Kathryn J Niemeyer
Sent: Thursday, November 12, 2015 9:43 AM
To: Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>
Subject: Re: Proposal #16-027

Hi Kemi,
I would be glad to be able to come to your meeting on the 19th and answer any questions you and the committee members may have about the DNP proposal. Thank you.
Mark Hutchinson should be delivering updated E and F forms which address the issues outlined. Likewise, based on information I received from Liza Ing, the UGPC will be receiving the full proposal (she requested to receive it after the CHP vote with vote numbers and signatures intact.
Thank you for the invitation
Kathryn Niemeyer PhD
School of Nursing
Ferris State University

From: Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>
Date: Wednesday, November 11, 2015 at 12:09 PM
To: Kathryn J Niemeyer <KathrynNiemeyer@ferris.edu>
Cc: Mark A Hutchinson <MarkHutchinson@ferris.edu>, Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>
Subject: Proposal #16-027

Hi Kathryn,

Your proposal for a new graduate degree – Doctorate of Nursing Practice, Proposal #16-027 was reviewed by UCC on Thursday, and we are holding it for the following reasons.
Missing UGPC approval.

All of the F Forms need the credit hours filled out in I and J correctly. While the credits hours are listed in "h." It would also be helpful to list the contact hours in c in the box as directed. This will ensure proper scribing in Banner.

NURS 750 – white out the 750 listed in I.

NURS 770, 823, 825, 870, 880, 892– preqs are different from form E to F.

NURS 891 – c. needs just an x in the PRA box, no contact hours, and cannot do the preqs listed in the system.

NURS 892 – Credit hours differ from form E and F, form F needs C. PRA box checked.

The committee also asks that you address FLITE concerns regarding future library resources for the DNP program.

Our committee would like you to attend our November 19 meeting at 12:00 noon in CSS 302. Please confirm your plan to accept our invitation and we look forward to discussing your proposal with you further.

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

Names of proposal Initiators:
K. Niemeyer PhD program coordinator: DNP program, S. Colley PhD, F. Dood MSN, S. Owens PhD, L. Singleterry PhD, **Contact Person:** KathrynNiemeyer@ferris.edu

Department/College:
School of Nursing, College of Health Professions

Type of curriculum change (check one)

X	New degree/major
	New minor requiring new courses/resources
	New concentration in existing degree program
	Curricular customization of existing program for off-campus cohort group
	New certificate requiring 3 or more new courses and/or new resources
	Existing program redirection or shift in emphasis if 3 or more new courses and/or new resources are required

1. **Name of degree, major, concentration, certificate, or minor. Briefly describe the curriculum plan/template.**

A consultant came to FSU May 2014 to help faculty view the possibility of a DNP program. The results were the basis for this proposal. The DNP program will have two phases, the DNP completion will be the first phase and is the proposed program in this document. We have most of the resources and will only need faculty as numbers of students grow. The second phase will be a nurse practitioner track from BSN to DNP.

The proposed degree is a Doctorate of Nursing Practice (DNP). The DNP is the practice doctorate for nursing and prepares the nurse "...for the highest level of leadership in practice and scientific inquiry" (AACN, 2006. p. 7). The DNP will be a post MSN practice (clinical) degree with a focus on systems leadership and research translation. The intent is to prepare practitioners to integrate into practice theory, nursing science, and new knowledge in order to improve health care delivery, quality of care, and patient outcomes. "The DNP is intended to enhance advanced practice roles to prepare experts in population-based practice, leadership and policy" (Frantz, 2014, slide 4). This FSU proposed DNP program will be a completion program. Students will enter with an MSN and advanced practice specialty; there will be no specialty tracts for students. Future developments will expand this degree to include a BSN to DNP completion with a family nurse practitioner track. This DNP proposal is for a 3-year part time, 34-36 credit, cohort, online program. Courses will be year around with mandatory progressive (3-4-5 day) summer face-to-face residencies on campus. Courses will be discipline-specific and will consist of research (statistics, methods, translation), nursing and healthcare theory, leadership (informatics, program evaluation for safety and quality, and healthcare policy), and clinical immersion courses along with a final research translation project. Students will be able to utilize their own community, place of employment, or find their own clinical site and preceptor (pending FSU SON faculty approval) for the clinical immersion courses. All courses will reflect the essentials of doctoral education for the advanced practice nurse as stated by the Commission on Collegiate Nursing Education (CCNE), the regulatory commission of the American Association of Colleges of Nursing (AACN). All the courses offered at this time will be required for the DNP; there will not be any electives. With further development of

The current shortage of registered and advanced practice nurses is projected to continue through at least 2025. The need for RNs is expected to grow to 260,000 by 2025 (AACN, 2010). In four urban and rural Michigan health care systems, there are over 300 job openings for nurses with a leadership/administration focus (Henry Ford Health System, Munson Medical Center, Spectrum Health System, UP Health System, 2015). All of these positions have the MSN as a minimum education level. These are positions the IOM (2010) recommends for the DNP level.

The shortage in practicing nurses can be linked to the shortage in nursing faculty (doctoral prepared nurses) and subsequent limitations to admission to nursing programs. Out of 3 million nurses in the US, less than 1% hold doctoral degrees. Doctoral degrees are required for 90.6% of the vacant nursing faculty positions (AACN, 2010). AACN (2014) reported that 79,659 qualified applicants were denied admission to nursing programs in 2012. AACN (2015) also reports that 15,288 master's/doctorate potential students were turned away.

Out of 100,748 nurses in Michigan, 0.8% have doctoral preparation. In the North Central Region of Michigan (tip of the mitt) only 0.7% of the nurses have doctoral preparation (see Appendix 1 for regions of Michigan). The IOM challenges the nursing profession to double the current number of doctorally-educated nurses in its workforce. In Michigan, this equates to at least 800 nurses, of which 200 would reside in the North Central Region of Michigan.

MSN-prepared nurses in Michigan total 9,000 (9%). Three hundred of these MSN-prepared nurses reside or work in the North Central Region of Michigan. These MSN graduates are potential consumers of DNP education. Other programs in the state of Michigan are graduating about 125 nurses with DNP degrees a year (Table below). The IOM challenge, together with the potential number of nurses who need doctoral preparation, suggests that the current nursing educational infrastructure may be insufficient.

The proposed DNP program targets the MSN graduate and fulfills the general requirements for a practice-based doctorate degree in nursing. In the FSU proposed DNP program, course work will be focused on developing and implementing health care policy, and collection, interpretation, and translation of data. The skills and knowledge provided by the new program will be supported by an emphasis on integration of new knowledge. These are features that will help to ensure graduates' abilities to ensure safety and quality of care for patients and to function at the highest possible level of nursing practice.

5. Briefly explain any similarities of the proposed initiative (program objectives and/or curriculum) with already established FSU or KCAD programs:

The DNP is a clinical doctorate, or practice based doctorate, that is similar to optometry and pharmacy doctorates. It shares no objectives or curriculum with already established FSU or KCAD graduate or doctoral programs.

6. Briefly describe indicators of the employment market for students completing this initiative, including sources used for employment information/data.

Auterbach et al. (2014) notes that nationally, the demand for DNP prepared nurses has been robust. In 2012, AACN reported that the job market for DNPs included, in order from greatest to least demand: education, inpatient settings, hospital administration, and ambulatory settings. Additional employment demands come from private consulting, government, military, and business. Roles assumed by DNP practitioners include vice president of patient services, program director, chief executive officer, quality improvement director, clinical informatics specialist, technology specialist, clinical research specialist, advanced practice care provider, and faculty. Graduates from DNP programs are prepared to assume a variety of high-level positions in healthcare settings. Specific areas of expertise are determined by the advanced practice specialty.

While little available data exists on the actual number of future employment opportunities for the DNP prepared nurse, the assumption is that the need for DNPs is proportionate to general population trends that impact the demand for registered nurses (AACN, 2006). As healthcare continues to change and reform to meet the growing healthcare needs of the US population, the demand for highly skilled advanced practice nurses will continue to grow.

Similar to national trends, it is predicted that there will be a strong job market for the DNP prepared nurse in Michigan. Currently, in Michigan, 40% of RNs are older than 54 and 16% are younger than 35 (Michigan Center for Nursing [MCN], 2013A). In addition to nurses nearing retirement, 42% of all active nurses plan to stop practicing in one to ten years (MCN, 2013A). These survey results suggest a significant need for nurses in Michigan over the next 10 years. Michigan will also realize a growing demand for DNP prepared nurses.

7. Briefly describe indicators of potential student interest/demand for the new initiative, including sources used for student market information/data.

Currently there are 96 students enrolled in the MSN program at FSU. In 2014, FSU MSN graduate students obtained new employment or continued with their previous employment following program completion. The majority of those students which practice in Lower Michigan are within the healthcare systems of: Spectrum, Mercy, Munson, Holland, and in multiple schools of nursing. It is expected that this trend will continue. In the regions from which FSU currently draws students (see Appendix I, Regions 3 and 6), there are 1200 MSN prepared nurses who could potentially need the DNP degree (MCN, 2013A). As more DNPs populate advanced practice positions, employers have become sensitized to the DNP role and expertise. This will lead to an increase in demand for DNP positions within their organizations (Auterbach et al., 2014).

Complete questions 12, 13, 14 in consultation with department administrator and/or dean.
12. Provide a rough estimate of the resources needed to implement the initiative:

Please see Appendix II for Expenses/Revenue

Estimate of Library Resources		Some new Resources needed X	Significant number of Resources needed
		Potential funding Sources:	Potential funding sources

Ali Konieczny has estimated the need for one journal and several e-books. The estimated cost is $2300.

13. Project the resources that could come from reallocation within the department or college and the new resources that would be required.
Currently, the SON has 3 vacant positions that could be used to help meet DNP faculty needs, with faculty participating in bachelors, masters and doctoral programs. Faculty would be needed to accommodate program growth. With future development of the nurse practitioner program, there will be the need for clinically embedded faculty who are doctorally prepared nurse practitioners. This will be accompanied by the reallocation of MSN faculty to the DNP program. Please see Appendix II for further resource/revenue table information.

14. Are there new spaces needs? If so, how much? How would the space be used? Has existing space been identified? If so, where? Is renovation/remodeling necessary?
Additional office space is anticipated. Summer residencies will take place each summer and classroom space will be needed. Classrooms in FLITE or VFS should be sufficient. The Dean of COHP and the Provost are currently exploring options for expansion of space. If the need for office space comes up before this exploration is complete, two faculty will be assigned to each office.

15. Is there professional accreditation for the program? Is it required or voluntary? Will accreditation be sought, and when? What will be the one-time and ongoing costs of accreditation?
Accreditation is required. CCNE accreditation will be sought.
The American Association of Colleges of Nursing (AACN) has appointed the Commission on Collegiate Nursing Education (CCNE) as an autonomous national accrediting body. The CCNE accredits baccalaureate and graduate programs in schools of nursing through the evaluation of curricula. This is to assure public health and safety through accountability. This DNP program is designed in accordance with the standards set forth by the AACN for DNP programs. Consistent with CCNE accreditation process, a letter of intent to request an accreditation review will be submitted once the program has been initiated. For more information on the AACN accreditation process see:
http://www.aacn.nche.edu/accreditation/pdf/Procedures.pdf

Initial fee for FY 2015 is $3,500 along with a site visit $8750. Annual fee thereafter is $2517. Fees typically increase by about 2% each year.

All MSN to DNP programs are generic programs. The curriculum, to a great extent, is dictated by the credentialing agency (CCNE), while individualization occurs with the addition of more credits/courses. In order for greater appeal, the number of credits offered in the FSU DNP program will be at the lower level of required credits, while still meeting credentialing criteria. With the expansion of the DNP program to the BSN to DNP Nurse Practitioner program, we intend to offer a focus in rural health. In order to meet credentialing criteria, to enhance recruitment and appeal, and to keep the program financially affordable, we are offering a generic DNP program. The FSU DNP program, while rigorous and adaptable, will intersect mandated content with professional and scholarly activity. This online, cohort-model program will help to keep the FSU DNP competitive and responsive to changing healthcare employment demands.

Department Faculty's signature: Kathryn Niemeyer _____ Date 3/18/15 _____ Faculty signatories are tenure-track faculty who are involved with initiation of the proposal or who are collaborating with an administrator on the proposal.

Comments:

Department Administrator's signature: Susan Owens _____ Date 3/18/15 _____ If this is an interdepartmental initiative, include additional Department Administrator signatures

Comments: _Susan J Owens_

Dean's signature: _Matthew Adejanju_ Date 3/19/15

- For cross-college initiatives, include additional signature(s) of Dean(s)
- For existing programs customized for off-campus delivery to a cohort group, include College and EIO Deans' signatures

Comments: I support the proposal.

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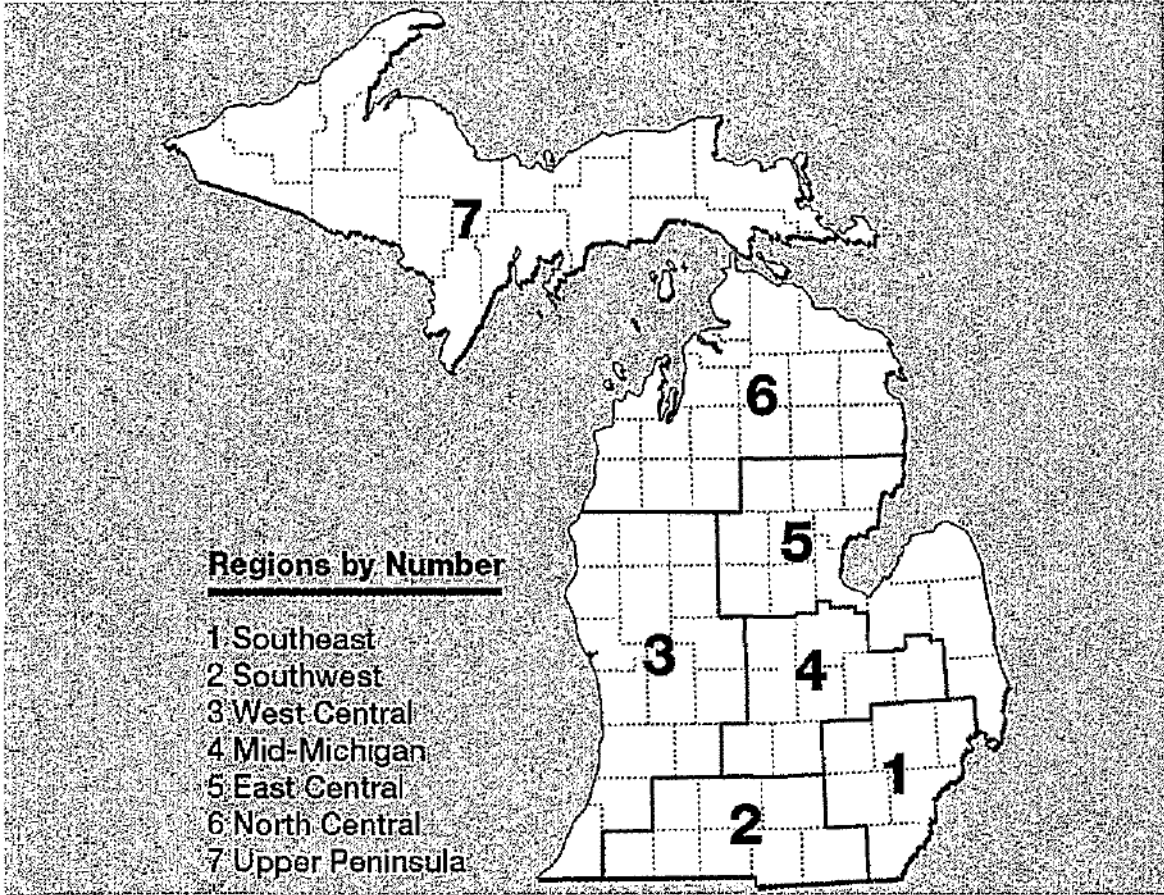
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Appendix I

Regions by Number

1 Southeast
2 Southwest
3 West Central
4 Mid-Michigan
5 East Central
6 North Central
7 Upper Peninsula

Revenue

Semester	Year 1 (2016)			Year 2 (2017)			Year 3 (2018)			Year 4 (2019)			Year 5 (2020)		
	Student	Credits	Revenue $	Student	Credits	Revenue $	Student	Credit	Revenue $	Student	Credit	Revenue $	Student	Credit	Revenue $
Summer CH 1	8	6	28,800	8	6	28,800	8	3	14,400						
Fall	8	6	28,800	8	3	14,400	8	3	14,400						
Spring	8	6	28,800	8	3	14,400	8								
Summer CH 1&2				10	6	36,000	10	6	36,000	10	3	18,000			
Fall				10	6	36,000	10	3	18,000	10	3	18,000			
Spring				10	6	36,000	10	3	18,000						
Summer CH 1,2,3							12	6	43,200	12	6	43,200	12	3	21,600
Fall							12	6	43,200	12	3	21,600	12	3	21,600
Spring							12	6	43,200	12	3	21,600	12		
Summer CH 2,3,4										12	6	43,200	12	6	43,200
Fall										12	6	43,200	12	3	21,600
Spring										12	6	43,200	12	3	21,600
Summer CH 3,4,5														6	43,200
Fall														6	43,200
Spring														6	43,200
Total Credits and Tuition	8	18	86,400	18	30	165.600	30	36	230,400	34	36	252,000	36	36	259.200

* Tuition @ $600/credit

From: Olukemi O Fadayomi
Sent: Wednesday, November 11, 2015 12:09 PM
To: Kathryn J Niemeyer
Cc: Mark A Hutchinson; Paula L Hadley-Kennedy
Subject: Proposal #16-027

Hi Kathryn,

Your proposal for a new graduate degree – Doctorate of Nursing Practice, Proposal #16-027 was reviewed by UCC on Thursday, and we are holding it for the following reasons.

Missing UGPC approval.

All of the F Forms need the credit hours filled out in I and J correctly. While the credits hours are listed in "h." It would also be helpful to list the contact hours in c in the box as directed. This will ensure proper scribing in Banner.

NURS 750 – white out the 750 listed in I.

NURS 770, 823, 825, 870, 880, 892– preqs are different from form E to F.

NURS 891 – c. needs just an x in the PRA box, no contact hours, and cannot do the preqs listed in the system.

NURS 892 – Credit hours differ from form E and F, form F needs C. PRA box checked.

The committee also asks that you address FLITE concerns regarding future library resources for the DNP program.

Our committee would like you to attend our November 19 meeting at 12:00 noon in CSS 302. Please confirm your plan to accept our invitation and we look forward to discussing your proposal with you further.

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

Paula L Hadley-Kennedy

From: Olukemi O Fadayomi
Sent: Tuesday, December 08, 2015 12:28 PM
To: Paula L Hadley-Kennedy
Subject: Fw: need for ongoing library funding for the Doctorate in Nursing Practice

This was sent from Kristy on Thursday, December 3. It will be up to the committee to decide how to proceed with the proposal on Thursday.

Kemi

From: Kristy L Motz
Sent: Thursday, December 03, 2015 3:35 PM
To: Mark A Hutchinson; Olukemi O Fadayomi; David M Marion; Timothy M Eklin; Don L Brecken; Victor I Piercey; Joe J Pole; Tracey D Boncher; Brian Holton; Michelle L Johnson
Subject: FW: need for ongoing library funding for the Doctorate in Nursing Practice

Below is my response from Dean Scott Garrison. I have no objections to moving ahead on the DNP proposal at the next meeting.

Kristy Motz
Library Instruction Coordinator
FLITE 140H
231-591-3625

From: Scott Garrison
Sent: Thursday, December 03, 2015 1:57 PM
To: Kristy L Motz <KristyMotz@ferris.edu>
Cc: Alison M Konieczny <AlisonKonieczny@ferris.edu>; Frances K Rosen <FrancesRosen@ferris.edu>; Leah M Monger <LeahMonger@ferris.edu>
Subject: Re: need for ongoing library funding for the Doctorate in Nursing Practice/UCC

Hi Kristy,

While we don't yet know what needs the DNP faculty may have in the future, we seem to have enough to get them started (i.e. with the core list books Ali's identified that we can fund one time). I don't think we should hold this program up at this point.

I'm working with Provost Blake now on what he needs to see from us in order to hear a case for more collections funds, both to maintain what we have, and to add resources as needed. That may relate to the future DNP program, but it relates more acutely to programs we have now.

Scott

Scott Garrison
Dean

1

Ferris Library for Information, Technology and Education
Ferris State University
1010 Campus Drive, 410A
Big Rapids, MI 49307
voice: (231) 591-3728
fax: (231) 591-3724

From: Kristy L Motz
Sent: Thursday, December 3, 2015 12:55 PM
To: Scott Garrison
Subject: need for ongoing library funding for the Doctorate in Nursing Practice/UCC

Scott: We have discussed the Doctorate in Nursing Practice several times at the UCC, and it is now being held waiting for further input about how ongoing library funding will be provided. This has never held up a proposal at the UCC level before, and I need to know your thoughts. Should I hold firm and say we won't let it out of UCC until we know how ongoing funding for the library will be provided, or do you feel this is a Dean to Dean kind of discussion? I feel uncomfortable holding the proposal when there is no precedent for doing that, unless you wish me to do so. The proposers have done a great deal of work putting this together, and they are not the ones who have to deal with the funding issues. Give this some thought, and let me know.

Thanks.

Kristy

To: UGPC and UCC
From: Sue Owens Chair SON, Kathryn Niemeyer DNP Program Coordinator
Regarding: Clarification of questions posed by UGPC pertaining to DNP proposal.

1. Policy issues: Doctoral faculty load.
   - CHP currently has a taskforce that is addressing workload policies for the college. Policies for workload, release time, and graduate faculty load including designation of graduate faculty status and workload release/reassignment are being developed.
   - Target date for implementation would be prior to initiation of DNP.
2. Three face-to-face summer intensives are 3 and 4 and 4 days in length respectively. This is explained in both the PCAF and the proposal. It is a 3-year on line, part-time 36-to 42-credit program that includes the summer intensives. No deception intended none written.
3. "3-4-4 day mandatory ...intensives" refers to a delivery plan of 3 consecutive summer experiences that will be face to face for 3 or 4 days depending on the summer. These will be equivalent to 15 hours contact time for 1 credit each (correction on form has been made and resubmitted).
4. The accrediting body requires 1000 post-BSN supervised or mentored clinical hours. Therefore, the course sequence of 891, 892, and 893, to fulfill that requirement, will be determined on an individual basis. For example, if a NP completes her/his MSN with the FSU DNP she/he may only need 891 to fulfill the clinical expectation, but if someone comes in with only 100 hours of MSN clinical time they may need to take all three clinical courses. I was not sure how to do this for the curriculum. It could also be done with one residency course that could be repeated up to 3 times to get the necessary hours. For clarity, I decided to write it as a maximum of 3 consecutive courses. If this is in error, I would be glad to change it.
5. No, an MSN from a CCNE accredited program is not necessary.
6. **Qualified faculty**
   We do have posted open tenure track positions. Candidates will have their doctorate complete within 12 months of hire. The current pool of faculty candidates does reflect some excellent candidates who will be able to meet or exceed this requirement. We will also specifically look for faculty having mental health expertise to share that responsibility.

   Additionally, 5 of our current faculty are on target to have their doctorates complete by December 2016 (prior to initiation of the DNP program). We also currently have 2 DNP adjunct faculty. Collectively these variables will serve to provide the faculty complement needed to support instruction at both the undergraduate and graduate levels.

   This program will potentially result in the reallocation of faculty from BSN courses to DNP courses. And likewise, some of our nursing faculty currently

teach interdisciplinary courses (COHP) and they may need to be reallocated to the nursing curriculum.

Regarding **Double Overload**

One person in the SON has consistently had full overload extending to double overload since I have been Chair of the SON in 2013. Sharon Colley is a doctoral prepared nurse and her expertise and credentials are needed in the MSN program for accreditation standards. She also has expertise in mental health for the BSN level. This combination of doctoral education and clinical specialization in mental health is rare in nursing faculty. Sharon has always consented to the overload. In fact, she has proactively requested that she be assigned maximum overload each semester, which is her right according to the FFA contract. I have not hesitated to allow her to teach maximum overload in view of her record of consistent excellence in the areas of teaching, scholarship and service. The double overload situation has only occurred sporadically and currently to fill a void created by vacant faculty positions and a lack of doctoral prepared faculty in the SON who could share the load at the graduate level.

Regarding **Scholarship:**

Yes, scholarship is expected of faculty for tenure, promotion, and will be an expectation for the newly developed graduate faculty status policy. Currently, we have faculty involved in scholarship activities such as:

- o Research
- o Publishing
- o Consulting/practicing
- o Professional journal reviews
- o National and State of Michigan professional conference presentations

7. It is my thought that this was covered in number one and I am unsure of how this differs.
8. Prerequisites are addressed where essential (the EBP courses). Additional prerequisites and co-requisites were intentionally not proposed. This is for flexibility in scheduling for students. In other words, if there are extenuating circumstances for students or if students come in with courses that may transfer, not stating co, pre-requisites allows for making individual allowances.
9. See proposal page 14
10. We are building this program. While we made conservative estimates and considering the success of our MSN program, our numbers may be considerably higher. I would anticipate the numbers to increase as more DNPs enter the work force and develop that role and as we progress with this program.
    - ➢ If enrollment continues at low numbers it would not be sustainable but initially yes, it is justifiable.

> ➢ Scholarship expectations are being addressed by the graduate status work force committee (see numbers 1 & 6)

Marketing plans:
Our target audience is MSN prepared nurses who are nurse practitioners or have a specialty of administration, informatics, or clinical education. It is important to note that the FSU MSN program currently prepares graduates in these specialty leadership roles and FSU MSN graduates have consistently indicating interest in the DNP even prior to when it was proposed officially.

Once approved the School of Nursing will use existing resources to begin the process of marketing. Web pages will be developed that will follow the outline of the current programs on the SON website and social media channels will be set up. We will utilize the Extended and International Operations Office to reach out to existing SON graduates with a mass mailing. Further, Lori Kelsey currently reaches out to health care facilities and community colleges marketing the RN to BSN and MSN programs. Lori visits 15-20 job fairs a year and always has questions regarding a DNP program. She will take information with her on these visits. Finally, we will also be able to easily communicate to our current MSN students as noted previously. Of all the MSN graduates, 60% would be eligible for the proposed DNP. This is not a difficult sell given the increasing disciplinary emphasis on increasing the educational level of nursing in advanced practice or specialty leadership roles.

Tuition costs:
Below see a comparison of DNP programs in similar universities in Michigan. Further, the other doctoral programs' tuition was compared at FSU. Our recommendation is $630/credit based on this year's tuition rates. When the PCAF budget was originally created, $600/credit was used as a conservative baseline.

School of Nursing	Credits	MI Cost/credit
NMU	50	$645
Oakland	38-48	$655
SVSU	39	$656
GVSU	70	$712

FSU
College of Pharmacy tuition $626
Michigan College of Optometry $638
DCCL, EdD $620

From:	Olukemi O Fadayomi
Sent:	Thursday, December 17, 2015 3:20 PM
To:	Kathryn J Niemeyer
Cc:	Brian Holton; David M Marion; Don L Brecken; Elise M Gramza; Joe J Pole; Kirk E Weller; Kristy L Motz; Mark A Hutchinson; Olukemi O Fadayomi; Paula L Hadley-Kennedy; Paul Blake; Timothy M Eklin; Tracey D Boncher; Victor I Piercey
Subject:	Proposal 16-027

Hi Kathryn,

I am happy to report that your proposal – Doctorate of Nursing Practice, Proposal 16-027 was approved by the UCC on Wednesday, December 16, 2015.

Your proposal has been forwarded to the Academic Senate for discussion and approval at the next meeting. So, the next step is for you to have a representative attend the Senate meeting on Tuesday, January 12, 2016 at 10 am in University Center 202A to answer questions about this proposal.

Congratulations and Happy Holidays.

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

1

Paula L Hadley-Kennedy

From: Olukemi O Fadayomi
Sent: Thursday, December 17, 2015 2:53 PM
To: Paula L Hadley-Kennedy
Subject: FW: Proposal 16-027

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

From: Tracey D Boncher
Sent: Tuesday, December 15, 2015 2:20 PM
To: Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>
Subject: Re: Proposal 16-027

I vote not support for the DNP. They have no faculty to teach it and 3 are quitting that they are counting. This is a major concern. Tracey

From: Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>
Date: Fri, 11 Dec 2015 13:29:31 -0500
To: Brian Holton <BrianHolton@ferris.edu>, David M Marion <DavidMarion@ferris.edu>, Don L Brecken <DonBrecken@ferris.edu>, Elise M Gramza <EliseGramza@ferris.edu>, Joe J Pole <JoePole@ferris.edu>, Kirk E Weller <KirkWeller@ferris.edu>, Kristy L Motz <KristyMotz@ferris.edu>, Mark A Hutchinson <MarkHutchinson@ferris.edu>, Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>, Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>, Paul Blake <PaulBlake@ferris.edu>, Timothy M Eklin <TimothyEklin@ferris.edu>, Tracey D Boncher <TraceyBoncher@ferris.edu>, Victor I Piercey <VictorPiercey@ferris.edu>
Subject: Proposal 16-027

Hi All,
You should have received the DNP response that was sent out by Paula yesterday. Please review the documents and email your vote on the DNP proposal to me by Wednesday, December 16th. Thanks and happy holidays.

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University

1

From: David M Marion
Sent: Saturday, December 12, 2015 12:43 PM
To: Olukemi O Fadayomi; Brian Holton; Don L Brecken; Elise M Gramza; Joe J Pole; Kirk E Weller; Kristy L Motz; Mark A Hutchinson; Paula L Hadley-Kennedy; Paul Blake; Timothy M Eklin; Tracey D Boncher; Victor I Piercey
Subject: RE: Proposal 16-027

I will vote in support with concerns as there is still too much surrounding the faculty issue and if a program fails, we are partially to blame for not asking.

From: Olukemi O Fadayomi
Sent: Friday, December 11, 2015 1:30 PM
To: Brian Holton <BrianHolton@ferris.edu>; David M Marion <DavidMarion@ferris.edu>; Don L Brecken <DonBrecken@ferris.edu>; Elise M Gramza <EliseGramza@ferris.edu>; Joe J Pole <JoePole@ferris.edu>; Kirk E Weller <KirkWeller@ferris.edu>; Kristy L Motz <KristyMotz@ferris.edu>; Mark A Hutchinson <MarkHutchinson@ferris.edu>; Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>; Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>; Paul Blake <PaulBlake@ferris.edu>; Timothy M Eklin <TimothyEklin@ferris.edu>; Tracey D Boncher <TraceyBoncher@ferris.edu>; Victor I Piercey <VictorPiercey@ferris.edu>
Subject: Proposal 16-027

Hi All,
You should have received the DNP response that was sent out by Paula yesterday. Please review the documents and email your vote on the DNP proposal to me by Wednesday, December 16th. Thanks and happy holidays.

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

From: Olukemi O Fadayomi
Sent: Thursday, December 17, 2015 4:01 PM
To: Paula L Hadley-Kennedy
Subject: FW: Proposal 16-027

I vote to support also!

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

From: Mark A Hutchinson
Sent: Sunday, December 13, 2015 7:21 PM
To: Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>
Subject: RE: Proposal 16-027

I vote to support

Mark

From: Olukemi O Fadayomi
Sent: Friday, December 11, 2015 1:30 PM
To: Brian Holton <BrianHolton@ferris.edu>; David M Marion <DavidMarion@ferris.edu>; Don L Brecken
<DonBrecken@ferris.edu>; Elise M Gramza <EliseGramza@ferris.edu>; Joe J Pole <JoePole@ferris.edu>; Kirk E Weller
<KirkWeller@ferris.edu>; Kristy L Motz <KristyMotz@ferris.edu>; Mark A Hutchinson <MarkHutchinson@ferris.edu>;
Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>; Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>;
Paul Blake <PaulBlake@ferris.edu>; Timothy M Eklin <TimothyEklin@ferris.edu>; Tracey D Boncher
<TraceyBoncher@ferris.edu>; Victor I Piercey <VictorPiercey@ferris.edu>
Subject: Proposal 16-027

Hi All,
You should have received the DNP response that was sent out by Paula yesterday. Please review the documents and
email your vote on the DNP proposal to me by Wednesday, December 16th. Thanks and happy holidays.

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning

1

From:	Olukemi O Fadayomi
Sent:	Thursday, December 17, 2015 3:22 PM
To:	Paula L Hadley-Kennedy
Subject:	FW: Proposal 16-027

Kemi
Olukemi Fadayomi, Ph. D
Professor of Biology
Faculty-in-Residence, Faculty Center for Teaching & Learning
Chair, University Curriculum Committee
Ferris State University
ASC 2009, 820 Campus Drive
Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

From: Joe J Pole
Sent: Sunday, December 13, 2015 11:13 AM
To: Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>
Subject: RE: Proposal 16-027

Kemi,

I vote to support.

Joe

From: Olukemi O Fadayomi
Sent: Friday, December 11, 2015 1:30 PM
To: Brian Holton <BrianHolton@ferris.edu>; David M Marion <DavidMarion@ferris.edu>; Don L Brecken
<DonBrecken@ferris.edu>; Elise M Gramza <EliseGramza@ferris.edu>; Joe J Pole <JoePole@ferris.edu>; Kirk E Weller
<KirkWeller@ferris.edu>; Kristy L Motz <KristyMotz@ferris.edu>; Mark A Hutchinson <MarkHutchinson@ferris.edu>;
Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>; Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>;
Paul Blake <PaulBlake@ferris.edu>; Timothy M Eklin <TimothyEklin@ferris.edu>; Tracey D Boncher
<TraceyBoncher@ferris.edu>; Victor I Piercey <VictorPiercey@ferris.edu>
Subject: Proposal 16-027

Hi All,
You should have received the DNP response that was sent out by Paula yesterday. Please review the documents and
email your vote on the DNP proposal to me by Wednesday, December 16th. Thanks and happy holidays.

Kemi
Olukemi Fadayomi, Ph. D

From: Kristy L Motz
Sent: Friday, December 11, 2015 7:47 PM
To: Olukemi O Fadayomi; Brian Holton; David M Marion; Don L Brecken; Elise M Gramza; Joe J Pole; Kirk E Weller; Mark A Hutchinson; Paula L Hadley-Kennedy; Paul Blake; Timothy M Eklin; Tracey D Boncher; Victor I Piercey
Subject: Re: Proposal 16-027

I vote to support.

Kristy

From: Olukemi O Fadayomi
Sent: Friday, December 11, 2015 1:29 PM
To: Brian Holton; David M Marion; Don L Brecken; Elise M Gramza; Joe J Pole; Kirk E Weller; Kristy L Motz; Mark A Hutchinson; Olukemi O Fadayomi; Paula L Hadley-Kennedy; Paul Blake; Timothy M Eklin; Tracey D Boncher; Victor I Piercey
Subject: Proposal 16-027

Hi All,
You should have received the DNP response that was sent out by Paula yesterday. Please review the documents and email your vote on the DNP proposal to me by Wednesday, December 16th. Thanks and happy holidays.

Kemi
Olukemi Fadayomi, Ph. D
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Ferris State University
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Big Rapids, MI 49307-2225

fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

From:	Timothy M Eklin
Sent:	Saturday, December 12, 2015 2:15 PM
To:	Olukemi O Fadayomi; Brian Holton; David M Marion; Don L Brecken; Elise M Gramza; Joe J Pole; Kirk E Weller; Kristy L Motz; Mark A Hutchinson; Paula L Hadley-Kennedy; Paul Blake; Tracey D Boncher; Victor I Piercey
Subject:	Re: Proposal 16-027

I support.

https://s3.amazonaws.com/files.qrz.com/r/nk6r/FB_IMG_1434673984372.jpg

Sent using OWA for iPad

From: Olukemi O Fadayomi
Sent: Friday, December 11, 2015 1:29:31 PM
To: Brian Holton; David M Marion; Don L Brecken; Elise M Gramza; Joe J Pole; Kirk E Weller; Kristy L Motz; Mark A Hutchinson; Olukemi O Fadayomi; Paula L Hadley-Kennedy; Paul Blake; Timothy M Eklin; Tracey D Boncher; Victor I Piercey
Subject: Proposal 16-027

Hi All,
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Kemi
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fadayok@ferris.edu
Phone: (231) 591-5628
Fax: (231) 591-2540

1

From:	Brian Holton
Sent:	Saturday, December 12, 2015 10:17 AM
To:	Olukemi O Fadayomi; David M Marion; Don L Brecken; Elise M Gramza; Joe J Pole; Kirk E Weller; Kristy L Motz; Mark A Hutchinson; Paula L Hadley-Kennedy; Paul Blake; Timothy M Eklin; Tracey D Boncher; Victor I Piercey
Subject:	RE: Proposal 16-027

I vote to support.

Brian Holton
College of Engineering Technology representative.

From: Olukemi O Fadayomi
Sent: Friday, December 11, 2015 1:30 PM
To: Brian Holton <BrianHolton@ferris.edu>; David M Marion <DavidMarion@ferris.edu>; Don L Brecken <DonBrecken@ferris.edu>; Elise M Gramza <EliseGramza@ferris.edu>; Joe J Pole <JoePole@ferris.edu>; Kirk E Weller <KirkWeller@ferris.edu>; Kristy L Motz <KristyMotz@ferris.edu>; Mark A Hutchinson <MarkHutchinson@ferris.edu>; Olukemi O Fadayomi <OlukemiFadayomi@ferris.edu>; Paula L Hadley-Kennedy <PaulaHadley-Kennedy@ferris.edu>; Paul Blake <PaulBlake@ferris.edu>; Timothy M Eklin <TimothyEklin@ferris.edu>; Tracey D Boncher <TraceyBoncher@ferris.edu>; Victor I Piercey <VictorPiercey@ferris.edu>
Subject: Proposal 16-027

Hi All,
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Kemi
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Academic Senate Report

University Curriculum Committee
Chair Kemi Fadayomi

January 12, 2016

Proposal Number	Title	Action/Votes	Senate Action / Concerns/Reasons/ Updates
16-027 ND HP	New Graduate Program Doctorate of Nursing Practice	Approved 6 support 1 support with concerns 1 not support	
16-030 MCC BUS	RMIN 253 – Personal Insurance Prerequisite Removal	Approved 8-0	
16-033 MCC HP	Respiratory Care AAS Program Admission Requirement Revision	Approved 8-0	
16-036 NC BUS	Catering Management Certificate	Approved 8-0	
16-037 MCC, NC AS	Updates to Art History Minor	Approved 8-0	
16-038 Redirection BUS	Graphic Design Program Redirection	Approved 8-0	
16-039 MCC BUS	PTM Curriculum Course Addition and Revisions	Approved 8-0	
16-040 ND BUS	Associate of Applied Science in Professional Brew Management	Approved 8-0	

UCC received, reviewed and approved thirty nine proposals during the meeting period of fall 2015. This represents a 46% increase in proposal submission from last year and a 22% increase in UCC rate of approval during the same time period. Approved proposals include program redirection, new certificate and two new graduate programs – Masters in Health Administration and Doctor of Nursing Practice.

The committee started the spring 2016 semester with 8 proposals to review.

Our spring workshop titled: An Overview of the Curriculum Development Process, Initiating and Managing a Curriculum Proposal is scheduled for 10a.m. -12 noon on

Wednesday, January 20, 2016, FLITE 110. We hope that this workshop will help simplify the proposal development process for faculty and staff.

Efforts are underway to help fast track proposals involving minor curricular changes such as a **prerequisite change only** proposal.