

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX	<b>Contact Name:</b> Julie Simon	<b>Phone:</b> x6061
<b>DEPARTMENT / DIVISION:</b> English and Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code &amp; number / program affected):</b>		
#20/OTHER--GENERAL EDUCATION APPROVAL: CMAT 303/ <i>Oral Communications in Business</i>		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall XX <input type="checkbox"/> Spring <input type="checkbox"/> Year: 2009		

<b>Box 1: TYPE OF ACTION</b>	ADD(NEW) <input type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input type="checkbox"/>	OTHER XX
<b>Box 2: LEVEL OF ACTION</b>	Non-Credit <input type="checkbox"/>	Undergraduate XX	Graduate <input type="checkbox"/>	OTHER <input type="checkbox"/>

Box 3: ACTION ITEM (check appropriate boxes)	DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
1. Experimental Course <sup>1</sup>	NOP	a, c, e	AC
2. Course Title	NO		ABCD
3. Course Credits	NO		ABCD
4. Course Number	NO		ABCD
5. Course Level	NO		ABCD
6. Pre & Co-Requisite	NO		ABCD
7. Course Description	NOP		ABCDEF
8. New Course	NOP		ABCDEF
9. Deactivate a Course	NO		ABCDEF
10. Program Requirements	NO	b, c, d, e	ABCDEF
11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
12. Closed Site Program	NOT	e	ABCDHIK
13. Program Suspension <sup>9</sup>	NO,5	a, e	ABCDEGIK
14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFGHJL
17. Program Title Change	NO, 5	a, c, d, e	ABCDEFGHJL
18. Program Termination	NO, 10	d, e	ABCDEFGHIK
19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFGHJL
<input checked="" type="checkbox"/> 20. Other	Varies	Varies	Varies

Box 4: DOCUMENTATION (check boxes of documents included)			
<input checked="" type="checkbox"/> N. This Cover Sheet		<input type="checkbox"/> Q. Full 5-page MHEC Proposal	<input type="checkbox"/> T. Other
<input checked="" type="checkbox"/> O. Summary Proposal		<input type="checkbox"/> R. Financial Tables (MHEC)	
<input checked="" type="checkbox"/> P. Course Definition Document		<input type="checkbox"/> S. Contract	

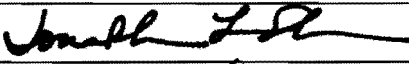
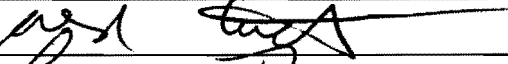
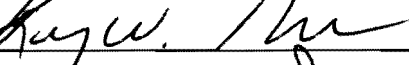
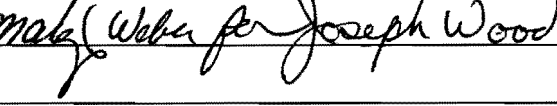
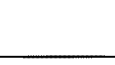
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

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<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):
<b>#20/OTHER--GENERAL EDUCATION APPROVAL: CMAT 303/Oral Communications in Business</b>

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - proposed date after which no new students will be admitted into the program;
  - accommodation of currently enrolled students in the realization of their degree objectives;
  - treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - reallocation of funds from the budget of the affected program; and
  - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council review (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

<b>Box 5: IMPACT REVIEW</b>	<b>SIGNATURES</b> (see procedures for authorized signers)	<b>DATE</b>
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

<b>Box 6: APPROVAL SEQUENCE</b>	<b>APPROVAL SIGNATURES</b>	<b>DATE</b>
A. Department / Division	Chair: 	10/9/09
B. Final faculty review body within each School	Chair: 	10/27/09
C. College Dean	Dean: 	10/27/09
D. Provost and Senior Vice President for Academic Affairs	Provost: 	11/02/09
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		

**General Education Approval Record      College of Liberal Arts**

*(to be used for "certifying" new and existing courses; use information about proposed course)*

Course: Subject and Number CMAT 303

Course Name: Speech Communication in Business

Department: School of Communications Design

THIS COURSE SATISFIES 3 CREDITS OF THE SPEECH COMMUNICATION  
GENERAL EDUCATION REQUIREMENT.

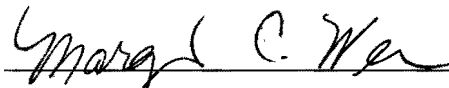
This course meets all of the learning outcomes and assessment strategies requirements for a humanities/speech communication general education course at the University of Baltimore:

**UB Learning Goals for Speech Communication**

UB's learning goals for general education speech communication should be the demonstration of:

1. A general understanding of the how the communication process functions
2. An ability to communicate both verbally and nonverbally
3. An ability to develop and organize a focused, coherent message
4. An ability to analyze audiences and contexts as a basis for crafting appropriate messages
5. An ability to transmit messages effectively by employing appropriate delivery skills
6. An ability to listen attentively and with an open mind
7. An ability to analyze and evaluate both the style and the substance of messages
8. An understanding of the role of ethics and personal responsibility in the communication process
9. Communication confidence.

October 12, 2009

  
\_\_\_\_\_  
Signature (Marguerite Weber)

date

UNIVERSITY OF BALTIMORE

**DOCUMENT O: SUMMARY PROPOSAL**

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<b>DEPARTMENT / DIVISION:</b> English and Communications Design		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state action item 1-23 and course name & number or program affected):		
#20/OTHER--GENERAL EDUCATION APPROVAL: CMAT 303/ <i>Oral Communications in Business</i>		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall XX Spring <input type="checkbox"/> Year: 2009		

O-1: Briefly describe what is being requested:

We are requesting General Education approval for an existing oral communication course, CMAT 303 *Oral Communication in Business*.

For new courses or changes in existing courses (needed by Registrar)

<b>OLD Title:</b>	<b>Course # / HEGIS Code:</b>	<b>Credits:</b>
<b>NEW Title:</b>	<b>Course # / HEGIS Code:</b>	<b>Credits:</b>

O-2: Set forth the rationale for the proposal:

For over 25 years, CMAT 303/*Oral Communication in Business* has been the primary course taken by transfer students needing to satisfy the general education oral communication requirement. Although we now offer CMAT 201/*Communicating Effectively* primarily to freshmen, we would like to continue allowing CMAT 303 to satisfy the requirement.

**Required Format for Master Course Document (Document P)**

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Include in your master course document items one through 15 using as much space as needed.

1. Date Prepared April 9, 2008
2. Prepared by: Julie Simon
3. Department: English and Communications Design
  
4. Course Numbers: CMAT 303
5. Course Title: Oral Communications in Business
6. Credit Hours: 3
7. Prerequisites: None
8. Course Purpose (example: general education, laboratory, elective): General Education, Major Elective – Corporate Communication
9. Rationale: As a four-year institution, we must offer lower-level courses which will fulfill state general education requirements. This course will do that.
  
10. Catalog Description (Paragraph should reflect general aims and nature of the course)  
**THIS COURSE SATISFIES THE THREE CREDIT SPEECH COMMUNICATION GENERAL EDUCATION REQUIREMENT.**  
Extensive practice in -presentational speaking, briefing techniques, the mechanics and dynamics of group meetings, and the development of interviewing, critical listening, and interpersonal communication skills. Laboratory fee.
  
11. Suggested approximate class size: 18-20
  
12. Content Outline
  1. Introduction and Obstacles to Communication
  2. Critical listening
  3. Speaking Effectively
  4. Speech contexts: intrapersonal, interpersonal, small group, public
  5. Organizing Material to Inform
  6. Organizing Material to Persuade

Final grades will be based on these Major Assignments--

Short oral presentations  
Informative presentation  
Persuasive presentation  
Small group presentation

And these additional measures—

Reading quizzes  
Midterm and final

Self critiques

Critiques of professional and peer presentations

**GEN-ED GOAL: An ability to analyze and evaluate both the style and the substance of messages**

13. Learning Goals:

By the end of this course, each student should be able to:

- List and describe obstacles that can interfere with effective business, interpersonal, small group, and public communication.

**GEN-ED GOAL: A general understanding of the how the communication process functions.**

- List, describe, and demonstrate procedures for overcoming those obstacles.

**GEN-ED GOAL: An ability to listen attentively and with an open mind.**

- Identify and discuss roles taken by members of small groups.
- Prepare for and participate in various types of interviews, both as interviewer and as interviewee.
- Acquire and actively transmit information.
- Effectively develop, organize, and orally present informative and persuasive material to an audience.

**GEN-ED GOAL: An ability to communicate both verbally and nonverbally**

**GEN-ED GOALS: An ability to develop and organize a focused, coherent message; An ability to analyze audiences and contexts as a basis for crafting appropriate messages; An ability to transmit messages effectively by employing appropriate delivery skills**

- Use media aids to enhance oral presentations.
- Discuss various ethical issues relating to oral communication rhetoric and presentation.

**GEN-ED GOAL: An understanding of the role of ethics and personal responsibility in the communication process**

14. **Assessment Strategies**
  - Quizzes and tests over text, lecture, and other material.
  - Multiple short and long, formal and informal oral communication exercises and activities.
  - Critiques of one's own, fellow students', and professional presentations.
15. **Text(s) and Materials (example: textbooks, calculator):** There are tens if not hundreds of books appropriate to this course, including Alder and Elmhorst, *Communicating at Work: Principles and Practices for Business and the Professions* (9th Edition) and Hamilton and Parker. *Communicating for Results/6e*.  
One (1) 1/2" VHS videotape or other appropriate video storage media.
16. **Lab Fees:** \$10.