

**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 checked="" type="checkbox"/>	YGCLA <input type="checkbox"/>	<b>Contact Name:</b>	Tigi Mersha	<b>Phone:</b> x4965
<b>DEPARTMENT / DIVISION:</b>	Management and Marketing					
<b>SHORT DESCRIPTION OF PROPOSAL</b>						
8. New Course: Mgmt 330 Personal and Professional Skills for Business BSBA						
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b>	Fall <input checked="" type="checkbox"/>	Spring <input type="checkbox"/>	Year: 2009			

<b>Box 1: TYPE OF ACTION</b>	ADD(NEW) <input checked="" type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input type="checkbox"/>	OTHER <input type="checkbox"/>
<b>Box 2: LEVEL OF ACTION</b>	Non-Credit <input type="checkbox"/>	Undergraduate <input checked="" type="checkbox"/>	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
<input checked="" type="checkbox"/> 8. New Course	<b>NOP</b>		<b>ABCDEF</b>
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	ABCDEFHJL
16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
18. Program Termination	NO, 10	d, e	ABCDEFHJK
19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
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 type="checkbox"/>	
<input checked="" type="checkbox"/>	P. Course Definition Document	<input type="checkbox"/>	S. Contract	<input type="checkbox"/>	

- 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)**

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input type="checkbox"/>
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):
<b>8. New Course: Mgmt 330 Personal and Professional Development</b> All BSBA students

*Skills for Business*

*MSB*

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - b. proposed date after which no new students will be admitted into the program;
  - c. accommodation of currently enrolled students in the realization of their degree objectives;
  - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - e. reallocation of funds from the budget of the affected program; and
  - f. 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>	SIGNATURES (see procedures for authorized signers)	DATE
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>	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Tip Meulen</i>	<i>2/23/09</i>
B. Final faculty review body within each School	Chair: <i>Rajet</i>	<i>2/24/09</i>
C. College Dean	Dean: <i>Valerie B. Smith</i>	<i>2/25/09</i>
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>Margaret Webb for Susan Zoccaro</i>	<i>3-3-09</i>
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Dwight J. Yea</i>	<i>3-11-09</i>
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		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

**DOCUMENT O: SUMMARY PROPOSAL**

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<b>DEPARTMENT / DIVISION:</b> Management and Marketing		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state action item 1-23 and course name & number or program affected):		
8. New Course: Mgmt 330 Personal and Professional Skills for Business BSBA		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2009		

O-1: Briefly describe what is being requested:

Approval of a new course, Mgmt 330 Personal and Professional Skills for Business. This course will be required of all BSBA students, except those in the accounting specialization.

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: Personal and Professional Skills for Business</b>	<b>Course # / HEGIS Code: Mgmt 330</b>	<b>Credits: 1</b>

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

Feedback from faculty, staff, alumni and the business community have indicated our students could benefit from further development of their professional business and management skills.

This course will better prepare B.S.B.A. students to successfully enter the workforce or to advance in their career by teaching the skills, attitudes and behaviors demanded in today's high performance workplace.

## Document P

### Mgmt 330 –Personal and Professional Skills for Business

1. **Date Prepared:** Thursday February 12<sup>th</sup>, 2009
2. **Prepared by:** Dan Gerlowski, Danielle Fowler
3. **Department:** Management & Marketing
4. **Course Number:** Mgmt 330
5. **Course Title:** Personal and Professional Skills for Business
6. **Credit Hours:** 1
7. **Prerequisites:** None

**8. Course Purpose:**

This course prepares B.S.B.A. students to successfully enter the ever-changing workforce or to advance in their career by teaching the skills, attitudes, and behaviors demanded in today's high performance workplace.

**9. Rationale:**

Feedback from faculty, staff, alumni and the business community have indicated our students could benefit from further development of their professional business and management skills.

**10. Catalog Description:**

Provides students with the skills necessary to advance their career development. Strategies and practices that allow the student to successfully interface with potential employers are explored and applied. Course modules include business etiquette and professional behavior; appropriate use of workplace communication techniques; written business communications; and showcasing career building talents and skills within an organizational context.

- 11. Suggested approximate class size:** 22

**12. Content Outline:**

This course will focus on providing the necessary skills to succeed in a professional arena. Topics will include and expand on the following:

- A. Personal and Career Planning
- B. Decision Making

- C. Interpersonal Skill Development
- D. Business Etiquette
- E. Dressing for Success
- F. Workplace Communication Techniques
- G. Written Business Communications
- H. Oral presentation skills
- I. Table Etiquette
- J. International Customs and Table Manners
- K. Office Ethics

### **13. Learning Goals**

Upon completion of this course, students will be able to:

- A. Develop a career plan
- B. Communicate effectively with prospective employers
- C. Present themselves effectively to a specific audience
- D. Identify professional opportunities in order to maximize their individual strengths

### **14. Assessment Strategies**

A variety of assessment methods can be used to assess student learning outcomes. These include classroom observations, review of written materials, and presentations.

### **15. Text(s) and Materials**

Suitable current materials may include:

Carol Bennett. **Business Etiquette & Protocol: Professional Development Series**. 2001. South-Western Educational Pub.

**Dining with Decorum™ DVD**. A Business and Social Dining Etiquette DVD  
The Etiquette School.

Aggie White **Career Planning & Networking: Professional Development Series**. 2001. South-Western Educational Pub.

Ann Cooper **The Professional Image: The Professional Development Series**. . 2001. South-Western Educational Pub.

Langford, B. Y. **The etiquette edge: The unspoken rules for business success**. 2005. New York: AMACOM.

Whitmore, J. **Business class: Etiquette essentials for success at work**. 2005. New York: St. Martin's Press.

### **16. Lab Fees: None.**