



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

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*When finished, please save and email to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

**Sponsoring Institution:**

**Program Title:** Organizational Communication

**Degree/Certificate:**

**If other, please list:**

**Options:**

**Delivery Site:** Springfield, MO

**CIP Classification:** 09.0901

**Implementation Date:** 1/1/2019

**Is this a new off-site location?**  Yes  No

**If yes, is the new location within your institution's current CBHE-approved service region?**

*\*If no, public institutions should consult the comprehensive review process*

**Is this a collaborative program?**  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**CERTIFICATIONS**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

Dr. Frank Einhellig, Provost	<i>Frank Einhellig</i>	7/25/18
Name/Title of Institutional Officer	Signature	Date

## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required. Students must complete COM 115, Fundamentals of Public Speaking and COM 209, Survey of Communication Theory with a 2.5 GPA in those two classes. Students must also have a cumulative GPA of 2.5 and 59 credit hours to be admitted to the degree program.
- Characteristics of a specific population to be served, if applicable.  
No specific population to be served

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
A PhD is preferred for assignment of teaching for this degree, but a minimum of a Master's degree in Communication or a related field and experience with organizational communication is required.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
Three credit hours will be assigned to full time faculty.
- Expectations for professional activities, special student contact, teaching/learning innovation.  
No specific expectations

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
60
- Percent of full time and part time enrollment by the end of five years.  
90% full time and 10% part time enrollment by the end of five years

#### STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	40	45	50	55	60
Part Time	0	0	0	0	0
Total	40	45	50	55	60

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
3 years = 20    5 years = 30

- Special skills specific to the program.  
Leadership and management skills  
Interviewing/networking  
Negotiation/mediation  
Meeting and discussion facilitation
- Proportion of students who will achieve licensing, certification, or registration.  
There are no licensing, certification, or registration processes associated with the field of Organizational Communication
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
We expect that 90% of students will reach capstone levels on exit assessments in Organizational Communication
- Placement rates in related fields, in other fields, unemployed.  
In related fields = 55%; In other fields = 10%; Unemployed = 10%
- Transfer rates, continuous study.  
25% transfer to grad programs

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.  
There are no national accrediting agencies for Organizational Communication.

### 6. Program Structure

A. Total credits required for graduation: 120 credit hours

B. Residency requirements, if any:

Students must complete at least 12 hours of upper division credit in the major in courses administered by the Springfield Campus

C. General education: Total credits:

45 credits

*Courses (specific courses OR distribution area and credits)*

Course Number	Credits	Course Title
COM 115	3	Fundamentals of Public Speaking
GEP 101	2	First Year Foundations
ENG 110	3	Writing I
GEC104	3	Quantitative Literacy

GEC105	3	Written Comm. & Integrative & Applied Learning
GEC 106 (lab) or GEC 107(no lab)	3-4	Life Sciences
GEC108(lab) or GEC 109 (no lab)	3-4	Physical Sciences
GEC 110	6	Social & Behavioral Sciences
GEC 111	3	Humanities
GEC 112	3	The Arts
GEC 113	3	Survey of History of the US
GEC 114	3	American Democracy & Citizenship
GEC 115	3	Cultural Competence
GEC 116	3	Public Issues

D. Major requirements: Total credits: 33 credits

Course Number	Credits	Course Title
COM 205	3	Interpersonal Communication Theory and Skills
COM 209	3	Survey of Communication Theory
COM 210	3	Communication Research Methods
COM 315	3	Advanced Speaking in Professional Settings
COM 350	3	Rhetorical Tradition
COM 332	3	Small Group Communication
COM 336	3	Communication in Organizations
COM 360 or COM 512	3	Intercultural Communication or Communication and Diversity in the Workplace
COM 338 or COM 436	3	Communication Strategies for Recruitment in Organizations or Leadership Organizations
COM 437	3	Advanced Organizational Communication
COM 511 or COM 521	3	Conflict and Communication or Communication, Mediation & Negotiation

E. Free elective credits: 42 credits  
(*sum of C, D, and E should equal A*)

F. Requirements for thesis, internship or other capstone experience:  
COM 437 is the requirement for the capstone experience in this major

G. Any unique features such as interdepartmental cooperation:  
None.

## 7. Need/Demand

Student demand

Market demand

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

*On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.*

*Please save and email this form to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*