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**Bulletin / Banner Change Transmittal Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

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| --- | --- |
| Sharon D. James 10/21/2016 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| Melodie Philhours 10/24/2016 **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| John Seydel 11/1/2016 **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| C. William Roe 11/29/2016 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1.Contact Person** (Name, Email Address, Phone Number)

Sandra Bevill [sbevill@astate.edu](mailto:sbevill@astate.edu) 870-972-3960; 870-838-3379-cell

**2.Proposed Change**

To add BCOM 3573 Managerial Communication to the *Select two of the following courses* in the Management Major

**3.Effective Date**

Summer 2017

**4.Justification –** *Please provide details as to why this change is necessary.*

For several years, the CoB faculty have been discussing the importance of helping our students with their Professional Development. This seems particularly important because our students tend to be first-generation college students from rural communities who may have had limited opportunities. We have discussed programs from “Steps Along the Way” to “The Passport” program; none of these have been implemented to any extent. The BCOM 3573 Managerial Communication class has been revised to include a Professional Development component that includes many of the areas research shows are important for today’s graduates. These areas include, but are not limited to, *Image Management*: *Professional Business Attire*, *Business Dining*, *Creating a quality LinkedIn account*, *Developing Professional Presence and Soft Skills*, and *Emotional Intelligence*. In addition to these topics, the course also includes Managerial Communication topics such as Managerial Listening; Intercultural Communication, and Nonverbal Communication; also, students develop a traditional resume as well as an e-resume.

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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Select two of the following:

ACCT 3053, Cost Accounting with a Managerial Emphasis

**BCOM 3573 Managerial Communication**

MGMT 3163, Labor Relations and Collective Bargaining

OR

MGMT 4173, Compensation Management

MGMT 3183, Entrepreneurship

MGMT 3193, Social Impact Management

MGMT 4143, Organizational Change and Development

MGMT 4183, Family Business Management

MGMT 4193, Management Internship

MGMT 4393, Management of Service Operations

MKTG 4023, Services Marketing