### Section 1 - Approvals

**Name of Proposal:** BUSM 320

**Submitted by:** Don Colton  
**Signature:** ________________________________

**Date:** 2009-05-05

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<th>Procedure</th>
<th>Recommendation/Signature</th>
<th>Date</th>
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<tr>
<td>1. Approved by Department</td>
<td>Signature: Chair: <strong>Helena Hannonen</strong></td>
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<td>2. Approved by College</td>
<td>Signature: Dean: <strong>Clayton Hubner</strong></td>
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| 3. Reviewed by LAS (when new resources are requested) | Signature: no new resources  
**LAS:** **Douglas Bates** | |
| 4. Approved by General Education and Honors (if needed) | Signature: not applicable  
**GEH:** **Beth Haynes** | |
| 5. Approved by University Curriculum Committee | Signature:  
**UCC:** **Douglas Bates** | |
| 6. Approved by Academic Council | Signature:  
**AVP:** **Max Checketts** | |
| 7. For new programs--Approved by the President's Council | Signature:  
**Name:** **Steven Wheelwright** | |
Section 2 – Overview (Support)

Summary:
This proposal changes the prerequisites for BUSM 320, Business Communications. The rationale is that we want students in the ASBM associates degree to be able to take the class but we do not want to require them to have had ENGL 201 previously. Business Core and ENGL 201 together were the former prerequisite.
Section 4 - Course Proposal (core)

Upon approval, the information presented on this course proposal sheet will become binding on the department and the university. Any material changes require a new course proposal.

Effective Date: immediately upon approval
College: Business, Computing, and Government
Course Prefix: BUSM
Course Number: 320

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Catalog Entry (50-word recommended maximum):

320. Business Communication (3) (F, W, Sp) Written and oral business communication, including case analysis and problem solving. (Prerequisite: ENGL 101.)

Prerequisites: ENGL 101 (C- or better)

Following this page, attach PDF copies of the online catalog web pages that should change as a result of this proposal. Indicate the location of changes that should be made.
entrepreneurship practicum. The principles of marketing and the application of the marketing mix for the smaller entrepreneurial enterprise. (Prerequisite: BUSM 320; Corequisites: BUSM 304, 310.)

306. Business Communication/Entrepreneurship (3) (as needed) To provide students with the skills needed to communicate effectively in the entrepreneurial setting. (Prerequisite: Business Core.)

308. Entrepreneurship Practicum (1-3) (F, W) A practicum oriented course requiring the establishment of student teams to plan research, organize, start-up, run, and close an actual nonprofit business. (Prerequisite: BUSM 320; Corequisites: BUSM 302, 304, and 310.)

310. Leadership and Management (3) (F, W) Fundamentals of management emphasizing organizational leadership, human resource management and teamwork. Topics include motivation, organizational structures, multicultural environments, decision-making, corporate responsibility, and organizational change. (Prerequisite: BUSM 320; Corequisites: BUSM 302, 304.)

320. Business Communication (3) (F, W, Sp) Written and oral business communication, including case analysis and problem solving. (Prerequisite: Business Core, ENGL 201.)

325. Career Management (1) (F, W, Sp) Introduction to job search process, employment interviewing, networking and communication skills, negotiation and evaluation of job offers, transition to professional life, planning for career advancement.

327. Human Resource Management (3) (F, W, Sp, Su) The treatment of human resources as an organizational asset contributing to organizational objectives. Topics include planning, development, compensation and security, work-place environment, employee-management relations, auditing multicultural issues. (Prerequisite: Business Core)

341. Marketing Management (3) (as needed) A study of the distribution of goods to the ultimate consumer, including product planning, pricing, distribution channels, and promotion.

361. Operations Management (3) (F, W) Principles and techniques of project management, forecasting, product research, fabrication, inventory planning and control, quality control and operations planning, control and management. (Corequisites: BUSM 302, 304, 308, 310.)

383. Entrepreneurship and Small Business Management (3) (F, W) This course is for non-business students to develop their entrepreneurial skills to start a small business. Students