

APC Curricular Changes MOCM

AY 2011-2012

Proposal 1: Modify the lower-division requirements for MOCM majors to include **ECO101 OR ECO102.**

Rationale: In an effort to maintain intended flexibility, we will accept either macro or micro economics as an introduction to basic economic principles depending on the student's preferences. Many students enter the MOCM major having already taken one or the other at a community college or as part of a previous major. This change will officially codify what has been a long-term practice in permitting curricular exceptions.

Impact on Resources: None

Impact on Staffing: None

Proposal 2: Add the following six (6) courses to the list of upper-division MOCM options:

BUS382	Entrepreneurship(2)
BUS390	Business Finance(4)
BUS411	Investments(4)
BUS475	Sustainability in Action(4)
BUS480	International Business(4)
BUS486	Small Business Institute(2)

Rationale: This change increases flexibility for students and codifies what has long been permitted through the curricular exception process. In addition, including a wider range of courses recognizes the importance and interest among MOCM majors in these diverse aspects of organizational life.

Impact on Resources:

Impact on Staffing:

(1). Creation of a new courses: COM265(5)
Introduction to Empirical Research in Communication

(2). Expansion of course choices:

Take two (20 courses from the following sixteen options (Selections must include at least two different courses AND at least 6 units total).

BUS332 Principles of Marketing (4) (JR or SR only)
BUS334 Professional Selling and Sales Management (4)
BUS336 Advertising & Promotion Management (4)
BUS340 Real Estate Principles & Practices (4)
BUS374 Human Resources (4)
BUS382 Entrepreneurship (2)
BUS390 Business Finance 4)
BUS411 Investments (4)
BUS470 Not-For-Profit Organization Management (4)
BUS475 Sustainability in Action (4)
BUS480 International Business (4)
BUS486 Small Business Institute (2)
COM365 Intercultural Communication (3)
COM490 Special Topics in Communication (3)
COM492 Special Studies in Communication (1-3)
HON498/499 Honors Project I & II(Counts as one course)(3).

AY 2009-2010

(1). Creation of assessment tool:
COM422 Portfolio (1)

AY 2005 – 2006

(1). Creation of 2 new courses:
COM260 Business & Professional Speaking
COM365 Introduction To Intercultural Communication

AY 2004-2005

(1). Creation of 2 new courses:
COM390 Introduction To Public Relations (3)
COM405 Public Relations Cases & Campaigns (3)

(2). Creation of a Public Relations minor