SAM HOUSTON STATE UNIVERSITY
NEW CERTIFICATE PROGRAM FORM

Directions: The **New Certificate Program** form is to be used to propose an undergraduate or graduate certificate. (**Note:** All courses associated with the certificate must either already be in SHSU's course inventory or have been submitted to the Office of Academic Planning and Program Development and are going through the curriculum approval process simultaneously with the proposed certificate).

Before starting this form: Please, submit the Program Analytics Request to begin the New Program Development process.

Assistance: Contact the Office of Academic Planning and Program Development at (936) 294-2291.

University Curriculum Committee: Belonging Resources Statement

* Asterisk denotes headers with directional information.

Administrative Program Information
(Completed by Program Analytics)

1.* Program Name: Undergraduate Certificate in Business Negotiation and Communication

2. *Proposed CIP Code/Title: 52.0101 (Business/ Commerce, General)
    For CIP Code, see Texas CIP Codes.

3. *Number of Required Semester Credit Hours (SCH): 12 semester credit hours

4. *Administrative Unit: The Department of Business Administration and Entrepreneurship within the College of Business Administration

5. *Location and Mode of Delivery: 100% Online

6. *Approximate Time to Completion in Semesters: 2 Semesters

7. *Proposed Implementation Date: September 1, 2025

8. *Contact Person(s)
    Name: Dr. Natalie Hegwood
    Title: Assistant Dean, College of Business Administration
    E-mail: eco_ndh@shsu.edu
    Phone: (936) 294-4887

    Name: Dr. Diana Brown
    Title: Assistant Chair, Business Administration and Entrepreneurship Department
    E-mail: dxb029@shsu.edu
    Phone: (936) 294-2578

9. *Administrative Notes:

I. <u>Need</u>:

A. ***Minor Companion Program:** *Please select the appropriate selection below*.

☐ A companion program (<mark>Enter minor companion program name here</mark>) **<u>exists</u>** within the SHSU Catalog.
   Please note that a minor companion program must have an identical curriculum (within 3 SCH). If a minor companion program is identified, this form is exempt from UCC review.

☒ A minor companion program **<u>does not</u>** exist within the SHSU Catalog.

B. Required Appendix: Program Analytics Summary (Completed by Program Analytics)

Program Analytics Request Submission Date: November 14, 2023

Program Analytics Summary Completion Date: November 29, 2023

Program Analytics Evaluation: Target occupations in the Texas workforce, related to the proposed certificate, are expected to grow by 15.9% over the next decade (from 2023 to 2033), with specific occupations within this group showing individual growth rates ranging from 13.46% to 20.74%. Additionally, the number of related programs in Texas have remained consistent between 2018 and 2022 with 0% growth. However, overall completion counts of existing programs within this field decreased by -40% between 2018 and 2022, based on CIP 52.0501. The high number of hires relative to the number of job postings, the posting intensity and growth of targeted occupations within Business Negotiations and Communications, and an overall decrease of completions data from peer institutions suggest an adequate demand for the proposed undergraduate certificate in Business Negotiations and Communications.

II. <u>Additional Justification (Optional)</u>:

A. ***Additional Justification for Job Market Need (Optional):** No additional justification needed

B. ***Additional Justification for Student Demand (Optional):** No additional justification needed

III. <u>Quality</u>:

a. ***Overview:** The Undergraduate Certificate in Business Negotiations and Communications is offered by the Department of Business Administration and Entrepreneurship within the College of Business Administration. This Certificate provides an educational opportunity that is narrower in scope, and shorter in duration, than a degree program. It is ideal for students to acquire the skills needed to gain support for ideas, influence the outcome of negotiations, and successfully implement solutions in today's business world.

b. [Program Learning Objectives](#)

Upon completion of the program, students will be able to:

1. Develop listening skills, creative and analytical thinking, and persuasive speaking to influence and negotiate effectively;
2. Clearly communicate viewpoints, needs, and expectations;
3. Effectively articulate the value and benefits of a proposal to gain the support and

agreement of the other party; and

4. Demonstrate the basic principles, theory, and practice of ethical negotiation.

B. *Admission Requirements: Current SHSU Students

C. *Curriculum:

Required Courses		
Prefix and Number	**Title**	**SCH**
BUAD 4325	Negotiation in Business	3
BUAD 4321* [1]	Adv Bus Project Design & Pres	3
Prescribed Electives: (Select two of the following.)		
BUAD 3337 [2]	AI for Business Communications	3
BUAD 3340 [3]	Visual Workplace Messaging	3
BUAD 3336	Successful Workplace Relations	3
BUAD 3380	Ethics for Business Executives	3
Free Electives		
Other Curriculum Restrictions/Requirements		
TOTAL Semester Credit Hours: 12		

Note with an asterisk (*) new courses that would be added to SHSU's course inventory if the proposed certificate is approved.
Red Font: Denotes a course that has been UCC approved and is currently completing the curriculum review/approval process.

1. Prerequisite BUAD 2321 or 60 credit hours
2. Prerequisite BUAD 3335
3. Prerequisite MGIS 1305 or CSTE 1330

D. *Additional Resources:**

Type of Additional Resource	Justification of Need	Implementation Date (if applicable)	Anticipated Costs/Funding (if applicable)
None required			

E. **Marketable Skills**: *Identify 3-5 marketable skills students will attain through the proposed program*.

1. Negotiate to obtain favorable agreements, garner support, close deals, and implement preferred solutions.
2. Demonstrate verbal and non-verbal communication.
3. Develop communication skills to foster trust and rapport with counterparts to facilitate ongoing

collaboration and future business opportunities.
4. Employ clear and concise expression.

END FORM

Approval Recommendation Signatures:

Approval Recommendation Signatures:				
Approved by Department Head/Faculty	Approved	☒	Disapproved	☐
Signature: Diana Brown	Date: 06/06/2024			
Approved by Department Chair	Approved	☒	Disapproved	☐
Signature: Joey Robertson	Date: 06/06/2024			
Approved by Department Chair 2 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Department Chair 3 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Department CC (If applicable)	Approved	☒	Disapproved	☐
Signature: Diana Brown	Date: 06/06/2024			
Approved by College CC (If applicable)	Approved	☒	Disapproved	☐
Signature: Pam Zelbst	Date: 06/24/2024			
Approved by Academic Dean	Approved	☒	Disapproved	☐
Signature: Natalie Hegwood for Shar Self	Date: 06/25/2024			
Approved by Academic Dean 2 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Academic Dean 3 (Interdisciplinary)	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			
Approved by Director of APPD	Approved	☒	Disapproved	☐
Signature: *Dawn B. Caplinger*	Date: 7.15.2024			
Approved by University CC[1]	Approved	☒	Disapproved	☐
Signature: Emily Hays on behalf of the UCC Chair	Date: 8.13.2024			
Approved by ACC/Provost	Approved	☐	Disapproved	☐
Signature: Click or tap here to enter signature.	Date: Click or tap here to enter date.			

Exempt, if there is a companioning Minor program.

CC = Curriculum Committee
APPD = Academic Planning and Program Development

Academic Planning and Program Development
January 2024

Added to Catalog ☐
Date: Click or tap here to enter date.

Added to Banner ☐
Date: Click or tap here to enter date.

Added to Degree Works ☐
Date: Click or tap here to enter date.

Notified Advising ☐
Date: Click or tap here to enter text.

Added to Apply Texas ☐
Date: Click or tap here to enter date.

Directional Prompts:

ADMINISTRATIVE PROGRAM INFORMATION

Program Name:
Show how the program would appear on the Coordinating Board's program inventory (e.g., Undergraduate Certificate in Management; Graduate Certificate in Human Resources).

Proposed CIP:
Enter the proposed CIP Code/Title for Texas. A list of CIP Codes can be accessed at Texas CIP Codes.

Number of Required Semester Credit Hours (SCH):
SHSU Certificates range between 12 to 20 semester credits hours.

Administrative Unit:
Identify where the program would fit within the organizational structure of the university (e.g., The Department of English within the College of Humanities and Social Sciences).

Location and Mode of Delivery:
Provide the location of instruction and how the proposed program will be delivered to students.

Approximate Time to Completion in Semesters:
Provide the approximate time to completion of the Certificate in semesters of the typical expected path.

Proposed Implementation Date:
Provide the date that students would enter the program.

Contact Person:
Provide contact information for the person responsible for addressing any questions about the proposal.

Administrative Notes:
Add Administrative notes, if applicable.

NEED

Minor Companion Program:
If there is a current Minor program with identical curriculum (difference of 3 SCH or less), please provide the program title. If a minor companion program exists within the SHSU Catalog, this proposal will not require UCC review.

ADDITIONAL JUSTIFICATION

Additional Justification for Job Market (Optional:
Provide additional context to the Program Analytics Summary and/or short- and long-term evidence of the need for proposed certificate holders in the Texas and United States job markets.

Additional Justification for Student Demand (Optional):
Provide additional context to the Program Analytics Summary and/or additional short- and long-term evidence of student demand for the proposed certificate.

QUALITY

Overview:
Provide a description and rationale of the proposed certificate, including the educational objectives.

<u>Admission Requirements</u>:
Provide the university's general admission standards as well as program-specific admission requirements.

<u>Curriculum</u>:
Please complete the curriculum table below, listing the required courses, prescribed electives, electives, and other curriculum restrictions/requirements. Add rows if needed.

<u>Additional Resources</u>:
Provide a description of additional resources required (i.e., faculty, equipment, facilities, etc.).