

## Summary of Undergraduate-Level Curriculum Proposals for New Programs - 2022-2023

On August 25, 2021 the University Curriculum Committee (UCC) reviewed and approved the following new programs for their university-wide implications:

1. **BUSANALYTICS-BA: Business Analytics** – Department of Management
2. **AUTOENGTECH-BS: Automation Engineering Technology** – Department of Technology

The entire packet was approved (pending any changes noted in UCC minutes).

### Summary of Programs:

1. **BA-Business Analytics** – The Business Analytics major requires a minimum of 120 total hours to graduate. Students majoring in Business Analytics will learn practical techniques to analyze data and apply the findings to guide organizational decision-making.
  - a. **Justification** – Demand for graduates with business analytics skills has risen. Advisory panels have encouraged the College of Business at the University of Northern Iowa to develop business analytics. Elevating Business Analytics to a major from the current emphasis will benefit our prospective and current students. Employers place a higher value on Majors than emphases. Accordingly, the Business Analytics major would be more visible to both employers and students. It will also carry more weight with employers. Finally, the proposed major contains courses that are sufficiently focused on business analytics to be a standalone major.
2. **BS-Automation Engineering Technology** – AET will provide industry-relevant training and hands-on experience for students to apply automation engineering technology knowledge to industry and manufacturing for process control and system review. Students will be trained on sensors, instrumentations, electrical power, computer programming for controllers, process control, pneumatics and hydraulics, and mechanical systems to solve engineering and technology problems. Students will have a chance to work with industry level state-of-the-art equipment to apply their theoretical knowledge as well as programming industry level controllers to implement Industry 4.0 standards.
  - a. **Justification** - Automation is one of the fastest growing areas of technology especially with the Industry 4.0 revolution. The need for technologists who have knowledge of both mechanical and electrical systems has become more critical for the manufacturing industries. Factory and warehouse automation, automotive industry, foundry industry, and energy industry can be listed as examples of industries using and requiring automation. There is an increasing demand for technologists who understand the manufacturing process requirements and apply process control methods for automated systems. This new trend requires personnel with abilities of integrating robotics for automation, human-machine interaction for process control, computers for programming, and analyzing data for effective manufacturing.

## **Summary of Graduate -Level Curriculum Proposals: Major in Communication and Media; Major in Learning Technology and Instructional Design, and Major in Spanish Programs for Board Approval**

On August 27, The Graduate College Curriculum Committee (GCCC) reviewed two program name changes and one termination:

1. Major in Communication Studies: General Communication Emphasis MA. Proposed name is “Major in Communication and Media MA”
2. “Major in Instructional Technology MA”. Proposed name is “Major in Learning Technology and Instructional Design MA”.
3. SPANISH-MA (program termination)

The entire packet was approved (pending any changes noted in GCCC minutes) by the Graduate College.

Justification 1: The Department of Communication and Media is getting an overhaul. The department is simplifying the program to one main track: Communication and Media, and removing old emphases and adding certificate options.

Justification 2: The Master’s program will be called “Learning Technology and Instructional Design”. What this does is broaden the program so it’s not just K-12 teachers. The department is also looking at instructional design artists who are in the corporate world. The name Learning Technology has been used by other universities. The Department of Curriculum and Instruction will also be changing the prefix INSTTECH to LRNTECH.

Justification 3: The suspension of the Spanish MA program is a process that started a long time ago. In the catalog, the official suspension started in 2018, however the process started much earlier. The Spanish MA program has no current graduate students; they have all completed their degrees around 2018. This is just a procedural vote to terminate the program.