

TBE (NTM) – Business Ed – Dean Response

From the Committee:

- There is a comment about the addition of a master's degree.
- Modify Mission Statement to include education component.
- The program needs to move beyond department learning outcomes and create its own.
- The program needs to hire two more faculty members and an advisor.
- Add more marketing classes.
- Eliminate NTM 2300.
- Numerous suggestions for curriculum modifications.
- Several suggestions for Learning Outcomes.

The department responded to all of these comments by suggesting they could examine:

- They would eliminate Business English (NTM2010), add marketing, entrepreneurship, fashion to major.
- They wanted to keep NTM 2300, LAN management.
- They Align core with USOE (Utah State Office of Education) endorsed areas.
- Add 3D animation course for multimedia.
- Individualize outcomes to program and align with USOE.
- Require portfolio for many courses.
- Consider marketing minor.
- Consider Working with SST for understanding marketing in high schools.
- Consider approaches to marketing.
- Pursue faculty and advisor position.

The Dean responds

- A careful review of all recommendations and responses will be engaged with the new chair. The numbers for this program are very low. The review committee suggested that we are facing a large cohort retiring in public schools soon. However, it is unclear if additional resources should be brought to bear.