

APPENDIX K

Request for Authorization to Establish a Master of Arts in Communication Degree at East Carolina University

Introduction

East Carolina University notified the UNC Office of the President of its intent to plan a Master of Arts in Communication degree (CIP# 09.0101) in May 2004. The university requests authorization to establish the program in January 2006.

Program Description

The proposed degree is a 30-credit hour MA program with an emphasis in health-related communication. The program will produce individuals who are capable of putting communication theory and research into practice in contemporary professional and academic environments and who understand the dynamics that shape health communication specifically. Graduates will be qualified for positions as organizational communication specialist, communication researcher, media or public relations practitioner, public information officer, and consultant. Health-related topics will include: communication in health-related decision making; communication issues among providers, patients, and family members; dynamics of social support through communication; health information dissemination; communication within healthcare organizations; and multiple influences of culture on health communication. Students will have opportunities for significant interaction with the health sciences programs at ECU.

Program Need

About 13 percent of all jobs created during this decade will be in health services (US Dept. of Labor), and many of these jobs will have communication as either a primary or secondary responsibility. Job opportunities will exist in hospitals, HMOs, and non-profit health organizations as well as in other environments requiring human resource managers, communications consultants, and public relations and publicity directors. This program would be the first in NC with an emphasis on health communication, a field with great growth potential. The program will build on a successful baccalaureate program in Communication at ECU. It is anticipated that by the fourth year of the program, 25 full-time and 27 part-time students will be enrolled.

Resources

No additional state resources are requested. Program needs will be addressed through internal reallocations and enrollment increase funds. Current available facilities are adequate for the program.

Recommendation

It is recommended that the Board of Governors approve the request to establish a Master of Arts in Communication degree (CIP# 09.0101) at East Carolina University effective January 2006.

Request for Authorization to Establish a Master of Science in Biochemistry Degree at UNC Greensboro

Introduction

UNC Greensboro notified the Office of the President of its intent to request authorization for an MS in Biochemistry degree (CIP# 26.0202) in April 2004. UNCG requests approval to establish the program in August 2006.

Program Description

The MS in Biochemistry degree will provide an advanced program of study in biochemistry with a special emphasis on physical and analytical aspects of biological systems. The core of the curriculum will be a two-semester sequence in chemical aspects of biochemistry and two topical courses on enzyme mechanisms and spectroscopy and analysis of biomolecules. Students will also be required to complete one advanced course in any area of chemistry and an elective in a field related to biochemistry. Students will choose a research mentor and complete a thesis based on their research findings. A total of 30 credit hours are required, and full-time students should be able to complete the degree in two years.

Justification

As NC transitions to a high technology economy, many biochemical, pharmaceutical and biotechnology firms are locating in the state, and employees with advanced scientific skills are needed. Graduates of this program will have expertise in advanced laboratory techniques, the use of sophisticated instrumentation, good communication skills, and experience in working as part of a research team. Since starting a BS in Biochemistry at UNCG four years ago, majors have nearly doubled, and there is great demand for a graduate program. In 2002, two external consultants concluded, "UNCG is positioned to offer a unique and premier program at the MS level in biochemistry. The program will serve the local, statewide, and national needs of biochemical related industries." It is anticipated that by the fourth year, 10 full-time and 6 part-time students will be enrolled in the program.

Resources

No additional state resources are requested for the program. More than \$2.5 million has been raised from private donors for equipment and instrumentation, and current facilities are adequate. Other funding will come from internal reallocations and enrollment increase funding.

Recommendation

It is recommended that the Board of Governors approve the request to establish a Master of Science in Biochemistry degree (CIP# 26.0202) at UNC Greensboro effective August 2006.

Request for Authorization to Establish a Master of Science in Sport Management Degree at Western Carolina University

Introduction

Western Carolina University notified the UNC Office of the President of its intent to plan a Master of Science in Sport Management degree (CIP# 31.0504) in January 2005. The university requests authorization to establish the program in August 2006.

Program Description

The proposed MS in Sport Management will build on the large and successful undergraduate program at WCU, which was one of the first programs to receive approval by the National Association for Sport and Physical Education and the North American Society for Sport Management. The program will consist of 18 core credit hours, 9 elective credit hours, and 9 credit hours of either a practicum or a thesis for a total of 36 hours. Required topics covered will include sport administration, philosophical foundations of sport, economic and financial aspects, marketing, legal issues in human performance, and research in health and human performance.

Program Need

The proposed program is in line with WCU's goal of growth over the next five years. The undergraduate Sport Management program anticipates admitting more undergraduate majors, which will lead to a greater demand for graduate education opportunities. The program will accommodate the growing demand from practitioners already in a sport management career as well as recent graduates of undergraduate sport management programs. Management of sports-related activities and organizations is a growing and increasingly complex career field in the public school, college and university, community, and professional sports arenas. It is anticipated that by the fourth year of the program, 20 full-time and 10 part-time students will be enrolled.

Resources

No additional state resources are requested. Program needs will be addressed through internal reallocations and enrollment increase funds. Current facilities are adequate for the program.

Recommendation

It is recommended that the Board of Governors approve the request to establish an MS degree in Sport Management (CIP# 31.0504) at Western Carolina University effective August 2006.