

University of Wisconsin-Whitewater
Curriculum Proposal Form #8

Administrative Action

Description of Action: Change name of M.S. program from Business Education to Business & Marketing Education

Initiator of Action: Lila Waldman

Department(s) Affected: ITBE

College(s) Affected: Business and Economics

Other Programs Affected: None

Proposal Information: (Procedures can be found at <http://acadaff.uww.edu/Handbook/Procedures-Form8.htm>)

Reasons for Action (include whether the action was recommended by any review body, if appropriate):

Currently there are three majors in the teacher education program in the IT/BE Department. The new name change will more accurately reflect the three majors that students may pursue. Students may choose to become certified to teach in Business Education, Marketing Education, or Business & Marketing Education. Presently, there are only two public institutions in Wisconsin that offer both business education and marketing education certification.

A department committee, with faculty also from the College of Education Curriculum and Instruction Department specializing in business education, recommended the name change. This name change will more properly represent the three majors at UW-Whitewater in the IT/BE Department.

Staffing and Budgetary Impacts:

None.