



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

HOLDEN THORP
Chancellor

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May 19, 2010

Dr. Alan Mabe
Senior Vice President for Academic Affairs
The University of North Carolina
General Administration
C.D. Spangler, Jr. Building
910 Raleigh Road, CB# 9000
Chapel Hill, NC 27599-9000

Dear Alan:

I have attached for your consideration a Request for Authorization to Establish a BA in Business Journalism from our School of Journalism and Mass Communication. This is a collaboration between two of our top-rated schools of journalism and business that will create a unique opportunity for undergraduates to learn how markets and business work, and give them the skills to provide understanding and context to consumers. This proposal has been endorsed by Dean Jean Folkerts and the faculty of the JOMC, as well as Executive Vice Chancellor and Provost, Bruce Carney.

Thank you for considering this request.

Sincerely,


H. Holden Thorp

HHT:st

APPENDIX C

UNIVERSITY OF NORTH CAROLINA

REQUEST FOR AUTHORIZATION TO ESTABLISH A NEW DEGREE PROGRAM

INSTRUCTIONS: Please submit five copies of the proposal General Administration. Each proposal should include a 2-3 page executive summary. The signature of the Chancellor is required. Proposals will be submitted electronically after January 1, 2010.

Date: 5/24/10

Constituent Institution: University of North Carolina at Chapel Hill

CIP Discipline Specialty Title: Business Journalism

CIP Discipline Specialty Number: 09.0401 Level: B X M 1st Prof D

Exact Title of the Proposed Degree: Bachelor of Arts in Business Journalism

Exact Degree Abbreviation (e.g. B.S., B.A., M.A., M.S., Ed.D., Ph.D.): B.A.

Does the proposed program constitute a substantive change as defined by SACS? Yes No X

revision.

Proposed date of initiation of proposed degree program: ___July 1, 2011

This proposal to establish a new degree program has been reviewed and approved by the appropriate campus committees and authorities.

Chancellor:

A handwritten signature in cursive script, appearing to read "H. Holden King", is written over a horizontal line. The signature is written in black ink and is positioned to the right of the word "Chancellor:".

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Does the proposed program constitute a substantive change as defined by SACS? Yes ___ No X

- a. Is it at a more advanced level than those previously authorized? Yes _____ No X
- b. Is the proposed program in a new discipline division? Yes _____ No X

Proposed date to establish degree program (allow at least 3-6 months for proposal review: *month*
_____July_____ *year* _____2011_____

Do you plan to offer the proposed program away from campus *during the first year of operation*?
Yes _____ No x

If so, complete the form to be used to request establishment of a distance education program and submit it along with this request.

I. DESCRIPTION OF THE PROGRAM

- A. Describe the proposed degree program (i.e., its nature, scope, and intended audience).

Stock market swings on Wall Street, changes in how corporate America operates and is governed, and fluctuations the U.S. and global economies have left many journalists and communication professionals scrambling to improve their skills to cover such stories. The bachelor of arts in business journalism will teach undergraduate students the concepts, skills and techniques needed to report and write about such issues for journalism and mass communication in the 21st century. The bachelor of arts in business journalism will be the only such program in the UNC system, and the only such undergraduate program at any public university east of the Mississippi River.

The School of Journalism and Mass Communication's goal, in conjunction with the Kenan-Flagler Business School, is to create an undergraduate degree that offers a rigorous and unique curriculum, enabling potential journalists and other potential communication professionals to address the growing need for understanding how markets and business work and the ability to explain these increasingly complex areas in a way that the average mass communication consumer can understand. The program will prepare undergraduate students for positions primarily in journalism, but also in public relations and internal communications.

The new program will create a path for students interested in enrolling in both schools that previously didn't exist and take advantage of the strengths of both schools. Both Kenan-Flagler and the School of Journalism are considered among the top programs in

the country in their respective fields, and both emphasize practical knowledge as well as theoretical thinking. The Kenan-Flagler school will provide students in the proposed program with a key understanding of accounting and how business works, while the School of Journalism will provide training in communicating about business, the economy and markets in a way that provides understanding and context to consumers.

The bachelor of arts in business journalism will build on the success of the School's certificate program in business journalism, which began enrolling students in 2004. In the past three years, the School has graduated 35 students from the certificate program. Graduates of the certificate program have gone onto jobs at The Wall Street Journal, The New York Times, Bloomberg News, Reuters and other business media, as well as jobs in corporate communications.

The School sees this degree as a means of addressing a need in the field of mass communication. Journalists and communicators with an understanding of how the business world works – and an ability to write about it – are valued employees in today's media world. The School expects that the enrollees in the program will come from its students as well as students from Kenan-Flagler.

UNC-Chapel Hill is an ideal place for such a program.

The Carolina Business News Initiative, founded in 2002, is the umbrella organization at the School of Journalism and Mass Communication that oversees educational initiatives for both UNC-Chapel Hill students and professional journalists who want to improve their ability to report and write about business journalism.

The resources and commitment of the School of Journalism and Mass Communication at UNC-Chapel Hill to business journalism education is unrivaled in the United States. The two business journalism textbooks produced by the program's director, "Show Me the Money: Writing Business and Economics Stories for Mass Communication" and "Profits and Losses: Business Journalism and its Role in Society" are now used by business journalism programs around the country.

The school offers a certificate in business journalism for news-editorial majors and a minor (18 hours) in business journalism for non-journalism majors. In 2008, 13 students graduated with the certificate in business journalism, and most of them went into careers in business journalism, including one now working at the Financial Times and two others working at Bloomberg News. In 2009, there were 12 graduates who received the certificate in business journalism, and in 2010, there were 10 graduates with the certificate designation. Only a handful of students have graduated with the minor. For example, just one graduated

with the minor in 2010.

Past graduates of the business journalism program have gotten jobs throughout the business journalism world, including The Wall Street Journal, The New York Times, American City Business Journal papers such as the Atlanta Business Chronicle, the Triangle Business Journal and the Triad Business Journal, and the business desks of metro papers such as the Charlotte Observer and Cleveland Plain Dealer.

The undergraduate certificate program consists of three different courses – “JOMC 452: Business Reporting,” “JOMC 451: Economics Reporting” and “JOMC 450: Business and the Media.”

The students in the two reporting courses write stories on the local economy and business community. In “Business Reporting,” each student chooses a publicly traded company based in the area and covers it for the semester, writing stories on everything from quarterly earnings to executive compensation. In “Economics Reporting,” students report about local unemployment, consumer spending, retail sales and other economic issues. In “Business and the Media,” students discuss current issues in business journalism and also discuss the historical relationship between the media and corporate America.

With the minor, students also take “JOMC 153 News Writing” as well as two other courses.

The quality of the students from the program can be seen in the winners of the student Best in Business contest from the Society of American Business Editors and Writers in the past six years, when the school has produced five winners and one second-place finish. In 2004, the first-place BIB winner was John Frank and Emily Steel for a story they wrote for The Daily Tar Heel. In 2005, the first place BIB winner was Steel for a story she wrote for The St. Petersburg Times. In 2006, UNC student Amy Thomson was the honorable mention recipient for a story she wrote while interning at Bloomberg News. In 2007, the student BIB winner was UNC student Daniel Johnson, for a story that was part of his master’s thesis and later appeared in the Seattle Times. In 2008, the BIB winners were UNC students Laura Marcinek and Catarina Saraiva. Marcinek won in the student publication category for a Daily Tar Heel story, while Saraiva won in the professional publication category for a Triangle Business Journal story. In 2009, the BIB winners were Andrew Dunn and Matthew Lynley. Dunn won in the professional publication category for a story he wrote while interning at the Charlotte Observer, while Lynley won in the student publication category for a Daily Tar Heel story.

The school has a number of scholarships for business journalism students. The

School is the only journalism program in the country that participates in the prestigious Steamboat Scholars program. Every year, one UNC student receives a Steamboat Scholarship, which is \$12,000 and comes with a summer internship at Bloomberg News in New York. There are two winners of the annual Van Hecke Award, named after a former Charlotte Observer business editor, who receive \$3,250 each and internships at the Observer and Bloomberg News. The AT&T Business Journalism Scholarship provides \$1,000 to help pay for expenses during a summer business reporting internship. And the new Evelyn Y. Davis Scholarships pays a similar amount annually to six business journalism students.

In addition, the School has the Walter E. Hussman Sr. Distinguished Scholar in business journalism position on the faculty. This position is currently held by Associate Professor Chris Roush, who directs the School's business journalism program. An advisory council that includes business journalists from BusinessWeek, the Charlotte Observer, The (Raleigh) News & Record and American City Business Journals, as well as alumni who work in business at places such as J.P. Morgan, regularly communicate with faculty about the direction of the business journalism program. The members of the council can be found [here](#).

Top business journalists from around the country regularly visit UNC-CH to speak to its students. Past guest speakers include Greg Ip, the economics reporter from The Wall Street Journal (now at The Economist), and Steve Liesman, the senior economics reporter at CNBC. UNC-CH alumni in top positions in business journalism include Alan Murray of The Wall Street Journal, Consumer Reports editor Kim Kleman and business editors at metro papers across the country, including the St. Petersburg Times and The (Raleigh) News & Observer.

Kenan-Flagler has played an important role in the development of the business journalism program. The School of Journalism has conducted its Business Journalism 101 workshop, in conjunction with the Kenan-Flagler Business School, three times, and held a symposium on the future of business journalism in the past five years. Kenan-Flagler faculty are frequent speakers to the classes, and willing participants in professional training programs involving business journalists. Kenan-Flagler and the School of Journalism have worked well in these ventures.

In 2009, the School began the "Getting Started in Business News" conference for college students across the country interested in careers in business journalism. The first conference, held in New York, was attended by 42 students from 11 universities. A second conference is being planned for Oct. 21-23, 2010, again in New York.

Individualized training sessions for newspapers in the state and throughout the

Southeast also have been held on a regular basis. Among the organizations that have received business journalism training from the School are The Associated Press, Motley Fool, Orlando Sentinel, Atlanta Business Chronicle, South Carolina Press Association, Mobile Register, Arkansas Democrat-Gazette and the Federal Reserve Bank of Richmond.

The program also has been involved in international business journalism ventures, working with numerous universities and media outlets in South Africa and the University of Navarra in Spain.

It also has created online resources for business journalists, such as one of business news resources, [click here](#); one on the history of business journalism, [click here](#); and a daily blog on the world of business journalism, [click here](#).

In conclusion, the school's five-year strategic plan calls for it to look for ways to further expand the business journalism program, particularly during this time when coverage of business and economic issues seem vital.

Nature of the program

The bachelor's degree was selected as the degree most appropriate for this program because:

1. The content of the courses, both at the School and at Kenan-Flagler, are already primarily filled with undergraduate students;
2. The School's master's program does not enroll enough professionally oriented students with an interest in business journalism to fill the courses;
3. Other master's programs exist around the country that focus on business journalism training for those seeking to change their career path or update their skills.

Students will apply to be enrolled during the fall semester of their junior year and will be selected by a panel that includes the senior associate dean of the School, the associate dean for undergraduate studies and the director of the program. No more than a dozen students will be admitted each year so that the program can maintain its personal attention to each student.

The program director will play an important role in ensuring the academic integrity of the program. A proposed curriculum was prepared by the program director and the director of the BSBA program at Kenan-Flagler and approved by the School faculty.

Students will be advised on a regular basis by the program director. Students will be encouraged to meet with the program director before applying for the program, and may be allowed to take classes in the program if space permits.

Scope

The BABJ program will be national in scope because of its unique standing in business journalism education and the reputation of the School. It will be the only such undergraduate degree at a public university in the Eastern United States. While the School anticipates that a majority of students will come from North Carolina due to the significant cost savings of in-state tuition, it also hopes to attract top out-of-state students. This is currently true of the School's current undergraduate enrollment.

Intended Audience

The BABJ is intended for students interested in a career in covering business and economics for the media as well as students interested in working for corporations or agencies as public relations professionals. The School hopes the program will provide an option for JOMC students looking to differentiate themselves from other journalism school students across the country where a business journalism program is not available.

The program is meant to supplement the School's current undergraduate programs. The program is intended to attract students from both the School and from Kenan-Flagler. Courses offered in the program may also be of interest to students in other schools and departments on campus, such as the Economics Department.

Enrollment initially will be limited to a dozen to 15 students in order to keep the class sizes small and ensure a high-quality educational experience. As the program develops, however, space may be available for additional students.

B. List the educational objectives of the program.

The Bachelor of Arts in Business Journalism will:

1. Uniquely position graduates for careers in business journalism or business communication by providing them with knowledge of reporting and writing techniques related to business, the markets and the economy;
2. Broaden and deepen students' knowledge of business and the economy through the lens of journalism and mass communication;
3. Foster skills needed to conduct research about business and industry topics;

4. Increase familiarity with tools used by business professionals such as consultants and Wall Street analysts, such as Excel spreadsheet capabilities and using XTML technology to assess a company's financial performance;
 5. Facilitate study with professional instructors dedicated to teaching relevant skills now used in the journalism workplace;
 6. Offer thought-provoking study that emphasizes real-world examples using current issues in business news;
 7. Provide opportunities for networking with business journalists and career-focused peers;
 8. Enable students to gain comprehensive knowledge of today's communication tools, including business and economic blogs and Web sites.
 9. Prepare students to become leaders in the business journalism field in North Carolina and throughout the country.
- C. Describe the relationship of the program to other programs currently offered at the proposing institution, including the common use of: (1) courses, (2) faculty, (3) facilities, and (4) other resources.

The University of North Carolina at Chapel Hill does not have an undergraduate or graduate program in business journalism, other than the current Certificate in Business Journalism and Minor in Business Journalism currently offered by the School of Journalism and Mass Communication.

Courses: All of the proposed courses for the BABJ program are already currently taught at UNC-Chapel Hill. It is not anticipated that any new courses will be required for the program during the first five years of operation.

Faculty: The faculty for the BABJ program will come from the School of Journalism and Mass Communication and the Kenan-Flagler Business School. It is expected that the School of Journalism will request funding for one new faculty position for the BABJ program from the Provost's office to alleviate the teaching schedule of the program director, who currently teaches three of the courses -- Business Reporting, Economics Reporting and Business and the Media. The School would like to hire a professor with an expertise in economics reporting and, ideally, magazine journalism, to alleviate some of the backlog of students wanting to take the course.

The School believes that an additional faculty member would be needed because the proposed BABJ will increase enrollment in the core classes offered in the major. Based on responses from students, there's a case to be made that additional students who might not have considered the certificate or minor will be drawn to the new degree.

Facilities: The BABJ program will have no effect on facilities. All of the courses proposed for the program are currently being offered, so no additional classroom space is needed.

Other resources: The BABJ program expects to make extensive use of the Blackboard Learning System for courses. Students will have access to the University's Information Technology Services for any technical programs. In addition to ITS, the School of Journalism has a three-person IT staff. The Kenan-Flagler School has similar IT staff available for students.

- D. Describe any explorations of collaborative offering of this program and the results of those explorations.

The program is a collaboration between the School of Journalism and Mass Communication and the Kenan-Flagler Business School. The School has collaborated with Kenan-Flagler in other business journalism educational initiatives, such as workshops for professional journalists and holding the fall conference of the Society of American Business Editors and Writers in October 2007. It is because of the successful collaboration between these two schools that the proposed BABJ program is being considered.

Students from both schools will be encouraged to enroll in the program. To prevent enrollment difficulties and delays in graduation, both schools have agreed to block a specific number of slots in the courses offered in the program for students in the other school.

II. JUSTIFICATION FOR THE PROGRAM-NARRATIVE STATEMENT

- A. Describe the proposed program as it relates to:

1. the institutional mission and strategic plan and response to UNC Tomorrow

The proposed major fits into the institution's strategic plan because it serves the people and the economy of North Carolina by providing better trained business journalists, who will then provide more knowledgeable stories about business and the economy. The program will also provide better trained business communicators

who can help educate reporters about how businesses function.

People need salient information about business and the economy from the media more today than at any other time in the history of the country. More than 50 percent of U.S. households have an investment in the stock market, up from 10 percent in 1970, meaning their lives are tied to business and markets more than at any other time.

Using the resources of the School of Journalism and Mass Communication and the Kenan-Flagler Business School, students in this program will develop skills in assessing important information about business and the economy, reporting and writing stories for the benefit of readers, viewers and listeners. Students in the program who are interested in communication careers at companies will also hone their skills in these areas.

2. student demand

The certificate in business journalism began at the School in 2004. Since that time, the courses – each offered only once during the academic year – required for the certificate have been overflowing. The following courses in the certificate program had the maximum of 20 students enrolled, with other students on the waiting list, at the beginning of the semester: Business Reporting (Spring 2007), Economics Reporting (Fall 2008), Business Reporting (Spring 2009), Business and the Media (Spring 2009), and Business and the Media (Spring 2010).

In addition, to alleviate some of the backlog of students wanting to take the course, the Business Reporting class has been taught four times during the summer 1 session, and it was taught in both the fall and spring semesters of the 2007-08 academic year. While the courses have primarily enrolled news-editorial, or traditional journalism, students, in recent years the number of strategic communications, or public relations and advertising, students enrolled in the courses has increased because of their interest in jobs in this area.

There has also been a demand from the professional industry. In the past five years, students who have completed the certificate program in business journalism have gone on to work at The Wall Street Journal, the New York Times, Reuters, Bloomberg News, American City Business Journals papers in Raleigh, Greensboro, Atlanta and Jacksonville, Fla., and the business news desks of daily papers in Charlotte, Greensboro, Cleveland, and Augusta, Ga.

3. societal need (For graduate, first professional, and baccalaureate

professional programs, cite manpower needs in North Carolina and elsewhere.)

There are approximately 10,000 business journalists in the United States. Unlike many other areas of mass communication, there is a growing demand for journalists and other communicators who can report and write about business, the markets and the economy. Many business news media, such as Charlotte-based American City Business Journals, are hiring journalists with an ability to cover business news at a time when journalists in other areas of reporting and writing are being cut.

Because of the success of the business journalism certificate program, the School of Journalism constantly receives requests from business news media outlets for names of students or recent graduates that they can interview for internships and jobs. During the 2009-10 academic year, the School received requests from American City Business Journals papers in Greensboro and Raleigh, the Wilmington (NC) Business Journal, Bloomberg News, Dow Jones Newswires, Reuters, the Atlanta Journal-Constitution and others. The School is unable to accommodate some of these requests simply because its business journalism certificate students have already lined up other internships and its graduates already have jobs.

For the 2009-10 academic year, the certificate program placed 13 students in business news internships. They include six students working for Bloomberg News (four in New York and two in Washington, D.C.), four students working for Reuters (two in New York, one in Chicago and one in Moscow), one student working on the business news desk of the Charlotte Observer, one student working for the Triangle Business Journal and one student working for CNBC.com. Some of these students anticipate their internships turning into full-time jobs at the end of the summer. (For example, of the three graduating seniors who interned with Bloomberg in the summer of 2009, two were hired full time by the news service at the end of their internships.) In addition, one graduating student was hired full time by Bloomberg News.

This program will be unique within the University of North Carolina System. The need for professionals with a sophisticated understanding of the role business and the markets play in the economy and the ability to report and write stories about those topics will be long term as media organizations find they must devote more resources to these coverage areas to remain competitive.

4. impact on existing undergraduate and/or graduate academic

programs of your institution. (e.g., Will the proposed program strengthen other programs? Will it stretch existing resources? How many of your programs at this level currently fail to meet Board of Governors' productivity criteria? Is there a danger of proliferation of low-productivity degree programs at the institution?)

The School strongly believes that its existing undergraduate and graduate academic programs will be strengthened with the BABJ major. Increasingly, undergraduate students from mass communication programs are being asked to take on managerial roles soon after graduation. Students who have taken some or all of the classes in the proposed BABJ major, even if they do not become business journalists, will have the knowledge necessary to complete those tasks.

For example, Meghan Davis, a 2007 graduate from the School who received the business journalism certificate, has had a career in health care communications since leaving Chapel Hill. But she recently impressed her bosses in a meeting with a client who discussed bond issues because she was able to converse with the client about different aspects of the bonds it was selling to investors. Her knowledge of the bond market and how bonds work came from the courses she completed in the certificate program.

The program will also help the professional master's program because it will offer courses to those students who would like to understand the concepts related to reporting and writing about business and the economy. One professional master's student was enrolled in Economics Reporting during the Fall 2009 semester, and two professional students were enrolled in Business Reporting during the Spring 2009 semester.

B. Discuss potential program duplication and program competitiveness.

- 1. Identify similar programs offered elsewhere in North Carolina. Indicate the location and distance from the proposing institution. Include a) public and b) private institutions of higher education.**

There are no similar programs offered elsewhere in North Carolina at either public or private institutions of higher education. The closest similar program at any university is at Washington & Lee University in Lexington, Va., approximately three hours from the UNC-Chapel Hill campus. Because of Washington & Lee's status as a small, private institution, we do not consider its program to be a competitor.

- 2. Indicate how the proposed new degree program differs from other**

programs like it in the University. If the program duplicates other UNC programs, explain a) why is it necessary or justified and b) why demand (if limited) might not be met through a collaborative arrangement (perhaps using distance education) with another UNC institution. If the program is a first professional or doctoral degree, compare it with other similar programs in public and private universities in North Carolina, in the region, and in the nation.

The proposed BABJ program differs from other journalism programs in the University because it is the only one that requires undergraduate students to take courses in two different schools – The School of Journalism and Mass Communication and the Kenan-Flagler Business School – to complete the degree. All of the other undergraduate journalism majors at UNC-Chapel Hill require a concentration of courses within the School of Journalism.

The proposed program does not duplicate any other degree program at any other UNC campus. It is similar to an undergraduate degree program at Washington & Lee University, a small, private university in Lexington, Va., and professional master's programs at some of the top journalism schools around the country.

The School of Journalism believes that offering an undergraduate major in business journalism is preferential to a master's program such that other schools provide. Students who wish to become business journalists shouldn't have to wait to receive training in business journalism at the master's level. The success of placing students who have completed the business journalism certificate program – they now work at The Wall Street Journal, Bloomberg News, Reuters, The New York Times and other top business news media – shows that undergraduate students can master this knowledge.

Here is a comparison to other academic business journalism programs around the country:

Washington & Lee University: The [program at the Department of Journalism and Mass Communications](#) is most similar to the proposed BABJ program at UNC-Chapel Hill. Students following the business journalism sequence take most of the required courses for the journalism major plus two specialized courses: Reporting on Business and Reporting on the Economy. They also take at least seven classes in the Williams School of Commerce, including Economics 101 and 102 and Introduction to Accounting. Four additional upper level classes must be taken in Accounting, Management or Economics, including at least one with an international focus. The

students must also complete an internship of at least 300 hours. The BABJ program differs in the selection of required courses and the internship requirement, although an internship is highly encouraged.

Southern Methodist University: The Meadows School of the Arts offers a [BA in Business Journalism](#) that is in conjunction with the Journalism Division and the Cox School of Business. In addition to the 36 credit hours required for the journalism major, students wishing to concentrate in business journalism must complete either a second major in business, the 18-hour traditional minor in business administration or the new 18-hour minor in business offered for non-Cox undergraduates, plus two economics courses. While this program is similar to the proposed BABJ program, it offers more options for business school courses. The BABJ program believes that to ensure the quality of the students graduating from the program, such options should be limited.

Columbia University: The Journalism School offers a master's program in business journalism called the [Knight-Bagehot Fellowship](#). It offers journalists with at least four years of professional experience the opportunity to enhance their understanding and knowledge of business, economics and finance in a year-long, full-time program. Fellows take courses in the graduate schools of journalism, business, law and international affairs. The BABJ program differs in that it is undergraduate and does not require courses in law and international affairs.

City University of New York: The Graduate School of Journalism offers a four-course [program in business journalism](#). The first course focuses on the economy, while the second is a paid summer internship. The third and fourth courses are in covering companies and financial markets. Because the program is relatively small, it also allows students the flexibility to customize the program, an option that the proposed BABJ is not allowing. The BABJ program also does not place as much emphasis on covering markets, pointing out that the overwhelming majority of business journalists never write about stocks and bonds.

New York University: The Arthur L. Carter Journalism Institute offers a [master's degree in business and economic reporting](#). Students earn 44 credits for the Master of Arts degree and Certificate in Business and Economic Reporting. Students take six MBA courses at the Leonard N. Stern School of Business, and six business journalism courses, plus a summer internship. NYU's program is similar to the proposed BABJ program in concept, except it teaches at a master's level and puts its students into an MBA program.

Northwestern University: The Medill School of Journalism’s [12-month master’s program](#) is divided into four quarters, and one of the reporting specialties is business. This is unlike the proposed BABJ program, which proposes that the students take the courses during the junior and senior years, and provides students with more options to take business school courses.

- C. Enrollment (baccalaureate programs should include only upper division majors, juniors and seniors).

Headcount enrollment

Show a five-year history of enrollments and degrees awarded in similar programs offered at other UNC institutions (using the format below for each institution with a similar program); indicate which of these institutions you consulted regarding their experience with student demand and (in the case of professional programs) job placement. Indicate how their experiences influenced your enrollment projections.

Institution: Not applicable (no similar programs at UNC institutions).

Program Title: _____

	(year)	(year)	(year)	(year)	(year)
Enrollment					
Degrees-awarded					

Use the format in the chart below to project your enrollment in the proposed program for four years and explain the basis for the projections:

	Year 1 (2011-2012)	Year 2 (2012-2013)	Year 3 (2013-2014)	Year 4 (2014-2015)
Full-time	10	15	15	15
Part-time				
TOTALS	10	15	15	15

Please indicate the anticipated steady-state headcount enrollment after four years:
 Full-time _____15_____ Part-time _____15_____ Total
 _____15_____

SCH production (upper division program majors, juniors and seniors *only*, for baccalaureate programs).

Use the format in the chart below to project the SCH production for four years. Explain how SCH projections were derived from enrollment projections (see UNC website for a list of the disciplines comprising each of the four categories).

Year 1	Student Credit Hours		
Program Category	UG	Masters	Doctoral
Category I	10 students x 20 credits = 200 SCH		

Category II			
Category III			
Category IV			

Year 2	Student Credit Hours		
Program Category	UG	Masters	Doctoral
Category I	15 students x 20 credits = 300 SCH		
Category II			
Category III			
Category IV			

Year 3	Student Credit Hours		
Program Category	UG	Masters	Doctoral
Category I	15 students x 20 credits = 300 SCH		
Category II			
Category III			
Category IV			

Year 4	Student Credit Hours		
Program Category	UG	Masters	Doctoral
Category I	15 students x 20 credits = 300 SCH		
Category II			
Category III			
Category IV			

III. PROGRAM REQUIREMENTS AND CURRICULUM

A. Program Planning.

1. **List the names of institutions with similar offerings regarded as high quality programs by the developers of the proposed program.**

Washington & Lee University (undergraduate program)

Southern Methodist University (undergraduate program)

Columbia University (master's program)

City University of New York (master's program)

New York University (master's program)

Northwestern University (master's program)

2. **List other institutions visited or consulted in developing this proposal. Also discuss or append any consultants' reports, committee findings, and simulations (cost, enrollment shift, induced course load matrix, etc.) generated in planning the proposed program.**

Chris Roush, the Walter E. Hussman Sr. Distinguished Scholar in business journalism at the School, consulted with Prof. Pamela Luecke, the Reynolds Professor of Business Journalism at Washington & Lee University. Before joining the UNC-Chapel Hill faculty, Roush was a visiting professor at Washington & Lee University for the 2000-01 academic year, where he taught its first business journalism courses, so he was also familiar with the formation of that program.

In his professional career, Roush worked for BusinessWeek magazine. The editor of the magazine during his tenure was Steve Shepard, now the dean at the CUNY Graduate School of Journalism, which has a business journalism program for master's students. An editor at BusinessWeek at that time was Sarah Bartlett, who is now on the CUNY faculty. Roush has also consulted with Shepard and Bartlett about their program.

Roush worked with Lawrence Murray, the director of the BSBA program at Kenan-Flagler, to determine the courses at that School that would be appropriate for the students in the BABJ program. As a result, the School of Journalism and Kenan-Flagler have reached a reciprocal agreement that provides slots in the program's courses for students coming from the other school.

B. Admission. List the following:

1. **Admissions requirements for proposed program (indicate minimum requirements and general requirements).**

The requirements for admission to the program will be similar to those requirements for other undergraduates in the School of Journalism and Mass Communication.

Students who pre-declare business journalism as their major officially enroll in the School of Journalism after at least three semesters at UNC and after earning junior status. To enroll in the School, students must also have a 2.9 grade-point average.

Students who do not declare before earning junior status must visit the School's student records office to complete the necessary application. Applications for the BABJ program will be accepted each fall.

In order to graduate, business journalism majors must achieve a score of at least 70 percent on the school's spelling and grammar exam. Students have two opportunities to pass the exam in JOMC 153. Students who do not pass the test in JOMC 153 have several opportunities to take the spelling and grammar exam before they graduate.

To receive a bachelor's degree in business journalism, students must complete at least 120 credit hours with a minimum 2.0 grade-point average as required by the University. Business journalism majors must complete 22 hours within the School of Journalism and 16 hours within the Kenan-Flagler School. Students must attain a grade of at least C in all School of Journalism courses and a grade of C in all Kenan-Flagler courses.

2. **Documents to be submitted for admission (listing or sample).**

Students who are applying to the BABJ program must provide the following documents:

- A. application;
- B. resume;
- C. writing sample;
- D. 200-word statement of why they want to join the program;
- E. two letters of recommendation.

C. Degree requirements. List the following:

1. **Total hours required. Major. Minor.**

The major requires 38 hours -- 22 from the School of Journalism and 16 from Kenan-Flagler.

The minor in business journalism is already available to non-School of Journalism majors. It requires students to take 18 hours -- JOMC 153, JOMC 450, JOMC 451 and JOMC 452 are required, plus either JOMC 137 or JOMC 253, and

either JOMC 141 or JOMC 340.

2. Proportion of courses open only to graduate students to be required in program (graduate programs only).

N/A

3. Grades required.

A grade of C or higher must be received in the required courses at the School of Journalism and at the Kenan-Flagler Business School.

4. Amount of transfer credit accepted.

None.

5. Other requirements (e.g. residence, comprehensive exams, thesis, dissertation, clinical or field experience, "second major," etc.).

None.

6. Language and/or research requirements.

A foreign language requirement is standard for all undergraduate students.

7. Any time limits for completion.

All students in the proposed BAJ program will be required to complete it during the same time limits that are required of undergraduate students throughout the University.

- D. List existing courses by title and number and indicate (*) those that are required. Include an explanation of numbering system. List (under a heading marked "new") and describe new courses proposed.

School core

Students must complete at least 22 credit hours of C grades or higher from the school. Seven courses are required.

***JOMC 141 (3) Professional Problems and Ethics.** Intensive study through concepts and cases of ethical issues and problems facing mass communication professionals in modern society.

***JOMC 153 (3) News Writing.** Prerequisites, sophomore standing and keyboarding skills. Study of elements of news writing, writing of leads, organization and writing of various types of news stories.

JOMC xxx (1) Grammar. Study of grammar, punctuation and word usage in mass communication. NEW COURSE PROPOSED FOR ALL SCHOOL OF JOURNALISM MAJORS.

***JOMC 340 (3) Introduction to Mass Communication Law.** Introduction to press freedom and the First Amendment, including libel, privacy, access to information, free press-fair trial, advertising and broadcast regulation, journalistic privilege and prior restraint.

***JOMC 450 (3) Business and the Media.** Role of media in United States society and effects on public perceptions of business. Relationship of business press and corporate America. Current issues in business journalism.

***JOMC 451 (3) Economics Reporting.** Prerequisite, JOMC 153. Coverage of Wall Street and the economy, including stocks, bonds, and economic indicators. Reporting on the Federal Reserve, labor, consumer sector, manufacturing and inflation, and certain industries.

***JOMC 452 (3) Business Reporting.** Prerequisite, JOMC 153. Methods and tactics of covering businesses for mass communication. Why and how companies operate and how to write stories about corporate news from public records and other sources.

Electives

In addition, at least one course must be taken from the following list.

JOMC 137 (3) Principles of Advertising and Public Relations. Survey of the economics, psychology, philosophy and history of both fields, with emphasis on research foundations and the design, execution and assessment of strategic communication efforts.

JOMC 157 (3) News Editing. Prerequisite, JOMC 153. Study and practice in copy reading, headline writing, and proofreading; with attention given to printing terminology, page makeup, type structure, computer use in editing, and analysis of newspapers.

JOMC 221 (3) Audio-Video Information Gathering. Introduces students to the tools and skills needed to engage in quality news-oriented storytelling with audio, video, and multimedia. Students will learn to deliver news stories using multiple platforms, taking advantage of the strengths of each.

JOMC 253 (3) Reporting. Prerequisite, JOMC 153. Exercises in news gathering,

interviewing and writing news.

JOMC 551 (3) Digital Media Economics and Behavior. Study of the changing economics affecting 21st century news organizations, and the economic drivers of other content providers – such as music companies, movies, online aggregators and commerce sites – for lessons that can be applied across industry segments. This course is designed for future journalists, as well as for advertising and public relations majors.

JOMC 552 (3) Leadership in a Time of Change. Examines in depth the critical strategic choices facing executives in those companies – both start-ups and established ones. It offers advanced seniors majoring in business or communications, as well as graduate level communications students, the opportunity to observe and research a media or technology company making the transition and produce a case study on that effort.

Kenan-Flagler Core

Students must complete at least 16 hours of C grades or higher from the Kenan-Flagler Business School. Four courses are required.

***BUSI 100 (4) Financial Accounting.** Pre- or corequisite, ECON 101 or equivalent. Role of accounting; basic concepts and methodology; mass data producing; valuation and income determination principles; management and internal control problems; and basic financial statement components.

***BUSI 403 (3) Operations Management.** Analysis of the production/operations function in both manufacturing and nonmanufacturing organizations. Developing production policies that support total organizational goals under various constraints.

***BUSI 404 (3) The Legal and Ethical Environment of Business.** An introduction to the legal system with special emphasis on its relationship to business. Topics include an introduction to the judicial system, torts, and contracts.

***BUSI 408 (3) Corporate Finance.** Theoretical foundations of optimal financial policy. Problems and cases provide application of theory to financial decisions involving cash flow, capital structure, capital budgeting.

Electives

In addition, at least one course must be taken from the following list.

BUSI 401 (3) Management and Corporate Communication. Open to junior-senior business majors only. Writing- and speaking-intensive course that emphasizes professional

communication. Combines lecture, discussion and draft workshops that focus on letters, memos, reports, resumes, email and business presentations.

BUSI 405 (3) Organizational Behavior. An introduction to the study of human behavior in organizations. Examines from a managerial perspective the impact of individual, group, and organizational variables on organizational performance and employee satisfaction.

BUSI 406 (3) Marketing. Introduction to marketing with emphasis on the social and economic aspects of distribution, consumer problems, marketing functions and institutions, marketing methods and policies.

BUSI 407 (1.5) Financial Statement Analysis. Prerequisites, BUSI 100 and 409, or equivalents. Recommended for completion in the semester following BUSI 408 or concurrently with 409. The interpretation and use of financial statement information. The emphasis is on users of financial statements, including portfolio managers, small investors, lenders, potential acquirers, or corporate strategic planners.

BUSI 409 (1.5) Advanced Corporate Finance. Prerequisite, BUSI 408 or equivalent. Recommended for completion in the semester following BUSI 408 and concurrently with BUSI 409. A follow-up course to BUSI 408 that goes more deeply into the theory and application of financial management. Emphasis is placed on investment, financing, and dividend decisions.

In addition, students majoring in business journalism must complete the Kenan-Flagler math requirement. They can select MATH 152, 231 or 232 or STOR 112 or 113.

IV. FACULTY

- A. List the names of persons now on the faculty who will be directly involved in the proposed program. Provide complete information on each faculty member's education, teaching experience, research experience, publications, and experience in directing student research, including the number of theses and dissertations directed for graduate programs. The official roster forms approved by SACS can be submitted rather than actual faculty vita.

Mr. Chris Roush, Walter E. Hussman Sr. Distinguished Scholar in business journalism

Roush is founding director of the Carolina Business News Initiative, which provides training for professional journalists and students at UNC-Chapel Hill. He is also director of the master's program at the School of Journalism and Mass Communication. In 2010, he was named Journalism Teacher of the Year by the Scripps Howard Foundation and the

Association for Education in Journalism and Mass Communication. The judges noted that Roush "has become the expert in business journalism -- not just at Chapel Hill, but throughout the country and even in other parts of the world." He is the author of two books about business journalism – "Show Me the Money: Writing Business and Economics Stories for Mass Communication" (second edition, 2010) and "Profits and Losses: Business Journalism and its Role in Society" (2006). He is the co-author of "The Financial Writer's Stylebook: 1,100 Business Terms Defined and Rated" (2010). Roush has been quoted about business journalism in publications such as The New York Times, The Wall Street Journal, USA Today and American Journalism Review and has written about business journalism in Columbia Journalism Review and American Journalism Review. He blogs about business journalism at www.talkingbiznews.com, which won a Society of American Business Editors and Writers "Best in Business" award in March 2010. He has also created a website on the history of business journalism at www.bizjournalismhistory.org and a website for college students interested in business journalism at www.collegebizjournalism.org.

Ms. Penny Abernathy, Knight Chair in Journalism and Digital Media Economics.

Abernathy, a Laurinberg, N.C., native and former executive at The Wall Street Journal and The New York Times, specializes in preserving quality journalism by helping the news business succeed economically in the digital media environment. Before joining the School, she was vice president and executive director of industry programs at the Paley Center for Media in New York City. As an executive, Abernathy launched new enterprises and helped increase revenue at some of the nation's most prominent news organizations and publishing companies, including The Wall Street Journal, The New York Times and Harvard Business Review. At The Journal, she oversaw the international division and reversed its declining revenue to profitability in less than one year. Before moving to the business side of the industry, Abernathy served as a newspaper reporter or editor at several daily newspapers, including The Charlotte Observer, The Greensboro News & Record, The Dallas Times-Herald, The Wichita Eagle-Beacon, The Fayetteville Times and The Laurinberg Exchange. At Carolina, Abernathy is focusing her expertise on 21st-century economic models that will improve the ability of journalists to produce news in the public interest. She offers innovative new courses and practical research and shares her work widely online and person-to-person to help journalists and media industry managers take on the industry's economic challenges.

Mr. C.J. Skender, adjunct professor of accounting

Accounting professor C. J. Skender has educated thousands of students and executives in North Carolina and around the globe. Professor Skender, who has taught all three of his children while they were students at UNC, was featured in a [BusinessWeek Online](#) series

about business graduates' favorite professors. His scholarly work has been published in *TAXES* and *Journal of Accounting Education*. Professor Skender worked as an auditor for Deloitte Haskins and Sells in Philadelphia. He has attained 11 professional designations in accounting, financial planning, insurance and management: CPA, CMA, CCA, CIA, ChFC, CLU, CFP, AIAF, CFE, CFM and CBM. He has served as a training consultant on three continents for GlaxoSmithKline, IBM, ITT Sheraton, Nortel Networks, Siemens and Wells Fargo. He has developed and delivered numerous executive education seminars as well as CPA, CMA and CIA review courses. For six years, he lectured simultaneously in CPA preparatory classes at UNC Kenan-Flagler, North Carolina State University and Duke University. For seven years, he taught a variety of accounting courses on cable television.

Dr. Susan Booker, assistant professor of management and corporate communication

Susan Booker researches visual rhetoric and the rhetoric of corporate public apology. She teaches management communication to undergraduate business students and serves as presentation coach for the MBA for Executives Programs. Dr. Booker previously taught at Hampden-Sydney College and Longwood University, where she was director of composition and taught courses in business and technical writing, public writing, writing center pedagogy, and rhetorical history and criticism. She returned to graduate study after working as a journalist, writer, editor and public relations professional for a decade. She received her PhD in English/rhetoric and professional communication, her MA in English/rhetoric and composition and her BA in journalism and mass communication, all from Iowa State University.

Dr. Patricia Harms, assistant professor of management and corporate communication

Patricia Harms teaches written and oral business communication. Dr. Harms teaches her courses using a hybrid teaching model, which unites the traditional face-to-face classroom with distance technology found in the workplace. Her research interests include virtual teamwork and collaboration; e-learning and e-meetings (including remote business presentations); visual rhetoric; and employee and team performance appraisals. Prior to her academic career, Dr. Harms was an administrator for a small home health agency where she was also responsible for marketing and public relations. A registered nurse, Dr. Harms has worked in labor and delivery, infection control, and hospital and home health staff development. Dr. Harms received her PhD in rhetoric and professional communication from Iowa State University, her MA in business and technical communication from Iowa State University, and her BSN from the University of Pennsylvania.

Ms. Lynn Setzer, lecture of management and corporate communication

Lynn Setzer teaches business writing and speaking skills at UNC Kenan-Flagler, where she also coaches the undergraduate business case competition teams. She has served as a corporate writing and speaking consultant to area and regional businesses. One of her particular interests is team building and communication. She is the author of four books and writes for regional publications, such as *The News & Observer*, *The Charlotte Observer* and *Our State* magazine. Setzer has more than 18 years of corporate experience. She received her master's degree in writing pedagogy from Virginia Tech and her BA in psychology and BS in English from Appalachian State University.

Ms. Ellen Peirce, professor of strategy and entrepreneurship

Ellen Peirce is a professor of legal studies and ethics. Her field of research is in the employment and discrimination area, and she has published many articles on sex and religious discrimination in employment. Her work includes pure legal analysis of employment issues as well as analysis of related organizational behavior issues, including an article on stemming the exodus of women workers. She also has written on ethical analysis of sex discrimination and on global ethical issues affecting corporate governance and managers in the workplace. She teaches ethics and managerial law issues. Professor Peirce is a consultant and policy adviser for corporations, including IBM, AFSA and InPhyNet, on employment law issues. She addresses issues of employee rights in the workplace, including sexual harassment, defamation in the workplace, wrongful discharge and negligent hiring. She joined the faculty after practicing law for several years on Wall Street for Mudge Rose, Guthrie and Alexander, and in Durham, N.C., for Powe, Porter, Alphin & Witchard. She received her JD from Duke University and her BA from Bryn Mawr College.

Dr. William D. Perreault, William R. Kenan Jr. Distinguished Professor of Marketing

William D. (Bill) Perreault is internationally recognized for his work in marketing strategy and research. He is a recipient of the American Marketing Association (AMA) Distinguished Educator Award, the highest honor in his field. His professional service includes a term as editor of the *Journal of Marketing Research* and as a trustee of the Marketing Science Institute. Dr. Perreault's public service includes a term as chair of an advisory committee to the U.S. Bureau of the Census and work as an expert witness on research design to the Federal Trade Commission. The impact of his research has been recognized with several awards, including the 1997 Churchill Award for Career Contributions to Marketing Research and the AMA's 2008 Lifetime Achievement Award for long-term contributions to research on sales and sales management. His best known book is "Basic Marketing: A Global-Managerial Approach" (McGraw-Hill/Irwin, 16th edition), a text that is available in a number of languages and used at universities around the world.

Dr. Benson Rosen, Robert March and Mildred Borden Hanes Professor of Organizational Behavior

Benson Rosen teaches organizational behavior, human resource management and leadership courses. His research investigates issues of empowerment, virtual teams, career management, including managing expatriates' careers, and the legal environment for business. In his consulting, Dr. Rosen addresses total quality management, organizational change, employee empowerment, diversity management and conflict management. He is working with GlaxoSmithKline on a major evaluation project and previously worked with Sonoco Products Company, evaluating the effectiveness of its total quality management effort. He has conducted executive education programs for Duke Power, IBM, Kenan Transport, SAS Institute and Sun Microsystems, Progress Energy, W.C. Bradley, U.S. Postal Service and the N.C. Association of Bankers. He serves as the faculty program director for the American Financial Services Association Development Program and the Water Leadership Development Program. He was vice president for research for the Society for Human Resources Management Foundation for six years.

Dr. Edward Blocher, professor of accounting

Accounting professor Ed Blocher works in the areas of cost management and auditing. His research has addressed strategic cost management in manufacturing and the packaging industries, as well as activity-based costing in the chemical industry . He is co-author of the leading text, "Cost Management: A Strategic Emphasis" (3rd edition) as well as "Cases and Readings in Cost Management" (3rd edition) with McGraw Hill. He has frequently presented on this topic at academic and professional meetings including the national meetings of both the Institute of Management Accounting and the American Accounting Association. Dr. Blocher also has written extensively on the use of analytical procedures in auditing, including its role in detecting management fraud. He served on the American Institute of CPA (AICPA) task force on analytical procedures and was co-author of the AICPA's recent Auditing Practice Release on Analytical Procedures. His research in these two areas appears in the leading academic and professional journals.

B. Estimate the need for new faculty for the proposed program over the first four years. If the teaching responsibilities for the proposed program will be absorbed in part or in whole by the present faculty, explain how this will be done without weakening existing programs.

The School plans to hire one new faculty member to for the BABJ program. Depending on their expertise, these new hires also may be considered for teaching in other areas of the School.

C. If the employment of new faculty requires additional funds, please explain the source of

funding.

The School expects to fund these positions with funds generated through additional SCHs. The School will be requesting an additional faculty position for the BABJ program for the FY 2012 budget.

D. Explain how the program will affect faculty activity, including course load, public service activity, and scholarly research.

The BABJ will enhance faculty activities. An additional faculty member will ensure that current faculty are not overextended. The BABJ program will provide opportunities for current and new faculty members to pursue scholarly research in the impact of business journalism on society. Course content and discussion also may stimulate new public service activities.

V. LIBRARY

A. Provide a statement as to the adequacy of present library holdings for the proposed program.

Park Library: The School of Journalism and Mass Communication houses the Park Library, an in-unit library with a full-time library director and several part-time staffers. The director for the Park Library is Stephanie Willen Brown, an expert in electronic resources who can help students in the business journalism program find data and information online about companies and industries. In addition, the Park Library houses a Bloomberg terminal. The School is one of seven journalism schools in the country that Bloomberg L.P. has provided a Bloomberg terminal free of charge. The terminal allows students to look up information about specific companies and individuals involved in business.

UNC Libraries: The UNC-Chapel Hill University Libraries have a central site to support students, and program-specific resources for journalism and mass communication students are available. The central campus libraries have help by chat six days a week. Help is available by phone, AIM chat and e-mail. The UNC libraries contain more than 50 databases relating to journalism and mass communication, and dozens more related to business and economics.

B. State how the library will be improved to meet new program requirements for the next five years. The explanation should discuss the need for books, periodicals, reference material, primary source material, etc. What additional library support must be added to areas supporting the proposed program?

The BABJ program does not anticipate needing additional material in the UNC-Chapel Hill libraries to support it. The libraries contain ample information about business and economics, as well as virtually every book ever written about the field of business and economics journalism.

C. Discuss the use of other institutional libraries.

Students in the program will have access to other libraries through the intra-institutional library loan system.

VI. FACILITIES AND EQUIPMENT

A. Describe facilities available for the proposed program.

Carroll Hall, the home of the School of Journalism and Mass Communication, has been equipped with state-of-the-art classrooms, labs and media production facilities. Students in the BABJ program will have access to these facilities just like any other undergraduate student at the School.

The McColl Building, which was completed in 1997, is the home of the Kenan-Flagler Business School, and it is one of the top business school facilities in the country. Students in the BABJ program will have access to its classrooms, meeting rooms, break rooms and cafeteria just like any other undergraduate student.

B. Describe the effect of this new program on existing facilities and indicate whether they will be adequate, both at the commencement of the program and during the next decade.

The BABJ program does not anticipate the need for additional facilities at the commencement. All of the classes that will be offered in the undergraduate degree are currently in the curriculum of the respective schools, so there is no need for additional classroom space. The School would anticipate needing an office for a new faculty member

C. Discuss any information technology services needed and/or available.

The BABJ program anticipates minimal need for IT services. It would propose setting up a Web site connected to both Web sites of the School of Journalism and the Kenan-Flagler Business School to raise awareness of the program.

D. Discuss sources of financial support for any new facilities and equipment.

No additional facilities or equipment are needed.

VII. ADMINISTRATION

Describe how the proposed program will be administered, giving the responsibilities of each department, division, school, or college. Explain any inter-departmental or inter-unit administrative plans. Include an organizational chart showing the "location" of the proposed new program.

The Bachelor of Arts in Business Journalism will be one of the School of Journalism and Mass Communication's undergraduate programs. The program will be administered through the School, primarily by the associate dean of undergraduate education and the Walter E. Hussman Sr. distinguished scholar in business journalism. Administrative responsibilities will include admissions, registration and student services. These administrative functions are currently in place for the Certificate in Business Journalism. All functions will be carried out in cooperation with the BABJ academic director.

BABJ students will adhere to all University and School policies and procedures. Students admitted to the BABJ will have the same rights of appeal or grievance as any other undergraduate student on campus.

The BABJ academic director will monitor students' progress in the BABJ courses. Any student who is at risk of receiving a grade of D or F will receive written notification of their grades with suggestions for improvement at mid-semester.

Course evaluations will be completed by students at the conclusion of each course and students will be asked to complete an overall evaluation of the program when they complete the degree. A post-graduation survey will be conducted one year after the first class has graduated to measure the impact of the program on students' careers.

VIII. ACCREDITATION

Indicate the names of all accrediting agencies normally concerned with programs similar to the one proposed. Describe plans to request professional accreditation. If the proposed new degree program is at a more advanced level than those previously authorized or if it is in a new discipline division, was SACS notified of a potential "substantive change" during the planning process? If so, describe the response from SACS and the steps that have been taken to date with reference to the applicable procedure.

The accrediting body for journalism and mass communication programs is the Accrediting Council on Education in Journalism and Mass Communications. The School of Journalism and Mass Communication underwent re-accreditation in February 2009. Inclusion of the BABJ in the re-accreditation process in 2015 will be discussed closer to that date.

IX. SUPPORTING FIELDS

Are other subject-matter fields at the proposing institution necessary or valuable in support of the proposed program? Is there needed improvement or expansion of these fields? To what extent will such improvement or expansion be necessary for the proposed program?

No institutional improvement or expansion is anticipated as a result of the MATC program.

X. ADDITIONAL INFORMATION

Include any additional information deemed pertinent to the review of this new degree program proposal.

XI. BUDGET

Provide estimates (using the attached form) of the additional costs required to implement the program and identify the proposed sources of the additional required funds. *Use SCH projections (section II.C.) to estimate new state appropriations through enrollment increase funds.* Prepare a budget schedule for each of the first four years of the program, indicating the account number and name for all additional amounts required. Identify EPA and SPA positions immediately below the account listing. New SPA positions should be listed at the first step in the salary range using the SPA classification rates currently in effect. Identify any larger or specialized equipment and any unusual supplies requirements.

For the purposes of the second and third year estimates, project faculty and SPA position rates and fringe benefits rates at first year levels. *Include the continuation of previous year(s) costs in second and third year estimates.*

Additional state-appropriated funds for new programs may be limited and in recent years have been almost non-existent. Except in exceptional circumstances, institutions should request such funds for no more than three years (e.g., for start-up equipment, new faculty positions, etc.), at which time enrollment increase funds should be adequate to support the new program. Therefore it will be assumed that requests (in the "New Allocations" column of the following worksheet) are for one, two, or three years unless the institution indicates a continuing need and attaches a compelling justification. However, funds for new programs are more likely to be allocated for limited periods of time if available at all.

[Form continues on next page.]

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

INSTITUTION: UNC-Chapel Hill

DATE: June 1, 2010

Program (CIP, Name, Level) Communication, Journalism and Related Programs, 09.0401, Bachelor's Level

Degree(s) to be Granted: B.A. in Business Journalism

***Program Year:* 2011-2012**

ADDITIONAL FUNDS REQUIRED - BY SOURCE

	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal Other (Identify)	New Allocations	Total
<u>101 Regular Term Instruction</u>					
1210 SPA Regular Salaries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
1310 EPA Academic Salaries	\$ _____	\$ <u>90,038</u>	\$ _____	\$ _____	\$ <u>90,038</u>
1 Faculty Position	(_____)	\$ <u>75,000</u>	(_____)	(_____)	\$ <u>75,000</u>
1810 Social Security-7.65%	\$ _____	\$ <u>5,738</u>	\$ _____	\$ _____	\$ <u>5,738</u>
1820 State Retirement-6%	\$ _____	\$ <u>4,500</u>	\$ _____	\$ _____	\$ <u>4,500</u>
1830 Medical Insurance	\$ _____	\$ <u>4,800</u>	\$ _____	\$ _____	\$ <u>4,800</u>
2000 Supplies and Materials	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
3000 Current Services	\$ _____	\$ <u>100</u>	\$ _____	\$ _____	\$ <u>100</u>
Transit	(_____)	\$ <u>100</u>	(_____)	(_____)	\$ <u>100</u>

4000 Fixed Charges	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
5000 Capital Outlay	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Equipment)	(_____)	\$ <u>0</u>	(_____)	(_____)	(_____)
TOTAL - Regular Term Instruction	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>
<u>151 Libraries</u>					
(Identify accounts)	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL - Libraries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL ADDITIONAL COSTS	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>

Note: Accounts may be added or deleted as required.

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

INSTITUTION: UNC-Chapel Hill

DATE: June 1, 2010

Program (CIP, Name, Level) Communication, Journalism and Related Programs, 09.0401, Bachelor's Level

Degree(s) to be Granted: B.A. in Business Journalism **Program Year: 2012-2013**

ADDITIONAL FUNDS REQUIRED - BY SOURCE

	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal Other (Identify)	New Allocations	Total
<u>101 Regular Term Instruction</u>					
1210 SPA Regular Salaries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
1310 EPA Academic Salaries	\$ _____	\$ <u>90,038</u>	\$ _____	\$ _____	\$ <u>90,038</u>
1 Faculty Position	(_____)	\$ <u>75,000</u>	(_____)	(_____)	\$ <u>75,000</u>
1810 Social Security-7.65%	\$ _____	\$ <u>5,738</u>	\$ _____	\$ _____	\$ <u>5,738</u>
1820 State Retirement-6%	\$ _____	\$ <u>4,500</u>	\$ _____	\$ _____	\$ <u>4,500</u>
1830 Medical Insurance	\$ _____	\$ <u>4,800</u>	\$ _____	\$ _____	\$ <u>4,800</u>
2000 Supplies and Materials	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
3000 Current Services	\$ _____	\$ <u>100</u>	\$ _____	\$ _____	\$ <u>100</u>
Transit	(_____)	\$ <u>100</u>	(_____)	(_____)	\$ <u>100</u>

4000 Fixed Charges	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
5000 Capital Outlay	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Equipment)	(_____)	\$ <u>0</u>	(_____)	(_____)	(_____)
TOTAL - Regular Term Instruction	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>
<u>151 Libraries</u>					
(Identify accounts)	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL - Libraries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL ADDITIONAL COSTS	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>

Note: Accounts may be added or deleted as required.

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

INSTITUTION: UNC-Chapel Hill

DATE: June 1, 2010

Program (CIP, Name, Level) Communication, Journalism and Related Programs, 09.0401, Bachelor's Level

Degree(s) to be Granted: B.A. in Business Journalism **Program Year: 2013-2014**

ADDITIONAL FUNDS REQUIRED - BY SOURCE

	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal Other (Identify)	New Allocations	Total
<u>101 Regular Term Instruction</u>					
1210 SPA Regular Salaries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
1310 EPA Academic Salaries	\$ _____	\$ <u>90,038</u>	\$ _____	\$ _____	\$ <u>90,038</u>
1 Faculty Position	(_____)	\$ <u>75,000</u>	(_____)	(_____)	\$ <u>75,000</u>
1810 Social Security-7.65%	\$ _____	\$ <u>5,738</u>	\$ _____	\$ _____	\$ <u>5,738</u>
1820 State Retirement-6%	\$ _____	\$ <u>4,500</u>	\$ _____	\$ _____	\$ <u>4,500</u>
1830 Medical Insurance	\$ _____	\$ <u>4,800</u>	\$ _____	\$ _____	\$ <u>4,800</u>
2000 Supplies and Materials	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
3000 Current Services	\$ _____	\$ <u>100</u>	\$ _____	\$ _____	\$ <u>100</u>
Transit	(_____)	\$ <u>100</u>	(_____)	(_____)	\$ <u>100</u>

4000 Fixed Charges	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
5000 Capital Outlay	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Equipment)	(_____)	\$ <u>0</u>	(_____)	(_____)	(_____)
TOTAL - Regular Term Instruction	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>
<u>151 Libraries</u>					
(Identify accounts)	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL - Libraries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL ADDITIONAL COSTS	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>

Note: Accounts may be added or deleted as required.

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM

INSTITUTION: UNC-Chapel Hill

DATE: June 1, 2010

Program (CIP, Name, Level) Communication, Journalism and Related Programs, 09.0401, Bachelor's Level

Degree(s) to be Granted: B.A. in Business Journalism **Program Year: 2014-2015**

ADDITIONAL FUNDS REQUIRED - BY SOURCE

	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal Other (Identify)	New Allocations	Total
<u>101 Regular Term Instruction</u>					
1210 SPA Regular Salaries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
1310 EPA Academic Salaries	\$ _____	\$ <u>90,038</u>	\$ _____	\$ _____	\$ <u>90,038</u>
1 Faculty Position	(_____)	\$ <u>75,000</u>	(_____)	(_____)	\$ <u>75,000</u>
1810 Social Security-7.65%	\$ _____	\$ <u>5,738</u>	\$ _____	\$ _____	\$ <u>5,738</u>
1820 State Retirement-6%	\$ _____	\$ <u>4,500</u>	\$ _____	\$ _____	\$ <u>4,500</u>
1830 Medical Insurance	\$ _____	\$ <u>4,800</u>	\$ _____	\$ _____	\$ <u>4,800</u>
2000 Supplies and Materials	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
3000 Current Services	\$ _____	\$ <u>100</u>	\$ _____	\$ _____	\$ <u>100</u>
Transit	(_____)	\$ <u>100</u>	(_____)	(_____)	\$ <u>100</u>

4000 Fixed Charges	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Identify)	(_____)	(_____)	(_____)	(_____)	(_____)
5000 Capital Outlay	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
(Equipment)	(_____)	\$ <u>0</u>	(_____)	(_____)	(_____)
TOTAL - Regular Term Instruction	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>
<u>151 Libraries</u>					
(Identify accounts)	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL - Libraries	\$ _____	\$ <u>0</u>	\$ _____	\$ _____	\$ _____
TOTAL ADDITIONAL COSTS	\$ _____	\$ <u>90,138</u>	\$ _____	\$ _____	\$ <u>90,138</u>

Note: Accounts may be added or deleted as required.

XII. EVALUATION PLANS

All new degree program proposals must include an evaluation plan which includes: (a) the criteria to be used to evaluate the quality and effectiveness of the program, (b) measures to be used to evaluate the program), (c) expected levels of productivity of the proposed program for the first four years of operation (number of graduates), (d) the names, addresses, e-mail addresses, and telephone numbers of at least three persons (six reviewers are needed for graduate programs) qualified to review this proposal and to evaluate the program once operational, and (e) the plan and schedule to evaluate the proposed new degree program prior to the completion of its fifth year of operation once fully established.

PROGRAM EVALUATION FORMAT

A. Criteria to be used to evaluate the proposed program:

The goal of the BABJ program is to uniquely position graduates for careers in business journalism and business communication by providing them with the current skills and techniques required in professional arenas. The criteria used to evaluate the program will focus on the success of the BABJ in meeting that goal. Criteria will include:

1. Career advancement: The ability of graduates to use concepts and skills gained in the program to advance their careers.
2. Graduate satisfaction: The evaluation of the program by the graduates at the completion of the program and one year after graduation.
3. Employer satisfaction: The evaluation of graduates by employers in business journalism and business communication-related job settings.

B. Measures to be used to evaluate the program:

1. Course evaluations will be conducted by students at the end of each class.
2. The BABJ academic director will conduct an annual assessment of program faculty and curriculum to ensure the program is staying current with trends in business journalism skills, concepts and theories.
3. A complete program evaluation by students will be conducted at the end of the program and one year after graduation.

4. Program administrators will review the evaluation data and make revisions as necessary.

5. The BABJ will be part of the School's reaccreditation by the Accrediting Council on Education in Journalism and Mass Communications.

C. Projected productivity levels (number of graduates):

<u>Level</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>TOTALS</u>
B	_____	_____	_____	_____	_____
M	_____	_____	_____	_____	_____
I/P	_____	_____	_____	_____	_____
D	_____	_____	_____	_____	_____

(Key: B-Bachelor's, M-Master's, I/P-Intermediate or Professional, D-Doctoral)

D. Recommended consultant/reviewers: Names, titles, addresses, e-mail addresses, and telephone numbers. May not be employees of the University of North Carolina.

1. Prof. Pam Luecke

Reynolds Professor of Business Journalism

Reid Hall

Washington & Lee University

Lexington, VA 24450-0303

(540) 458-8435

Email: LueckeP@wlu.edu

2. Dr. Jimmy Gentry

Professor and former dean

The William Allen White School of Journalism and Mass Communications

University of Kansas

Stauffer-Flint Hall

1435 Jayhawk Blvd.

Lawrence, KS 66045-7575

(785) 864-4755

Email: jgentry@ku.edu

3. Prof. Terri Thompson

Director, Knight-Bagehot Fellowship in Economics and Business Journalism

Columbia University Graduate School of Journalism

Columbia University

2950 Broadway (at 116th Street)

Room 706 (7th Floor)

New York, NY 10027

Email: tat5@columbia.edu

4. Prof. Stephen D. Solomon

Associate Professor, Journalism and Mass Communication

Director, Business and Economic Reporting

New York University

Arthur Carter Hall

10 Washington Place

New York, N.Y. 10003

(212) 998-7980

Email: Business.journalism@nyu.edu

5. Dr. Mary Jane Pardue

Associate Professor

Department of Media, Journalism and Film

Craig Hall

Missouri State University

901 S. National Ave.

Springfield, MO 65897

(417) 836-5218

Email: mjpardue@missouristate.edu

6. Prof. Marty Steffens

SABEW Chair in Business and Financial Journalism

134B Neff Annex

Missouri School of Journalism

Columbia, MO 65211-1200

(573) 884-4839

Email: steffensm@missouri.edu

E. Plan for evaluation prior to fifth operational year.

The BABJ program will be included as part of the School of Journalism and Mass Communication's re-accreditation in 2015.

XIII. REPORTING REQUIREMENTS

Institutions will be expected to report on program productivity after one year and three years of operation. This information will be solicited as a part of the biennial long-range planning

revision.

Proposed date of initiation of proposed degree program: ____July 1, 2011

This proposal to establish a new degree program has been reviewed and approved by the appropriate campus committees and authorities.

Chancellor:
