



## **CURRICULUM AND PROGRAM REVIEW COMMITTEE**

*Report to Academic Council  
at its meeting of March 17, 2015*

### **FOR ACTION**

#### **1. Faculty of Social Science and Humanities – Communication Program Nomenclature Change**

The Curriculum and Program Review Committee recommends:

*That Academic Council approve the proposed nomenclature change from the Bachelor of Arts in Communication to the Bachelor of Arts in Communication and Digital Media Studies (CDMS).*

#### **Rationale**

The Faculty of Social Science and Humanities has submitted a proposal to change the Bachelor of Arts in Communication program name to the Bachelor of Arts in Communication and Digital Media Studies. The nomenclature change does not reflect a change to the program's existing curriculum or research foci, but instead, serves to clarify and better reflect the program's teaching and research practices and strengths.

Further rationalizations include: the disciplinary norm is to have a "studies" or ampersand followed by a subspecialty, the current name does not convey the program's streamlined "digital media studies" focus, the current name does not effectively communicate the program's uniqueness, the current name does not convey the research expertise and contributions of core faculty members to the field of digital media studies, the current name is a dated disciplinary term that does not highlight the program's 21<sup>st</sup> century orientation and dynamism, and the current name does not speak clearly to the employment prospects for the students. The detailed proposal is attached as Appendix A.

### **FOR INFORMATION**

#### **2. Faculty of Business and Information Technology – Bachelor of Commerce – Human Resources Transfer to University (HRTU)**

CPRC approved the Faculty of Business and Information Technology's (FBIT) Human Resources Transfer to University (HRTU) proposal. Following the success of the Accounting Business Transfer to University (ACTU) program with Durham College, FBIT proposed this block transfer arrangement to embed the Commerce Bridge into the Durham College 2-year Human Resource Management Diploma.

#### **3. English School of Canada (ESC) Partnership Agreement**

CPRC approved the completion of English School of Canada's (ESC) University/College Transfer Program (UCTP) with a minimum 80% overall average to be evaluated for admission to UOIT undergraduate programs on a competitive basis without the presentation of a standardized English language test (TOEFL, MELAB, CAEL etc.). The Committee requested a report on retention rates of students using these programs be provided after 24 months.