Program Research & Recommendation

New Program Proposal Form

☐ **Degree** ☒ **Certificate of Achievement**

New Program Title: Certificate of Achievement in Interpersonal Communication

Initiator: Deb McCabe **First Semester Intended to Offer:** Fall 2024

Program Description:

The Certificate of Achievement in Interprsonal Communication provides students with a strong foundation for communicating successfully in pairs and small groups, with others of diverse cultural backgrounds and gendered behaviors. Students will develop an enhanced understanding of situations common to our everyuday personal and professional lives, and will be able to employ communication strategies based ont heory and research to achieve successful outcomes. This certificate is especially valuable for students seeking careers in the helping professions such as health care, fire and police, in high-contact customer or client service, and in other business environments that require successful interpersonal interactions. (18 units)

Program Courses:

Course No.	Title	Units
CMST 4	REQUIRED (all four): Small Group Communication	3
CMST 10	Interpersonal Communication	3
CMST 9	Intercultural Communication	3
CMST 13	Gender and Communication	3
BCIS 13	ELECTIVES (choose two): Business Communication	
BMS 35	Leading Teams	3
ETHS 1	Introduction to Ethnic Studies (when approved)	3
ETHS 10, 20 or 30	Introduction to Chicano, African American or Asian American Studies	3
PSY 41	Sociocultural Context of Psychological Development	3
SOC 20	Introduction to Race and Ethnicity	3
SOC 30/30H	Sociology of Inequality	3

Potential need for/interest in program:

Interpersonal Communication skills are essential "soft skills" for today's work environments. According to Education Week, "Good oral communication skills got the #1 slot among the 15 job skills that executives and hiring managers identified as very important in new hires" ("What Do Employers Want", August, 2018). In January 2023, Cultivated Culture reported on a survey which revealed that "44% of executives think a lack of soft skills was causing the biggest gap in proficiency in the workplace" ("Soft Skills Employers Want"). Soft skills include the communication and relational skills that are directly addressed in Interpersonal Communication classes, including those that are more specifically focused on interactioins with people with different cultural or gendered communication patterns. This certificate can highlight graduates who can meet this employer need.

Program needs: (general fund requirements, equipment needs, facility/space requirements, etc.)

There are no particular needs for this certificate. It consists of classes that are already offered on a regular basis, many of which meet GE requirements and will continue to do so under Cal-GETC.

Signature: **Date**: 10-6-23

Contact Information: Deb McCabe mccabede@butte.edu

Return This Form to Scheduling/Curriculum at CenterSh@butte.edu