

# GRADUATE AND PROFESSIONAL STUDIES COMMITTEE

## FULL COMMITTEE

### DEFERRAL ADDENDUM

January 9, 2006

#### PANEL A: HEALTH, NATURAL SCIENCES, AND COMMUNICATION

##### I. ANNENBERG SCHOOL FOR COMMUNICATION: JOURNALISM

Req. by Michael Parks

Revise a course:

Eff. Fall 2006

**NEW:** JOUR 536 PUBLIC RELATIONS MEDIA STRATEGIES (3, FaSp) Creation and execution of strategic public relations media plans based on organizational goals, audience analysis, and media characteristics.

**OLD:** JOUR 536 CREATING MEDIA FOR PUBLIC RELATIONS (3, Sp)  
The creation, application and analysis of new and traditional public relations vehicles including Web sites, intranets, annual reports, newsletters and brochures.

- **12/12/05 GPSC MEETING: DEFERRED TO PANEL CHAIR.** The committee noted that the catalogue description is unusual especially in comparison to other catalogue descriptions. The department is asked to provide a revised description that describes the course rather than the title.
- **APPROVED.** The originally proposed catalogue description was as follows: “*Offers the strategic and tactical expertise PR practitioners must possess in a rapidly fragmenting, media environment.*” The new, approved one, appears above.

#### PANEL B: SOCIAL SCIENCES, HUMANITIES, INTERNATIONAL RELATIONS, AND LAW

##### II. FINE ARTS

Req. by Ruth Weisberg

Revise a degree program:

Eff. Fall 2006

**Master of Fine Arts [48 unit program]**

Add FA 515 as a requirement; replace FA 560, FA 570 and FA 580 with FA 520.

- **11/14/05 GPSC MEETING: DEFERRED administratively.** When FA 520 is approved, the degree program revision can be approved.
- **12/12/05 GPSC MEETING: DEFERRED.** FA 520 was deferred back to the panel. No response was received.
- **DEFERRED.** An incomplete response to the deferral of FA 520 was received. It is to be discussed at the January GPSC meeting.

III. COLLEGE OF LETTERS, ARTS AND SCIENCES

Req. by Jane Cody

Add 2 new courses:

Eff. Fall 2006

➤ **NOTE:** The new prefix “MLS” must be approved by the Registrar. Also, since the degree abbreviation will likely be MLS, we would not use the same course prefix of MLS. A question has been raised about the need to use the 900- course numbers, when 500 seems adequate and appropriate.

A. MLS 900 INTRODUCTION TO LIBERAL STUDIES: WAYS OF KNOWING (3, FaSp)

How do arts, social sciences, humanities, and natural sciences compare and contrast in their methods of acquiring, analyzing and synthesizing knowledge? Graded CR/NC.

➤ **12/12/05 GPSC MEETING: DEFERRED to panel chair.** The course lacks information about how the students will be evaluated and the products they will produce. Also, the department is asked to rephrase the catalogue description so it is not in the form of a question.

➤ **DEFERRED.** No response from department.

B. MLS 985abz SEMINAR IN APPLIED INTERDISCIPLINARY RESEARCH (3-3, FaSp)

A summative research project completed in consultation with the director of the MLS degree program and seminar faculty. Graded IP/CR/NC.

➤ **DEFERRED to panel chair.** The committee noticed that the grading criteria is not provided.

➤ **DEFERRED.** No response from department.

IV. LAS: ECONOMICS

Req. by Robert Dekle

Add a new course:

Eff. Spring 2006

ECON 673 PROGRAM EVALUATION (4)

This course first proposes various means of evaluating an economic program. It then applies the tools to specific problems. Prerequisite: ECON 500 or ECON 503; ECON 511.

➤ **12/12/05 GPSC MEETING: DEFERRED TO PANEL CHAIR.** More information about evaluation of the student is desirable, eg: what percentage of the final grade is assigned to the four problem sets, midterm and final?

➤ **APPROVED.** A revised syllabus was provided by the department that sufficiently addressed the committee’s concerns.

V. LAS: PHILOSOPHY

Req. by James Higginbotham

Add 2 new courses:

Eff. Fall 2006

A. PHIL 505 PRO-SEMINAR IN CENTRAL TOPICS IN CONTEMPORARY PHILOSOPHY (4)

Key developments in central areas of philosophy are used to provide training in philosophical analysis, criticism, and the writing of precise philosophical prose.

➤ **12/12/05 GPSC MEETING: DEFERRED to panel chair.** The grading option, indication about whether this is a required course or elective, and term offered was not indicated on the form #301.

➤ **APPROVED.** The department responded to the concerns via email. The course is to be letter graded, it is an elective, and it is to be offered irregularly

B. PHIL 565 PHILOSOPHY OF LANGUAGE (4)

Philosophical issues in the empirical study of language concerning the relationship between linguistic meaning and the use of sentences to assert and convey information.

- **12/12/05 GPSC MEETING: DEFERRED TO PANEL CHAIR.** The grading option, indication about whether this is a required course or elective, and term offered was not indicated on the form #301. More detail about the research paper is desirable in the syllabus.
- **APPROVED.** The department responded to the concerns via email. The course is to be letter graded, it is an elective, and it is to be offered irregularly.

**PANEL C: PHYSICAL SCIENCES, ENGINEERING, FINE ARTS and CINEMA-TELEVISION**

VI. VITERBI SCHOOL OF ENGINEERING: DANIEL J. EPSTEIN DEPARTMENT OF INDUSTRIAL AND SYSTEMS ENGINEERING Req. by James Moore II

Revise a degree program:

Eff. Fall 2006

**M.S., Systems Architecture and Engineering** [30 unit program]

Delete course list of Design Experience area; edit the Technical Management and General Technical areas; update the lists of courses in Technical Management, General Technical and the Technical Specializations areas.

- **12/12/05 GPSC MEETING: ADMINISTRATIVELY DEFERRED,** pending clarification of the “general” area. This is a distance learning degree program that has a huge number of courses that can be taken in multiple thematic areas. This is a rather complicated #201 document with a lot of courses listed without a lot of real description. The primary changes seem to be adding 1 course option in the required courses, and allowing greater flexibility in selecting a design course. The electives requirement remains the same but some additional options exist. One area of confusion is that electives in “General Management Area” are required but courses are listed for “General Technical Area” that do not seem to be required. This may be a typo in the designation of the areas. In general this seems to require considerable oversight by the program advisor but this may be desired by the degree.
- **DEFERRED.** No response from department.

Includes a new course:

1. SAE 543 CASE STUDIES IN SYSTEMS ENGINEERING (3, FaSp)

Real-world case studies in DoD, NASA, and commercial arenas, employing new methodologies to cover the fundamental positive and negative development learning principles of systems engineering. Prerequisite: SAE 541, SAE 549.

ALSO: ISE 543 CASE STUDIES IN SYSTEMS ENGINEERING (3, FaSp)  
(Enroll in SAE 543.)

- **DEFERRED TO PANEL CHAIR,** requesting additional clarification and detail for the syllabus to include more description of the presentations, reports and actual topics to be discussed. This is a new elective course that will be done completely by distance learning (DEN). The syllabus is quite brief and the actual content in the course discussed in limited detail. It is not clear how this course can be done with all the student presentations by distance learning unless it is a synchronous method that may not be applicable to all enrolled distance learning students. The case studies (Major, Minor) are described in only limited detail. **The request to cross-list ISE 543 is deferred to administrative actions.**
- **DEFERRED.** No response from department.

**PANEL D: BUSINESS, POLICY, PLANNING & DEVELOPMENT, and EDUCATION**

VII. MARSHALL SCHOOL OF BUSINESS: INFORMATION AND OPERATIONS  
MANAGEMENT

Req. by Yehuda Bassok

- A. Add a new degree program and 3 new certificate programs: Eff. Fall 2006

**Master of Digital Supply Chain Management** [30 unit program], **Certificate in Information Systems and Supply Chain Management** [12 unit program], **Certificate in Optimization and Supply Chain Management** [12 unit program], **Certificate in Supply Chain Strategy** [12 unit program]

- **12/12/05 GPSC MEETING: DEFERRED TO PANEL CHAIR**, pending clarification about courses, **for the Master's program**. The committee asks the department to **RESUBMIT the request for the certificates, with a minimum of 15 units**.

This 30-unit Master's program consists of courses from Marshall's IOM and Viterbi's ISE departments. It is delivered entirely by DEN and targets off-campus students. The proposal cites 2 similar programs in the United States: an on-campus program at MIT and an off-campus program at Indiana University. **NOTE:** Panel D was provided with a version of this request that was provided to the Curriculum office on November 1, before the School of Engineering contributed their signature and input. After that version was provided to the panel, the department provided a revised one, which was provided to the entire committee just prior to the meeting. The panel's review resulted in a list of questions that were forwarded to the faculty contact, who provided answers that were provided to the committee at the meeting. The committee has a number of questions about the Master's program and the three certificates that require clarification:

1. The program is entitled Digital Supply Chain Management, yet no supply chain courses are listed as requirement. The three required courses are foundational courses in statistics, information systems and operations management. Courses in supply chain management, logistics are listed under elective courses. Depending on how the electives are chosen, a student may complete the program with very minimal exposure to supply chain management. A suggestion is to restructure the requirements so that a student must take the foundational courses plus a minimum level of exposure to the two key elements in the program: supply chain management and digital information systems. The department's response was that they believed the core courses are essential, and didn't require the supply chain courses in order to provide flexibility, but they would be willing to change it to a required course.
2. In the sample program, IOM 581 is listed twice.
3. The panel wanted to know if the program is available to on-campus students; the department indicated that it is not, but this may change in the future.
4. Catalogue copy, insertion to page 150, under Degree Requirements:  
The meaning and intent of the second paragraph is not clear. What is the basis of the petition? Is it to replace required or elective courses or both? Why is this limited to DEN courses? The department's response is to reword it as follows: "Students may petition to apply appropriately related courses offered through the DSCM program in lieu of an equal number of required elective units."
5. Certificates:
  - i. Each of the certificates is proposed to be earned by completing four 3-unit courses selected from a list of seven courses. The panel would like to know why it is a good idea to offer three separate certificates, given that there is significant course overlap. For example, four out of the seven courses listed under the first proposed program duplicate those listed under the third (IOM 540,581,520 and 538). Therefore two students selecting the exact same 4 courses can earn different certificates. More guidance should be provided in course selection. The department responded that while it is possible that students in different certificate programs will choose the exact same courses, it is more likely that they will choose courses more relevant to their careers, and therefore more applicable to the focus of the certificate, and that the overlap is designed for maximum flexibility.

- ii. Finally, at its May 2005 meeting, GPSC stated that graduate certificates must have a minimum of 16 units. This would be less attractive to the business school, partly because their graduate courses are three units, or fractions thereof. The department responded saying that in order to attract as many qualified candidates as possible they wanted to require 12 rather than 16 units. GPSC is willing to approve the certificates at 15 units, because the increase in the unit requirement was not made widely known. (Although it should be noted that Certificate proposals considered during Spring 2005 with fewer than 16 units were not approved. Furthermore, the GPSC adjusts the minimum requirement to 15 units for certificates, taking into consideration that Business and other schools offer 3-unit courses. This adjustment reflects a compromise between requiring a minimum number of units versus requiring a minimum number of courses. Some discussion ensued about the difference between a 3-unit course and a 4-unit one, and the differences between programs that offer 2 and 3-unit courses, and therefore many more courses per program than those offering four-unit courses.
- iii. The Curriculum office will see to it that the updated requirements are put on its website.
  - **DEFERRED.** Response received from department, and is under review.

Includes 2 new courses:

- 1. IOM 502 OPERATIONS STRATEGY (3, FaSp)  
Provides students with a set of frameworks, analytical tools/concepts needed to design, evaluate, and implement strategies that effectively address management/operations of large systems effectively. Open to graduate business students only.
  - **12/12/05 GPSC MEETING: DEFERRED TO PANEL CHAIR.** The course content is fine, however, the course descriptions imply that the course is in a traditional on-campus format, involving class discussions, 'cold-calling' students and requiring presentations. These are not viable for a DEN course. The percentage for participation is inconsistent, is it 25% or 10%? Also, no course material is listed for Class 4 (Game theory).
    - **DEFERRED.** Response received from department, and is under review.
- 2. IOM 504 STRATEGIC SOURCING (3, FaSp)  
Examines the role of strategic procurement in supply-chain management organized into such topics as sourcing, outsourcing, e-procurement, and procurement integration collaboration. Open to graduate business students only.
  - **12/12/05 GPSC MEETING: DEFERRED TO PANEL CHAIR.** The course content is fine, however, the course descriptions imply that the course is in a traditional on-campus format, involving class discussions, 'cold-calling' students and requiring presentations. These are not viable for a DEN course. The percentage for participation is inconsistent, is it 25% or 10%?
    - **DEFERRED.** Response received from department, and is under review.

Includes a reinstated and revised course:

3. NEW: IOM 520 LOGISTICS MANAGEMENT (3, FaSp)

Gives students a managerial knowledge of basic logistics concepts and principles. Some topics include management of logistics cost integration, transportation, distribution, and customer service. Open to graduate business students only.

OLD: IOM 520 LOGISTICS AND SUPPLY CHAIN OPTIMIZATION (3, FaSp)

Focus on supply chain modeling and optimization. The student will learn about commercial system for evaluating, benchmarking, and optimizing complex supply chains, such as SAILS. Both strategic and operational models will be studied in detail. Open to graduate business students only.

- **12/12/05 GPSC MEETING: DEFERRED TO PANEL CHAIR.** The course is fine; but, again, how is the 10% participation evaluated for a DEN course?

- **DEFERRED.** Response received from department, and is under review.

C. Add a new course:

3. IOM 530 APPLIED MODERN STATISTICAL LEARNING METHODS (3, Sp)

Overview of highly computational modern statistical learning methods; applications of logistic regression, neural networks, LASSO, trees, boosting and GAM, etc, to finance and marketing data. Open to graduate business students only.

- **12/12/05 GPSC MEETING: DEFERRED ADMINISTRATIVELY.** The course content is fine. This is a very good and useful course. Suggestion: the course description is a bit confusing; the panel suggests changing to something like ‘Overview of highly computational modern statistical models and methods; applications of logistic regression, GLM, neural network, bagging and GAM, etc, to finance and marketing data’.
- **APPROVED.** The catalogue description for the course was originally proposed as follows: “*Highly computational modern statistical learning models; numerous applications to finance and marketing data of methods such as logistic regression, GLM, neural networks, bagging, and GAM. Open to graduate business students only.*” The approved catalogue description appears above..