

## SOCIAL SCIENCE PANEL

### MINUTES

*January 25, 2006  
2:00 – 4:00 p.m.  
TSC 203*

#### I. MINUTES OF 12/14/05 SSP MEETING

- **APPROVED.**

#### DEFERRED ITEMS:

#### II. MARSHALL SCHOOL OF BUSINESS: FINANCE AND BUSINESS ECONOMICS

Req. by Ayse Imrohoroglu

Add a new minor:

Eff. Fall 2006

**Business Law minor** [16 unit minor]

- **12/14/05 SSP MEETING: DEFERRED TO PANEL.** The request for the minor lacks a signature from the dean of the Law School as an affected unit. The Curriculum office has asked the FBE department to obtain that signature in advance of the January SSP meeting.
- **APPROVED:** The #401 form with a signature from Law School Dean Spitzer's signature and Catalogue copy were received.

Includes a new course:

Eff. Fall 2006

FBE 430 ONLINE COMMERCE AND INTELLECTUAL PROPERTY (4, Sp)

Introductory course on the legal and regulatory environment of online commerce, intellectual property, patents, copyright, trademarks, domain names, entertainment, multi-media, digital and Internet law.

- **12/14/05 SSP MEETING: DEFERRED TO PANEL.**
- **APPROVED.**

#### III. COLLEGE OF LETTERS, ARTS AND SCIENCES: AMERICAN STUDIES AND ETHNICITY

Req. by Ruth Gilmore

A. Revise 4 degree programs:

Eff. Fall 2006

1. **B.A., American Studies and Ethnicity** [128 units]

Change required courses to AMST 200, AMST 350 and AMST 498, and replace 'area of concentration' requirement with new lists from which students select elective courses.

2. **B.A., American Studies and Ethnicity (African American Studies) [128 units]**  
Change required courses to AMST 200, AMST 350 and AMST 498, and reduce current six course lists to three.
  3. **B.A., American Studies and Ethnicity (Asian American Studies) [128 units]**  
Change required courses to AMST 200, AMST 350 and AMST 498, and reduce current six course lists to three.
  4. **B.A., American Studies and Ethnicity (Chicano/Latino Studies) [128 units]**  
Change required courses to AMST 200, AMST 350 and AMST 498, and reduce current five course lists to three.
- **12/14/05 SSP MEETING: DEFERRED TO PANEL.** The panel applauds the department's efforts to take charge of their multifaceted program, proposing more AMST courses rather than cross-listing existing courses in other departments. The panel has some questions for the department, and requests. (1) Who teaches the core courses? Please indicate the faculty who are in the pool. (2) It makes sense to have each of the four programs require the same set of core courses. Would the department be willing to revise the catalogue copy to say that all four programs require the same four core courses, and list only the differences for each of the areas of emphasis? (3) The panel found the revisions to the catalogue copy difficult to comprehend. They ask that the department resubmit the catalogue copy, showing line by line what is the same and what is different, for example, using italics and strikethrough features in a word-processed document. The copy for the entire section, including the areas of emphasis, honors, and minors, should be provided as one text, and should include corrections to errors in the original submission.. (4) This catalogue copy should not include any courses or cross-lists that have not yet been proposed. If new courses are proposed in the future which the program wishes to add to the course lists, that can be requested when the courses are proposed. Courses, such as HIST 378 and GEOG 350, which have not yet been cross-listed with AMST, can be listed without the cross-list, or the cross-list can be requested on #301 forms for the next meeting.
- **APPROVED:** The response from the department consisted of satisfactorily revised catalogue copy, except that it included AMST 446, but because that course hasn't been proposed yet, the programs are approved without that course at this time.

B. Merge 4 minor programs:

Eff. Fall 2006

Merge minors in **American Studies** [24 unit program], **African American Studies** [24 unit program], **Asian American Studies** [24 unit program], and **Chicano/Latino Studies** [24 unit program] into a new **American Studies and Ethnicity minor** [20 unit program]

- **12/14/05 SSP MEETING: DEFERRED TO PANEL.** We need catalogue copy that reflects the actual revisions. The same question about faculty and courses exist as for the majors. However, the basic concept seems sound.
- Attachment:*  
See revised Catalogue copy supplied for the majors above .
- **APPROVED.** The catalogue copy is now accurate, but should appear in the catalogue after the majors.

IV. KECK SCHOOL OF MEDICINE: HEALTH PROMOTION AND DISEASE  
PREVENTION STUDIES Req. by Elahe Nezami

Add a new minor:

Eff. Fall 2006

**Cinema-Television for the Health Professions Minor** [24 unit minor]

- **10/19/05 SSP MEETING: DEFERRED to panel.** Many questions were raised by this proposal. The department's original request was unclear about course requirements, so the curriculum office asked them to clarify it. They provided a second version of the request. The Cinema-School dean had signed off on the first version and was asked to weigh in on the second version; his response has not yet been received. The purpose and constituency of the minor are not clear. If the goal is to enable students in the health professions to be able to "partner with the entertainment industry" to disseminate health information, could this be achieved by taking only CTCS 190 and 191? (The minor currently does not *require* any additional CNTV courses.) And is CTCS 190, in particular, really essential? The panel suggests that it would be better to develop a course that deals specifically with the production of health-related cinema or TV. Additionally, there should be consideration of which CNTV courses would be most useful for someone wishing to be involved in making health videos. In what way would this minor be more useful and germane than the current cinema minor?
- **11/16/05 SSP MEETING: DEFERRED to panel:** No response from department.
- **12/14/05 SSP MEETING: DEFERRED to panel:** No response from department. If no response is received in time for the January meeting, the request will need to be withdrawn and the department will have to resubmit it.
- **FOR TODAY'S MEETING:** Response from department.

*Attachments:*

1. Email from Mahaffey to Fitzgerald (1/18/06)
  2. Revised #401 form
  3. Revised Catalogue copy and sample programs
- **DEFERRED TO PANEL.** The response from the department consisted of a new #401 form, but the only revision was the statement that students will be advised to co-register in a 400-level HP course and CTCS 190 or 191. But there is no clear link between the Health Promotion and the Cinema-TV courses. For example, no new course was developed that would establish that link for this minor, such as "Multimedia Production for the Health Professions." This would help distinguish this minor from the Cinema minor. The proposal doesn't make clear why CTCS 190 and 191 would help students produce films or programs about health promotion. The panel members recommend requiring additional CTPR or CTWR courses, e.g. by removing the italicized part of the direction "to be chosen *from the list above or from the following*" from the instructions preceding the list of cinema courses. The panel asks that a representative from the department attend the February meeting of the SSP.

NEW ITEMS:

V. MARSHALL SCHOOL OF BUSINESS: LLOYD GREIF CENTER FOR  
ENTREPRENEURIAL STUDIES Req. by Gene Miller

A. Add a new minor: Eff. Fall 2006

**Minor in Entrepreneurship [16 unit program]**

- **ADMINISTRATIVELY DEFERRED.** If proposed new course BAEP 495 (available for 1 unit) is not approved, the student who chooses BUAD 301 (a 3-unit course) from the list of required courses would have to complete requirements for the minor with 19 units rather than 16, because they would have earned 11 units and would have to choose two 4-unit courses to earn the minimum of 16 units. The department must still provide catalogue copy. The panel is curious about what is meant by the statement that a student must complete a minimum number of “48 units of college level credit.” Does this imply that AP units don’t count? The panel notes that the Business minor has a similar requirement.

Includes a new course:

BAEP 495 PRACTICUM IN BUSINESS ISSUES (INTERNSHIP) (1-4, max 4, FaSpSm)  
Combined classroom discussion and field application of business theories and practices; part-time internship employment. Project to be jointly defined by student, employer and professor. Graded CR/NC.

- **DEFERRED TO PANEL.** The panel recognizes the importance of offering our students internship opportunities, but they have concerns about the academic content in this course proposal. The syllabus suggests the course should be letter-graded, but the form shows that they want it to be graded CR/NC. If it is to be letter graded the syllabus should be more academically substantial, for example, with more of the readings listed. It is also unclear whether it could legitimately be offered for more than one unit. The department was asked about this and they responded that they may want to offer it on a different schedule in fall/spring than in summer, but the syllabus they provided was for when the course was offered in the summer as a one-unit course and that syllabus appears to be worth no more than one unit. If the syllabus addressed how a student can learn once on the job, it would be stronger. The department indicates they want to be able to permit students to repeat it for credit, but it is not clear how it would be different the second time. A panel member from Engineering said that they use a report format that is useful for the student; ENGR 395ab may be a good example.

B. Add a new course: Eff. Fall 2006

BAEP 460 SEMINAR IN ENTREPRENEURSHIP (1-4, max 4, FaSpSm)  
The intimate issues of entrepreneurship. Internalization of the key decisions that an individual needs for creating and building the entrepreneurial organization.

**ADMINISTRATIVELY DEFERRED.** Clarification is needed about how different numbers of units would be earned for this course; the syllabus shows how two units would be earned but it is unclear how it would be different with other unit values. This course seems academically rigorous and designed on the Harvard Business School model.

VI. MARSHALL SCHOOL OF BUSINESS: MANAGEMENT AND ORGANIZATION

Req. by Thomas G. Cummings

Add 3 new minors:

Eff. Fall 2006

- **NOTE:** With regard to all three minors proposed by Management and Organization, the panel is concerned about the proliferation of minors at the university and about the academic rationale for some of these minors. They wonder if one more robust minor, with different course options available to students (following the model of the new Marketing minor) might be more useful for students than three separate minors. Catalog copy was not provided for any of the minors. All minors have an admission requirement of “48 units of college level courses,” which needs clarification—does this mean AP units are not included?

A. **Minor in Human Resource Management** [20 unit program]

- **DEFERRED TO PANEL.** One of the courses required for this minor is MOR 471, but this course was dropped in 1998. The department is to be asked if they want to require 16 instead of 20 units, or whether they want to reinstate MOR 471 (which was also an option for the minor in Managing Human Relations approved in December), or substitute a different course for it. In addition, MOR 451, an option for the minor, has also been dropped. See note above about all minors.

B. **Minor in Management Consulting** [20 unit program]

- **DEFERRED TO PANEL.** Further elaboration is needed on the academic rationale, which seems like it could be stronger and broader.

C. **Minor in Organizational Leadership and Management** [20 unit program]

- **DEFERRED TO PANEL for above reasons.** One of the courses which is an option for the minor is MOR 471, which was dropped in 1998. See note above about all minors.

VII. MARSHALL SCHOOL OF BUSINESS: MARKETING    Req. by Deborah MacInnis

Add a new minor:

Eff. Fall 2006

**Minor in Marketing** [20 unit program]

- **APPROVED.**

VIII. LAS: AMERICAN STUDIES AND ETHNICITY

Req. by George Sanchez

Change the owning unit of a course:

Eff. Fall 2006

NEW: AMST 378m INTRODUCTION TO ASIAN AMERICAN HISTORY (4, FaSp)

Comparative examination of the social, economic, and political experiences of Asian immigrants and their descendants in the U.S., 1840s – present. (Duplicates credit in former HIST 378.)

ALSO: HIST 378m INTRODUCTION TO ASIAN AMERICAN HISTORY (4, FaSp)  
(Enroll in AMST 378.)

OLD: HIST 378m INTRODUCTION TO ASIAN AMERICAN HISTORY (4)  
*[Description same as above]*

➤ **APPROVED.**

IX. LAS: HISTORY

Req. by Steven Ross

Add 2 new courses:

Eff. Fall 2006

A. HIST 255 THE EVOLUTION DEBATES (4, Fa)

Historical perspective for current debates on evolution, investigating the contexts for the emergence and development of evolutionary theory and its subsequent impact on society.

➤ **APPROVED.** The panel noted that the statement about resources available to students with disabilities is missing.

B. HIST 309 BRITAIN AND IRELAND, 1100-1500 C.E. (4, Sp)

English and Irish culture, economics, and politics during the expansion of the Norman-English kingdom, the colonization of Ireland, and subsequent development toward the English nation-state.

➤ **APPROVED.** The panel noted that the list of books is very long.

**Members present**

Frances M. Fitzgerald *[support staff]*  
Steven Lamy *[chair]*  
Je Hoon Lee  
Alice Parker  
William M. Rideout  
Meg Russett  
Nitin Sharma *[student]*  
Terry Seip  
Edwenna Werner *[for Kenneth Servis]*

**Members absent**

Eugene Bickers *[ex-officio]*  
Elizabeth Garrett *[ex-officio]*  
David Glasgow *[ex-officio]*  
Dennis Schorr  
Kenneth Servis *[ex-officio]*  
Peter Starr *[ex-officio]*

**Guests**