

# SOCIAL SCIENCE SUBCOMMITTEE

## MINUTES AND REPORT

January 2007

### JANUARY SUBCOMMITTEE MEETING MINUTES

**NOTE:** The SES met in January concerning the Geography proposals to add a new MS in Geographic Information Science and Technology and revise the existing Certificate in Geographic Information Science.

#### I. SES Meeting 1/19/07

John Wilson attended the meeting to answer questions.

**Members present:** Gary Adolphson (support staff), Peter Beerel (co-chair), Hans Bozler (co-chair), Susan Forsburg, Julena Lind (ex-officio), Brian Lobo (student), Chi Mak, Gerald Nadler, Katherine Shing, Edwenna Werner (for Dean Servis).

**Members absent:** Dollie Davis (student), Elizabeth Garrett (ex-officio), David Glasgow (ex-officio) Leslie Ann Saxon, Jennifer Wolch (ex-officio), Kenneth Servis (ex-officio)

**Guest:** John Wilson (Geography)

#### II. COLLEGE OF LETTERS, ARTS AND SCIENCES: GEOGRAPHY

Req. by Michael Dear

A. Add a new program: Eff. Fall 2007

**M.S., Geographic Information Science and Technology** [28 unit program]

B. Revise a certificate program: Eff. Fall 2007

Change **Certificate in Geographic Information Science** [12 unit program] to **Certificate in Geographic Information Science and Technology** [16 unit program]

C. Add 5 new courses: Eff. Fall 2007

1. GEOG 582 **Spatial Databases** (4, FaSp)  
Design, implementation, and interrogation of relational, object-oriented and other types of geospatial databases. Recommended preparation: GEOG 581.
2. GEOG 586 **GIS Programming and Customization** (4, Fa)  
Design, coding, and implementation of GIS-based software and models with Java and Visual Basic .NET programming languages. Recommended preparation: GEOG 581.
3. GEOG 588 **Remote Sensing for GIS** (4, Sm)  
Principles of remote sensing, satellite systems, and role of remote sensing data in GIS applications. Recommended preparation: GEOG 581.

4. **GEOG 589 Cartography and Visualization** (4, Fa)  
Principles of visual perception, spatial cognition and cartographic design and their contributions to the maps, animations, virtual reality and multimedia displays produced with modern GIS. Recommended preparation: GEOG 581.
  5. **GEOG 591 Web GIS** (4, Sp)  
Design, implementation, and technological building blocks (including GML) for distributed web-based services. Recommended preparation: GEOG 581.
- D. Revise a course: Eff. Fall 2007
- NEW: **GEOG 585 Geospatial Technology Project Management** (4, Sm)  
Concepts, principles, and use of project management tools and the people issues encountered running GIS projects. Recommended preparation: GEOG 581.
- OLD: **GEOG 585 Social and Institutional Impacts of GIS** (4, FaSp)  
The role of GIS as a human activity system and an examination of the legal, privacy, and policy issues affecting geographic information. Prerequisite: GEOG 583.

**NOT ON THE 12/15/06 SES MEETING AGENDA, BUT DISCUSSED:**

New Master of Geographical Information Science Technology and revision of Certificate in Geographical Information Science. Jennifer Wolch attended the meeting to address any concerns. Hans Bozler will review the requests, including one revised course and some new courses. Two other subcommittee members have been assigned to review the new Master's program as well as the Certificate program. Since the proposed courses are closely tied to the program revision, they will be reviewed simultaneously. The method of offering the program via distance learning was discussed. Catalogue copy shows that the certificate may be earned first, then the Master's. It was noted that there were a significant number of non-tenure track faculty required to teach in this program. New faculty starting in the fall will help support the program. The subcommittee co-chair will request that the UCOC discuss general issues concerning the delivery of distance learning including verification of students, assessment and recruiting.

➤ **DEFERRED (degree program, certificate, and courses) TO SUBCOMMITTEE CHAIR.**

Dr. Wilson pointed out several ways in which the USC Masters will be distinguished from that of less expensive competitors, such as top-ranked Penn State: USC's top faculty will teach in the program, and a thesis will be required. In some cases the thesis advisor will be an adjunct faculty member. Dr. Wilson said that the rules for thesis guidance committees (which require three tenure-track faculty, at least two from the department) will be followed.

This master's degree is thought to be the first completely asynchronous master's at USC (although it does include one week at Catalina). The proposal will presumably be reviewed by Suh-Pyng Ku's committee for compliance with technological requirements of distance learning, but the subcommittee is additionally concerned about integrity—being assured that the student providing the papers or projects is actually the student in the course who prepared them. For this purpose, the subcommittee suggests having some synchronous communication via telephone or Webcam in which students present or discuss one of the items on which they are being evaluated. This seems especially important for the thesis. Revised syllabi for the five new and one revised courses are requested incorporating information about faculty-student contact. The subcommittee additionally requests that students in the master's will be required to present an oral report once per semester per course.

The subcommittee requests revised Catalogue copy which notes that electives for the master's will be chosen through advisement based on the student's background. The subcommittee additionally requests that the course materials prepared by UNIGIS that will be used by the GEOG courses be described, including what percentage of the USC courses these materials will comprise. Dr. Wilson also said that the program includes a small proportion of certain courses which consist of modules for learning software that

are developed by ESRI in Redlands.

There was some discussion of the fact that GEOG 586 appeared to consist largely of learning Visual Basic; however, it is not a required course and this skill is needed by students who lack it. It was recommended that GEOG 581 include discussion of social concepts such as privacy, since GEOG 585 (in which it currently resides) is seldom taken by students.

### **REPORT OF ACTIONS BY SOCIAL SCIENCES SUBCOMMITTEE CHAIRS (with consultation for programs)**

#### **III. MARSHALL SCHOOL OF BUSINESS** Req. by Valerie Folkes

- A. Revise limits on units to be taken in Business by non-majors and non-minors Eff. Fall 2007

Reduce from 20 to 12 the number of units non-majors and non-minors may take.

> **APPROVED.**

- B. Revise a degree program: Eff. Fall 2007

**Master of Business Administration (full-time) [63 unit program]**

Remove requirement of GSBA 585. Increase number of electives for second year from 12 to 15. The total units do not change. Students will be expected to take at least one course from a "basket" of courses on innovation. Includes one new course and one dropped course:

> **APPROVED.**

#### **Includes one terminated course and one new course:**

Terminate one course:

**GSBA585 Management of Radical Innovation (3)**

Study and application of new technology to create new business models, products, and services in world economies. Group projects developed in consultation with clients. Open to Marshall and Leventhal students only.

> **APPROVED**

Replaced by MKT 585.

Add one new course:

**MKT 585 Marketing Radical Innovation (3)**

Study and application of new technology to create new business models, products, and services in world economies. Group projects focused on practical applications of concepts. Prerequisites: GSBA-509 or GSBA-528. Open only to Marshall and Leventhal Masters students.

> **APPROVED.** This course replaces GSBA 585.

C. Add 4 new courses:

Eff. Fall 2007

1. BUAD 104x Learning About International Commerce (2)  
Provides insight into the opportunities and challenges faced by business professionals operating in a global environment by focusing on international cultural norms. Open only to freshmen Business and Accounting majors.  
  
> **APPROVED**
  
2. FBE 553ab **Applied Portfolio Management** (3-3)  
a: Application of portfolio management techniques in a laboratory setting. Stock selection, asset allocation, industry analysis, investment thesis research; off-site visits; oral and written presentations. Prerequisite: GSBA 521 or GSBA 548; corequisite: FBE 555 b: Application of advanced portfolio management techniques in a laboratory setting. Bond portfolio management, quantitative stock screens, derivatives trading, portfolio optimization. Off-site visits and presentations.  
  
> **APPROVED.** The FBE Department has created a new sequence of courses, FBE 553a and FBE 553b, for the year-long portfolio management course and will use the newly created courses to replace FBE 556. (See below for terminated FBE 556.)
  
3. GSBA 625 **Designing and Running Experiments** (3)  
Introduction to design and implementation of experiments. Single and multiple factors, fully crossed and fractional factorial designs, repeated measures, measurement, manipulations, subject choice, demand effects. Open only to Ph.D. Students.  
  
> **APPROVED**
  
4. MKT 446L **Practicum in New Product Development** (4)  
Provides experience in a student managed product team. Work with R&D organization to design a new product or technology. Involves market research and implementation planning. Open to junior and senior business students only. Prerequisite: BUAD 307; recommended preparation: MKT 445.  
  
> **APPROVED.** Engineering signed off; they worked with Marshall to develop the course and will collaborate in its presentation. The course needs to have a final exam or a paper or project due on the scheduled date of the final exam.

C. Terminate a course:

Eff. Fall 2007

1. FBE 556 **Advanced Topics in Portfolio Management** (3)  
A case-oriented course focused on current changes in the investment industry, risk and analytics of different portfolio strategies, globalization, international diversification, market efficiency and performance measurement.  
  
> **APPROVED**

IV. ANNENBERG SCHOOL FOR COMMUNICATION: Communication Req. by Tom Hollihan

Add a new course: Eff. Fall 2007

**COMM 307 Sound Clash: Popular Music and American Culture (4)**

Music as inter-cultural communication and method for exploring race and ethnicity in the constitution of American culture and American self; role of music industry

> **APPROVED.** Sign-offs received from Music and American Studies.

V. ROSSIER SCHOOL OF EDUCATION Req. by Karen Symms Gallagher

A. Add a new program: Eff. Fall 2007

**Master of Education in School Counseling [48 unit program]**

The School of Education is dropping its M.S. Education (Counseling Psychology) degree in favor of a Master of Education in School Counseling.

> **APPROVED**

B. Terminate a program: Eff. Fall 2007

**M.S., Education (Counseling Psychology) [40 unit program]**

> **APPROVED**

VI. COLLEGE OF LETTERS ARTS & SCIENCES: AMERICAN STUDIES AND ETHNICITY Req. by Ruth Gilmore

Add a new course: Eff. Fall 2997

**AMST 543 Critical Studies in Whiteness (4, max 8)**

Examines meaning of “whiteness” from historical and other disciplinary perspectives; focus is on how whiteness operates within specific racial regimes to perpetuate inequality.

> **APPROVED.** The subcommittee co-chair provided some friendly suggestions about the syllabus to the proposing unit.

VII. COLLEGE OF LETTERS ARTS & SCIENCES: HISTORY Req. by Elinor Accampo

Revise a program: Eff. Fall 2007

**Ph.D., History [60 unit program]**

Add structure to the Ph.D. -- HIST 500, 2 600-level research seminars, major field (four courses), minor field (two courses), area of specialization (three courses), HIST 794abcdz.

> **APPROVED.**

VIII. SCHOOL OF POLICY, PLANNING AND DEVELOPMENT

Req. by Elizabeth Graddy

A. Add 2 new minors:

Eff. Fall 2007

1. **Minor in Nonprofits, Philanthropy and Volunteerism** [16 units]

The catalog copy will include a statement that PPD 372m, required for the minor, cannot also be used to fulfill diversity.

> **APPROVED**

2. **Minor in Real Estate Development** [23-24 units]

> **APPROVED**

B. Revise a program:

Eff. Fall 2007

**BS., Public Policy, Management and Planning** [128 unit program]

Add a track in Real Estate Development (19-20 units) to the existing four tracks (20 units each). Change the name of track in "Urban Planning and Development" to "Urban Planning."

> **APPROVED**

IX. SCHOOL OF POLICY, PLANNING AND DEVELOPMENT

Req. by Elizabeth Graddy

Add a new program:

Eff. Fall 2007

**Executive Master of Leadership** [28 units]

**SES Meeting**

Friday, December 15, 2006, 10 a.m. – 12 p.m., THH 105

**Members present** Gary Adolphson (support staff), Peter Beerel (co-chair), Hans Bozler (co-chair), Frances M. Fitzgerald (support staff), Chi Mak, Gerald Nadler, Edwenna Werner (affiliated staff, for Kenneth Servis), Jennifer Wolch, (ex-officio)

**Members absent** Dollie Davis (student), Elizabeth Garrett (ex-officio), David Glasgow (ex-officio), Julena Lind (ex-officio), Brian Lobo (student), Leslie Ann Saxon, Katherine Shing, Kenneth Servis (ex-officio)

**Guests** Elizabeth Graddy (Dean, PPD), Kattie Johnson (staff, PPD), Richard John (SSS).

Science, Math and Engineering subcommittee members were thanked for pitching in to help with the overload of graduate Social Sciences requests. Peter Beerel headed up the review of the Policy, Planning and Development Master's program proposal. Hans Bozler coordinated review of the Geography department's proposed new Master's program and the proposed revision of one of their existing certificates.

- **FROM 12/15/06 SES MTG: DEFERRED TO CHAIR, pending** response from department on matters of concern. Peter Beerel will determine whether the concerns are adequately addressed in the response. Associate Dean Elizabeth Graddy and Student Services Director Kattie Johnson attended the meeting to address the subcommittee's questions. Faculty contact Robert Myrtle was out of the country so he was unable to attend. The subcommittee discussed whether the School of Education should be asked to review and acknowledge this proposed program, but decided that it should not be held back for this reason as the two programs are sufficiently different. The proposal states the core courses are to be taken in sequence but the earlier courses are not formally prerequisite to the later ones; the department agreed to add prerequisites (PUAD 500 for 501, 501 for 502, 502 for 503 and 503 for 504) to make this more explicit. The program is designed so the student can choose electives so as to concentrate in depth in one area, but the proposal doesn't clearly state that. The subcommittee suggested that the proposers provide suggested areas of concentration, with illustrative lists of courses that could apply. (If the courses are from other departments, acknowledgement from those departments would be necessary.) This is to provide guidance to faculty advisors and to students, to make it clear that they are not to choose the courses 'cafeteria style' but with a specific focus. However, they will not be listed as degree requirements. 'Executive' in the program title refers to the working professionals that the program will appeal to, not to distinguish it from a standard version of a Master's of leadership. One of the reviewers felt that there was insufficient reference to a systems framework and innovation in the proposal; faculty will be asked to indicate if and where these two areas are covered in the syllabi.

Includes four new course

1. **PUAD 500 Leadership Foundations: Competencies and Core Values** (4, Sm)  
Intensive introduction to leading through core values. Focuses on developing leadership skills at the personal level to build a foundation for leadership at all levels. Open only to Executive Master in Leadership Students.
2. **PUAD 501 Leading Individuals, Groups and Teams** (4, Fa)  
Leadership styles in various settings; team demographics, and dynamics; problem-solving; decision-making; diversity and critical thinking skills; effect of culture on small group communication; managing conflict. Open only to Executive Master in Leadership Students.
3. **PUAD 502 Strategic Leadership of Organizations** (4, Sp)  
Strategic analysis; strategic planning; leadership; performance measurement and management; control systems; organizational structure and networks; organizational culture; organizational learning and change. Open only to Executive Master in Leadership Students.
4. **PUAD 503: Leading Transformations Across Sectors: Integrative Seminar** (4, Sm)  
Application and practice of leadership skills working across the public, private and nonprofit sectors. Skills include negotiation, collaboration, communication, political management and ethical responsibilities. Open only to Executive Master in Leadership Students.

- **Resubmitted and APPROVED, program revision and four PPD courses shown below.** Changes made by department met recommendations made by SES. The new courses have different prefixes, numbers, and prerequisites than when originally proposed.

Includes four revised new courses:

5. **PPD 640 Leadership Foundations: Competencies and Core Values (4)**  
An intensive introduction to leading through core values. Focuses on developing leadership skills at the personal level to build a foundation for leadership at all levels. Open only to Executive Master in Leadership students.  
  
➤ **APPROVED.** This is a resubmission of PUAD 500.
6. **PPD 641 Leading Individuals, Groups and Teams (4)**  
Leadership styles in various settings; team demographics, and dynamics; problem-solving; decision-making; diversity and critical thinking skills; effect of culture on small group communication; managing conflict. Prerequisite: PPD-640. Open only to Executive Masters in Leadership students.  
  
> **APPROVED.** This is a resubmission of PUAD 501.
7. **PPD 642 Strategic Leadership of Organizations (4)**  
Strategic analysis; strategic planning; leadership; performance measurement and management; control systems; organizational structure and networks; organizational culture; organizational learning and change. Prerequisite: PPD-641. Open only to Executive Master in Leadership students.  
  
> **APPROVED.** This is a resubmission of PUAD 502.
8. **PPD 643 Leading Transformations Across Sectors: Integrative Seminar (4)**  
Application and practice of leadership skills working across the public, private and nonprofit sectors. Skills include negotiation, collaboration, communication, political management and ethical responsibilities. Prerequisite: PPD-642. Open only to Executive Master in Leadership students.  
  
> **APPROVED.** This is a resubmission of PUAD 503.