

CATEGORY I PROPOSALS

Curriculum Council to Executive Committee

March 6, 2019

BS IN BUSINESS ANALYTICS NEW DEGREE PROGRAM PROPOSAL

- Rapidly-growing interest from organizations that need people who can integrate data sets and tools to address opportunities and risks.
- Three Options: (I) Human Resource Analytics, (II) Digital Marketing Analytics, and (III) Market Research and Consumer Analytics.
- Relies entirely on existing courses, administration, and infrastructure, so requires no new resources.
- Many universities offer both a business analytics and a data analytics degree and, after coordinated discussions with Vice Provost Alix Gitelman, College of Engineering endorses this proposal from College of Business.

MA/MS IN COMMUNICATION NEW DEGREE PROGRAM PROPOSAL

- Combines rhetoric (such as public address, argumentation, persuasion, or media) and communication (communication in personal contexts such as intercultural, small group, organizational, or family).
- Advanced study in a selection of topics including but not limited to persuasion and argumentation, conflict management and resolution, cultural (family, sex and gender, relational) and intercultural communication, and organizational and group issues.
- Support from Boise State and University of Washington
- Strong endorsement from Marion Rossi, Speech Comm faculty, former SAC Director and present Assoc. Dean of CLA.

BS IN ENVIRO. SCIENCES – OSU-CASCADES NEW LOCATION PROPOSAL

- Extend the existing BS Environmental Sciences degree program (ENSC), sponsored by the College of Ocean, Earth, and Atmospheric Sciences.
- ENSC will complement the existing Natural Resources, Biology, and Sustainability programs at OSU-Cascades while building capacity for new students at the campus.
- Environmental Sciences is a strong undergraduate program at OSU-Corvallis. Initial consultation with other state institutions (SOU, OIT) with similar programs indicate that impact on those programs will be minor.
- Cascades urged to stay in close communication with Corvallis re: scheduling.

CYBERSECURITY NEW CERTIFICATE PROGRAM PROPOSAL

- Approved, recognizing interdisciplinary criterion was met by inclusion of requiring CoB course offering (BA, non-CS course).
- Support-reversal letter by CoB, back-and-forth with CoE, as follows:
- BA 370 will be struck from the program, and BA 482 will now be a required class.
- COE commits to designing a bridge class for non-CS students.
- COE is also committed to adding additional COB (and other discipline) classes as electives, as these are developed.
- Curriculum Council reaffirmed approval on March 1, as requested by EC.

RUSSIAN STUDIES UNDERGRAD CERTIFICATE TERMINATION OF ACADEMIC PROGRAM

- From the Executive Summary:
- “This proposal would terminate the Russian Studies Certificate, which can no longer be earned by students at OSU because the required coursework has not been offered for over 5 years and cannot be offered with existing resources. This is a direct effect of the administrative decision not to hire new faculty into two tenure lines left vacant by retirement in the past decade.”