Senate Meeting #3
3:00pm-5:00 pm

Agenda for Monday, November 5, 2012

Senate Meeting Locations
DPC: POST 225, Polytechnic: PRLTA 135, Tempe: EDC 117, West: FAB S101

1. Update from Campuses & Sound Check
   a. Cristi Coursen-Downtown
   b. David Forsyth-Polytechnic
   c. Helene Ossipov-Tempe
   d. Julie Murphy Erfani - West

2. Call to Order
   a. Total attendance calculation by clicker.

3. United Way Campaign (Patty Rosciano)

4. Report from the Faculty Athletic Representative (Gary Grossman)

5. UAC Report (Mark Lussier)

6. Old Business
   a. CAPC: Consent agenda motions including new course proposals found in Appendix A

   Senate Motion 2013-7 Request from the College of Liberal Arts and Sciences – School of International Letters & Cultures – for the establishment of graduate degree program – Ph.D. in International Letters and Cultures

   Senate Motion 2013-8 Request from Barrett, The Honors College – for the disestablishment of an undergraduate certificate – Philosophy, Politics and Law
Senate Motion 2013-9 Request from the College of Public Programs – School of Public Affairs – for the establishment of a graduate certificate in Participatory Governance

7. New Business

Senate Motion 2013-10 Request from the Walter Cronkite School of Journalism and Mass Communication for the establishment of an undergraduate degree-BA in Mass Communication and Media Studies

Senate Motion 2013-11 Request from the College of Health Solutions for the establishment of the School of the Science of Health Care Delivery

Senate Motion 2013-12 Request from the New College of Interdisciplinary Arts and Sciences – School of Mathematical and Natural Sciences - for the establishment of an undergraduate degree – BS in Forensics

Senate Motion 2013-13 Request from the College of Health Solutions – School of the Science of Health Care Delivery – for the establishment of a graduate degree – MS in the Science of Health Care Delivery

Senate Motion 2013-14 Request from the School of Sustainability – for the establishment of a graduate certificate – Complex Adaptive Systems Science

Senate Motion 2013-15 Request from the Graduate College – for the establishment of a graduate certificate – Responsible Innovation in Science, Engineering and Society

Senate Motion 2013-16 Request from the W.P. Carey School of Business- Office of the Dean – for the establishment of a graduate degree -MS in Business Analytics

Senate Motion 2013-17 Request from the School of Letters and Sciences – College of Technology and Innovation – for the reorganization of an academic unit – Department of Applied Science and Mathematics

Senate Motion 2013-18 Request from the Mary Lou Fulton Teachers College – Division of Teacher Preparation – for the establishment of an undergraduate certificate – Secondary Education

Senate Motion 2013-19 Request from the College of Liberal Arts and Sciences – Department of Physics – for the establishment of an undergraduate degree program – BS in Biophysics

Senate Motion 2013-20 Request from the Mary Lou Fulton Teachers College – Division of Teacher Preparation – for the establishment of an undergraduate certificate – Games and Impact

Senate Motion 2013-21 Request from the W.P. Carey School of Business – Department of Management – for the establishment of an undergraduate degree program – BS in Business Entrepreneurship

Senate Motion 2013-22 Request from the W.P. Carey School of Business – Department of Marketing – for the establishment of an undergraduate certificate – Sports Business
Senate Motion 2013-23 Request from the W.P. Carey School of Business – Department of Marketing – for the establishment of an undergraduate certificate – Sales and Marketing Essentials

Senate Motion 2013-24 Request from the W.P. Carey School of Business – Office of the Dean – for the establishment of a graduate degree program – MS in Supply Chain Management and Engineering

Appendix B – CAPC Information only items

8. Committee Reports
   a. Committee on Committees - Chair, Chris Kyselka.
   b. University Services and Facilities Committee - Chair, Francisco Lara Valencia.

9. Open Forum

10. Adjournment
## Appendix A
### CAPC New Course Proposals

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Appendix B

CAPC Information Items

On November 8, 2012 the Curriculum and Academic Programs Committee will recommend approval of the following:

W. P. Carey School of Business
Department of Marketing
Establishment of an undergraduate concentration
BS in Marketing (Digital and Integrated Marketing Communications)

W. P. Carey School of Business
Department of Marketing
Establishment of an undergraduate concentration
BA in Business (Sports and Media Studies)

W. P. Carey School of Business
Department of Management
Establishment of an undergraduate concentration
BA in Business (Human Resources)

Herberger Institute of Design and the Arts
School of Music
Establishment of a minor
in Music Performance

College of Liberal Arts and Sciences
School of Historical, Philosophical and Religious Studies
Establishment of an undergraduate concentration
BA in History (Secondary Education)

Mary Lou Fulton Teachers College
Graduate School of Education
Disestablishment of a graduate concentration
M.Ed. in Educational Administration and Supervision (Superintendency)

Mary Lou Fulton Teachers College
Graduate School of Education
Disestablishment of a graduate concentration
M.Ed. in Special Education (Consultation and Collaboration)
Mary Lou Fulton Teachers College  
Division of Teacher Preparation  
Establishment of a minor  
Early Childhood Education

Mary Lou Fulton Teachers College  
Division of Teacher Preparation  
Establishment of a minor  
Educational Studies

College of Technology and Innovation  
Establishment of an undergraduate concentration  
BS in Graphic Information Technology (Gaming)
Senate Motion # 2013-7

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: October 8, 2012

Date of Second Reading: November 5, 2012

Title of Motion: Request from the College of Liberal Arts and Sciences - School of International Letters & Cultures - for the establishment of graduate degree program – Ph.D. in International Letters and Cultures

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the College of Liberal Arts and Sciences - School of International Letters & Cultures for the establishment of graduate degree program – Ph.D. in International Letters and Cultures

Rationale:

The PhD in International Letters and Cultures degree program provides research and training that are linguistically well-grounded, historically and culturally informed, and methodologically transdisciplinary. Central to the program is the critical inquiry of primary texts, aiming at a deep understanding of the development of cultures through history. It particularly focuses on research questions and themes that cannot be fully explored within the traditional disciplinary boundaries; instead, it fosters dynamic scholarly collaboration across disciplines in order to engage in the production of knowledge crucial to understanding a transnational and trans-cultural age.

This degree program provides an innovative intellectual platform that advances trans-disciplinary research and teaching. In consultation with their advisor, students will do their coursework in a primary and a secondary area of emphasis. Both areas will be organized around interdisciplinary study and research in more than one language.
Senate Motion # 2013-8

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: October 8, 2012

Date of Second Reading: November 5, 2012

Title of Motion: Request from Barrett, The Honors College - for the disestablishment of an undergraduate certificate – Philosophy, Politics and Law

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by Barrett, The Honors College – for the disestablishment of an undergraduate certificate – Philosophy, Politics and Law

Rationale:

Due to faculty attrition and changes in priorities, the faculty necessary to teach the two required courses for the certificate are no longer available.
Senate Motion # 2013-9

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: October 8, 2012

Date of Second Reading: November 5, 2012

Title of Motion: Request from the College of Public Programs - School of Public Affairs - for the establishment of a graduate certificate in Participatory Governance

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the College of Public Programs - School of Public Affairs for the establishment of a graduate certificate in Participatory Governance

Rationale:

The Graduate Certificate in Participatory Governance provides knowledge and skills to students interested in the development, implementation and evaluation of democratic spaces and processes for public participation in deliberation and decision-making, particularly at the level of municipal government. This includes students seeking careers in government agencies, but also government officials and community leaders who want to learn about these topics and are eligible for graduate studies at ASU. This certificate combines academic rigor with practical skills. On the one hand, students will examine the main theories and research findings on participatory governance and public engagement, and will familiarize themselves with past and current democratic innovations around the world. On the other hand, throughout the program, students will also develop their own capacities to design, plan, implement and evaluate processes of participatory governance.
Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the Walter Cronkite School of Journalism and Mass Communication for the establishment of an undergraduate degree – BA in Mass Communication and Media Studies

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the Walter Cronkite School of Journalism and Mass Communication for the establishment of an undergraduate degree – BA in Mass Communication and Media Studies

Rationale:

The online Bachelor of Arts in Mass Communication and Media Studies degree gives students a deep nuanced understanding of the growing importance, power, influence and changing nature of media in the world. The program will explore global mass communication issues from all dimensions: social, cultural, historical, political, economic, technical and legal.
Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the College of Health Solutions for the establishment of the School of the Science of Health Care Delivery

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the College of Health Solutions for the establishment of the School of the Science of Health Care Delivery

Rationale:

The new school will bring together expertise from across the university to foster research and education relevant to the science of health care delivery. The system of health care in the United States is undergoing massive change and the new School will bring academic talent at ASU together to do research relevant to this topic as well as educating future professionals in an array of fields related to health and health care.
Senate Motion # 2013-12

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the New College of Interdisciplinary Arts and Sciences – School of Mathematical and Natural Sciences - for the establishment of an undergraduate degree – BS in Forensics

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the New College of Interdisciplinary Arts and Sciences – School of Mathematical and Natural Sciences – for the establishment of an undergraduate degree – BS in Forensics

Rationale:

This program provides and prepares students to pursue careers in forensic laboratories and in the research and development of technologies in forensics. The degree places emphasis on chemistry and biology laboratory coursework as both provide experience with essential techniques commonly used in crime labs. This degree also places emphasis on oral communication skills that will prepare graduates for the multifaceted, interdisciplinary aspects of their careers in forensics.
ARIZONA STATE UNIVERSITY                               First Reading

UNIVERSITY SENATE

FALL 2012

Senate Motion # 2012-13

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the College of Health Solutions – School of
the Science of Health Care Delivery – for the establishment
of a graduate degree – MS in the Science of Health Care
Delivery

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of
a proposal submitted by the College of Health Solutions – School of the Science of Health Care
Delivery – for the establishment of a graduate degree – MS in the Science of Health Care
Delivery

Rationale:

The Master of Science in the Science of Health Care Delivery (MSHCD) is designed to provide a
foundation in the multidisciplinary field of health care delivery. This degree will provide
students with knowledge and competencies to contribute in a patient-centered, safe and cost
effective health care system. The ASU degree is designed for individuals with an interest in a
career in the health care industry. The degree will also be embedded within the new medical
school curriculum at Mayo Clinic Scottsdale when the MD degree is launched in 2014. The
program will focus on quality improvement systems in health care, health disparities and
interventions, health education, health economics, health policy, inter-professional teamwork and
leadership skills, change management, and evidence based assessment and management. Much
of the coursework will utilize a case-based, solution-oriented approach to facilitate integration of
knowledge and competencies.
Senate Motion # 2013-14

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012
Date of Second Reading: December 3, 2012

Title of Motion: Request from the School of Sustainability – for the establishment of a graduate certificate – Complex Adaptive Systems Science

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the School of Sustainability – for the establishment of a graduate certificate – Complex Adaptive Systems Science

Rationale:

We propose to create a new interdisciplinary graduate certificate that helps train the next generation of scientists in advanced concepts and methods needed for approaching diverse phenomena in the social and life sciences as complex adaptive systems (CAS). This educational program will be tightly integrated with diverse, ongoing, university-wide research on CAS at Arizona State University and will emphasize the value of a CAS perspective to giving science better insight and a more active role in seeking solutions to a broad array of critical issues facing our society today. This certificate is designed to be complementary and closely linked to a recently approved and initiated interdisciplinary Doctoral Concentration in CASS.
Motion Introduced by: Curriculum and Academic Programs Committee  
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the Graduate College – for the establishment of a graduate certificate – Responsible Innovation in Science, Engineering and Society

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the Graduate College – for the establishment of a graduate certificate – Responsible Innovation in Science, Engineering and Society

Rationale:

The Graduate Certificate in Responsible Innovation in Science, Engineering and Society will provide documented credit for graduate students interested in responsible innovation, science policy, innovation policy and science meets society issues. Students will learn essential skills, knowledge, and methods for understanding the human and social dimensions of science and technology and their applicability for analyzing processes of innovation, expert advice, and large-scale technological systems. This certificate will be an excellent way for students in the natural sciences and engineering field to demonstrate an interest and competency in the subjects above, as well as a place for S&T professionals in industry and government to continue their education in these areas.
Motion Introduced by: Curriculum and Academic Programs Committee Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the W.P. Carey School of Business- Office of the Dean – for the establishment of a graduate degree - MS in Business Analytics

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the W.P Carey School of Business – for the establishment of a graduate degree – MS in Business Analytics

Rationale:

The MSBA addresses a predicted 50-60% gap by 2018 in the supply of talent capable of performing deep analytics to address business and government problems and opportunities. Four trends are fueling data growth and job demand: cloud computing, a shift in emphasis to interaction processing from transaction processing, the growth of mobile data, and significant improvements in quantitative modeling software. The Program will leverage the combined analytics expertise of faculty in W. P. Carey School Departments. Data visualization will be a key integrating research niche and a catalyst for a new MSBA Laboratory. Such a laboratory is envisioned to be virtual; analytics vendors contacted thus far provide cloud-based, on-demand, visualization portals. Analytic vendor support for a virtual lab is anticipated to mitigate the need for substantial ASU resource investments.
Senate Motion # 2013-17

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012
Date of Second Reading: December 3, 2012

Title of Motion: Request from the School of Letters and Sciences – College of Technology and Innovation – for the reorganization of an academic unit – Department of Applied Science and Mathematics

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the School of Letters and Sciences – College of Technology and Innovation – for the reorganization of an academic unit – Department of Applied Science and Mathematics

Rationale:

The faculty in biology, chemistry, physics and mathematics on the Polytechnic campus will join the faculty in the School of Letters and Sciences at the Polytechnic campus. No faculty will change locations or teaching assignments.
Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the Mary Lou Fulton Teachers College – Division of Teacher Preparation – for the establishment of an undergraduate certificate – Secondary Education

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the Mary Lou Fulton Teachers College – Division of Teacher Preparation – for the establishment of an undergraduate certificate – Secondary Education

Rationale:

Secondary Education (SED) certificate program prepares students who wish to teach students enrolled in seventh through twelfth grades. While students develop a strong content background, the SED certification focuses on developing the requisite teaching knowledge and abilities to successfully teach middle or high school students.

This Secondary Education Certificate is designed to allow students to receive a degree in a content area and be eligible for teaching certification grades 7-12 from the Arizona Department of Education.
Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the College of Liberal Arts and Sciences – Department of Physics – for the establishment of an undergraduate degree program – BS in Biophysics

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the College of Liberal Arts and Sciences – Department of Physics – for the establishment of an undergraduate degree program – BS in Biophysics.

Rationale:

Biophysics is concerned with the energies, forces and motions that govern the molecular processes of life. The B.S. degree in biophysics is interdisciplinary, providing students with a working understanding of the important principles of physics, chemistry and biology that control molecular biophysics of cells.
Senate Motion # 2013-20

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the Mary Lou Fulton Teachers College – Division of Teacher Preparation – for the establishment of an undergraduate certificate – Games and Impact

Action Requested:
The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the Mary Lou Fulton Teachers College – Division of Teacher Preparation – for the establishment of an undergraduate certificate – Games and Impact

Rationale:
The Certificate in Games and Impact is intended for undergraduates with a desire to become change agents in their current and future areas of interest, study and training. The Certificate provides a solid grounding in the theory, design and use of games as tools for effecting change in education, health, and social justice, among other fields. For this reason, it is appropriate for students in a wide range of majors, including interested students in design and programming.
Motion Introduced by: Curriculum and Academic Programs Committee  
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the W.P. Carey School of Business – Department of Management – for the establishment of an undergraduate degree program – BS in Business Entrepreneurship

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the W.P. Carey School of Business – Department of Management – for the establishment of an undergraduate degree program – BS in Business Entrepreneurship

Rationale:

This proposal for a BS in Business Entrepreneurship is simply a change in status from our popular entrepreneurship concentration within management to its own degree within the management department. There will be no content changes with this move. The program prepares students to identify, evaluate and develop entrepreneurial opportunities, whether in existing companies or through new business ventures. Students earning the degree may follow multiple self-directed paths such as starting a new venture, working for a new venture or a small business, or working as an innovative leader within an existing organization. The degree has an emphasis on collaboration, leadership, communication and team building, as well as development in refined analytical, managerial and leadership skills appropriate for people who want to change the world through new product development and innovation.
Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012
Date of Second Reading: December 3, 2012

Title of Motion: Request from the W.P. Carey School of Business – Department of Marketing– for the establishment of an undergraduate certificate – Sports Business

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the W.P. Carey School of Business – Department of Marketing – for the establishment of an undergraduate certificate – Sports Business

Rationale:

The Certificate in Sports Business is targeted to W. P. Carey BS students, and is neither limited to marketing majors (concentration) nor excludes students who are pursuing a marketing degree (minor). As indicated by the membership in the Sports Business Association (SBA), the almost 200 members of this club are comprised of business students from all disciplines. As a result, this Certificate will allow business students to enhance their educational experience by pursuing Sports Business, as an interest area, in addition to their BS degree. Though the courses are offered through the Marketing Department, the content will draw across disciplines. For instance, the introductory course, Sports Business, as well as Sports Projects, will include cross-disciplinary coverage. More importantly, the Certificate in Sports Business clearly leads to advanced specialization in the field. In fact, this Certificate draws on the curriculum that formerly comprised the Sports Business specialization in the MBA program. Finally, given the competitive marketplace in Arizona, this Certificate offers a new option for W. P. Carey students that could attract more students to ASU.
ARIZONA STATE UNIVERSITY

UNIVERSITY SENATE

FALL 2012

Senate Motion # 2013-23

Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the W.P. Carey School of Business – Department of Management – for the establishment of an undergraduate certificate – Sales and Marketing Essentials

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the W.P. Carey School of Business – Department of Marketing – for the establishment of an undergraduate certificate – Sales and Marketing Essentials

Rationale:

The Certificate in Sales and Marketing Essentials is targeted to undergraduate non-business majors. While marketing majors and other BS students may not enroll in this Certificate, we would like the flexibility to allow non-degree students to pursue this Certificate. As a “free-standing” program, the Certificate (versus a minor or concentration) is most appropriate. Students are very interested in enhancing the value of their ASU degree. In addition, though not their core area of study, many students ultimately find entry-level positions in the sales domain. Based on input from the W. P. Carey Academic Advising staff, non-business majors would be very interested in a certificate that provides coverage of sales and marketing. According to the Business Career Center (BCC) staff, employers, who are specifically interested in hiring students for sales roles, would be very interested in students who completed a certificate in sales and marketing. Though the courses are offered through the marketing department, the content is broad and far-reaching, covering a wide variety of topics. More importantly, the Certificate in Sales and Marketing Essentials clearly leads to advanced specialization in the marketing field.
Motion Introduced by: Curriculum and Academic Programs Committee
Arnold Maltz, Chair

Date of First Reading: November 5, 2012

Date of Second Reading: December 3, 2012

Title of Motion: Request from the W.P. Carey School of Business – Office of the Dean – for the establishment of a graduate degree program – MS in Supply Chain Management and Engineering

Action Requested:

The Curriculum and Academic Programs Committee recommends University Senate approval of a proposal submitted by the W.P. Carey School of Business – Office of the Dean – for the establishment of a graduate degree program – MS in Supply Chain Management and Engineering

Rationale:

The Master of Science in Supply Chain Management and Engineering (MS-SCME) will be a two year, 30 credit hour program for working professionals in supply chain management, industrial engineering or a related field that consists of 15 credit hours of courses from the Department of Supply Chain Management in the W. P. Carey School of Business and 15 credit hours from the Industrial Engineering program in the School of Computing, Informatics, and Decision Systems Engineering in the Ira A. Fulton Schools of Engineering. Most students will have an undergraduate degree in a technical field, such as business, engineering, or science. The objective is twofold: (1) to provide students with knowledge of the fundamental foundations across the full spectrum of supply chain management functions, and (2) the ability to use state-of-the-art engineering tools to analyze, control, and optimize modern supply chains. The initial offering of the degree will be online.