



## **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

ACC	360	Ethics for Professional Accountants I
BIO	281	Conceptual Approaches to Biology for Majors I
BIO	282	Conceptual Approaches to Biology for Majors II
BME	182	Biomedical Engineering Product Design and Development I
BME	282	Biomedical Engineering Product Design and Development II
CEE	565	Advanced Environmental Biotechnology
CEE	571	Advanced Environmental Chemistry
COM	459	Theory and Methods of Social Media Networks
CRJ	422	Violence in America
CSE	575	Statistical Machine Learning
CST	111	Introduction to Game Development
CST	211	Intermediate Game Development
EDT	220	Understanding Games for Impact
EDT	310	Games for Impact: The Full Life Cycle
EDT	340	Designing Games for Impact
EGR	570	Capstone Design
ENG	485	Digital Tools
ENG	486	Teaching Text
FIN	123	ASU Financial Literacy
HCD	501	Health Behavior and Statistical Tools in Health Environments
HCD	502	Health Care Systems and Design
HCD	510	Interdisciplinary Approaches to Promotion of Healthy Lifestyles
HCD	511	Health Economics, Policy, and Payment Models
HCD	520	Interdisciplinary Perspectives on Health Disparities and System Access
HCD	521	Law and Health Promotion
HCD	540	Seminar in Science of Health Care Delivery
HCD	550	Capstone - Applied Project
HRC	480	Capstone: Practices and Approaches
HSC	412	Health Issues in Later Life
HST	317	History of Postwar U.S. Conservatism
HST	374	Roman History II: The Roman Empire
HST	404	Conquest
IEE	486	Systems Design Capstone II
JMC	105	Freshman Seminar
JMC	120	Studio Production
JMC	410	Turning Points in TV History
JMC	430	Sports Marketing and Campaigns
JMC	435	Latino and Transnational Issues
JMC	436	Public Relations Research Methods
JMC	450	Issues in Coverage of Business and the Economy
JMC	453	Reporting on Business and the Economy
JMC	455	Digital Media Entrepreneurship
JMC	476	Public Relations Laboratory
JMC	477	Innovation and Entrepreneurship Lab

LAW	210	Law, Culture and Community
LAW	310	The Global Legal Community
LAW	322	Consumer Protection Law
LIA	101	Student Success in the College of Liberal Arts and Sciences
LIN	525	Teaching Second Language Writing 3 - 2137: Fall 2013   CL: Add ENG 525
LIN	625	Advanced Studies in Second Language Writing 3 - 2137: Fall 2013   CL: Add ENG 625
MAE	325	Aerospace Structures and Materials
MAE	445	Fundamentals of Spacecraft Design
MAE	478	Fundamentals of Autonomous Aircraft Systems
MAE	479	Design of Autonomous Aircraft Systems
MAT	171	Precalculus: Science, Technology, Engineering and Mathematics (STEM)
MCO	536	Public Relations Research Methods
MCO	553	Reporting on Business and the Economy
MCO	555	Digital Media Entrepreneurship
MDC	211	Introduction to Digital Sound
MDC	311	Composing and Performing for Hybrid Ensembles
MKT	311	Sports Administration
MKT	392	Essentials of Business Marketing
MKT	396	Essentials of Services Marketing
MKT	397	Essentials of Global Marketing
MKT	398	Essentials of Sports Business
MKT	421	Fan Behavior and Sports Communication
MKT	431	Sports Facility Operations
MKT	441	Sports Relationship Management
MKT	450	Social Media and Content Marketing
MKT	455	Brand Management
MKT	460	Sports Revenue Generation
MKT	465	Projects in Sports Business
MSE	442	Fatigue, Fracture, and Creep of Materials
MUP	431	Basketball Band
MUP	442	Instrumental Ensembles
MUP	448	Classical Style: Performance and Analysis
MUP	449	The Unaccompanied Music of JS Bach: Performance and Analysis
MUP	460	The Visiting Quartet Residency Program
MUP	548	Classical Style: Performance and Analysis
MUP	549	The Unaccompanied Music of JS Bach: Performance and Analysis
MUP	560	The Visiting Quartet Residency Program
MUS	131	Bach to Bebop
MUS	231	Laughing to Music
MUS	371	World Music
NTR	455	Retail Food Service Operations
NUR	412	Nursing Concepts for Pediatric Patients and their Families
PHY	118	Explorations in Science Teaching
POS	541	Modern Political Theory 3 - 2137: Fall 2013   CL: None
PPE	335	Movement and Physiology Principles of Children and Youth in Physical Activity Environments
PPE	345	Adolescents in Physical Activity Environments: Understanding and Practices
REL	245	Introduction to South Asia   CL: Add SGS 245, HST 245

SCM	445	Advanced Logistics Management
SCN	250	Physical Science by Inquiry
SLC	491	Crossing Languages and Cultures
SOS	210	Introduction to Mathematical Tools and Modeling for the Life and Social Sciences
SOS	211	Calculus and Probability for the Life and Social Sciences
SOS	220	Systems Thinking
SOS	230	Practical Skills for Sustainability Problem Solving
SOS	231	Careers in Sustainability
SOS	310	Equity, Justice and Sustainability
SOS	311	Future Thinking and Strategies
SPA	401	Spanish Oral Communication for the Professions
SPA	402	Written Communication for the Professions
SPA	403	Spanish Grammar and Stylistics for the Professions
SPA	404	Spanish in U. S. Professional Communities
SPA	405	Latino Cultural Perspectives for the Professions
SPE	568	Behavioral Assessment
SPE	597	Capstone
STP	311	Regression and Time Series Analyses
SWU	181	Economics: A Social Issues Perspective
SWU	182	Arizona and National Government: A Social Work Perspective
SWU	183	Introductory Ethics: A Social Issues Perspectives
TDM	482	Sustainable Revenue Management
TEM	455	Global Impact Entrepreneurship
TEM	505	Lean Process Improvement
TEM	532	Advanced Analysis of Systems
UNI	270	Career Direction for a Successful Future
WS	285	Global Perspectives on Women
WST	449	Hate Speech, Manifestos, and Radical Writings

## 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)



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**Old Business to Follow**

**ARIZONA STATE UNIVERSITY  
UNIVERSITY SENATE  
FALL 2012**

**Second Reading**

**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.

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**New Business to Follow**

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-10**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-11**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**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.



**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-15**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-16**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2012-18**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-19**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-21**

**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.

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-22**

**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**

**First Reading**

**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.

**ARIZONA STATE UNIVERSITY**

**First Reading**

**UNIVERSITY SENATE**

**FALL 2012**

**Senate Motion # 2013-24**

**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.