

## Curriculum Committee Minutes, 11/04/16

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A quorum was present. Members are Fred Blevens, Michael Cheng, Susan Himburg, Michelle Odai (proxy), Kenton Harris (proxy), Gricel Dominguez (proxy), and Cheng-Xian Lin (Engineering proxy).

A motion was made to recommend approval for a new BS degree in Public Relations, Advertising, and Applied Communication. Presently, there is only one BS in Communications degree with five tracks. The proposed “new” BS in Public Relations, Advertising and Applied Communication structure is very similar to the existing degree with tracks, and there are no additional resources required. The BS in Communications will remain, but the tracks will be taught out. Motion passed.

A motion was made to recommend approval for a new BS in Digital Communication and Media. Similarly, the existing BS in Communications has a track that will be separated for this new BS in Digital Communication and Media. Motion passed.

A motion was made to recommend approval for the new Hospitality 4+1 program. Discussion included concerns around “watering down” the undergraduate degree, and the benefits for offering such an option. Approval of the motion will help the University meet its KPI with enrollment in graduate programs. Motion passed.

A motion was made to recommend approval for a new MS in Data Science, with specializations in Computational Data Analytics, Business Data Analytics, Hospitality Data Analytics, and Biostatistics Data Analytics. This robust interdisciplinary program is designed with industry needs and supported by data from student surveys. Motion passed.