

REPORT
of the
SENATE COMMITTEE ON CURRICULA
11 February 2015

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Submitted to the Senate for its approval:

I. NEW COURSES

School of Management

BUA 201 Business Essentials I (3)

Business fundamentals taught through the operation of a fictional company. Multiple professors teach how the principles of accounting, finance, management, entrepreneurship, marketing, supply chain, retail and law work together within the business.

BUA 202 Business Essentials II (3)

Advanced business fundamentals taught through the operation of a fictional company. Multiple professors teach how accounting, finance, management, entrepreneurship, marketing, supply chain, retail and law work together for a deeper understanding of the business.

BUA 345 Business Analytics for Management Decisions (3)

Introduction to business analytics and statistical techniques used by managers to make decisions. Topics include defining business problems, identifying data needs to solve defined problems, and using information technologies to collect, analyze, and communicate findings. Prereq: MAS 261

MGT 248 Managing and Leading People in Organizations (3)

Introduces students to the management functions of planning, organizing, leading and controlling. Topics include teamwork, ethics, motivation, and others with an emphasis on the application of conceptual tools to analyze and address managerial issues. Coreqs: MGT 247 and SOM 354

College of Sport and Human Dynamics

CFS 355 Children's Learning and Thinking in Culture, Contexts and Application (3)

Understand how children's learning and thinking develops from infancy to childhood, and how different settings and environmental interactions influence applications of the learning theories across diverse contexts and cultures. Prereq: CFS 202 or PSY 205

CFS 615 Graduate Proseminar in Child and Family Studies (3)

This proseminar is for first-year Child and Family Studies graduate students to familiarize and gain knowledge about research, teaching, ethical principles, and the profession.

CFS 674 Promises and Problems in Youth and Emerging Adulthood (3)

Development of youth and emerging adults in family and cultural contexts emphasizing both positive outcomes and challenges. Roles of parents, peers, communities, social structures, media influences, and institutions in youth/emerging adult development.

FST 204 Food, Identity, and Power (3)

Examines the relationship between food, identity, and power. How humans relate to food in the context of ethnicity, race, class, gender, sexuality, religion, and migration.

FST 310 Will Work for Food: Labor Across the Food Chain (3)

Examines labor across the US food system, including labor conditions and possibilities for reform throughout the food chain.

FST 312 Emergency Food Systems (3)

Examination of domestic strategies to address chronic need for emergency food, with emphasis on emergency feeding in the food systems.

FST 604 Food Studies Research Methods (3)

Research methods for graduate food studies introducing qualitative and quantitative methods, GIS, and food system assessments with emphasis on research design, data management, and writing a proposal.

SPM 316 Sport Data Analytics (3)

Analyzing and interpreting sport data through analytical procedures. Current advanced statistics will be introduced, discussed, and computed across a variety of professional and college sports.

Prereq: MAT 183 and 221

SPM 350/650 Sports Ticket Sales (3)

Sports ticket sales process and best practices. Simulated ticket sales environments, application of sales practices and connecting with industry sales professionals. Additional work required of graduate students. Prereq: SPM 615

SPM 655 Practicum in Sport Venue and Events Management (3-9)

The practicum provides students with hands-on industry experience in sports venue and event settings. Students will utilize knowledge and skills learned in other Sport Venue and Event Management coursework through industry application. Prereq: SPM 614

II. COURSES CHANGED

College of Sport and Human Dynamics

From: HTW 221 Health Promotion Across the Lifespan (3)

Health professional's role in health promotion and illness prevention, includes service-learning opportunities

To: [title, description] Community Health Promotion

Health professional's role in community based health promotion and illness prevention. 15 hours of community based service learning required.

III. REVISED PROGRAMS

School of Management

Bachelor of Science in General Management

PROPOSED CHANGE FOR REQUIREMENTS FOR BS UNDERGRADUATE REQUIREMENTS FOR THE FOLLOWING MAJORS: ENTREPRENEURSHIP, FINANCE, GENERAL STUDIES, MARKETING, MANAGEMENT, REAL ESTATE, RETAIL MANAGEMENT, AND SUPPLY CHAIN MANAGEMENT

The present undergraduate curriculum was last revised in 1998, where changes were made to the Management Core and Major requirements. To meet New York State and AACSB accreditation standards, half of our program must be non-Management coursework. The current curriculum is very limiting in how the non-Management coursework must be completed. The new proposal will allow students to add programs outside of the Whitman School with more flexibility and ease in an effort to provide a more interdisciplinary learning environment. The School is making an effort to incorporate higher rates of liberal arts learning among the undergraduate business students by eliminating the specific categories of electives that they may choose.

In addition to the liberal arts core requirements, the Whitman course revision includes a five course major which will allow students to get a deeper understanding of their discipline. This revision was critical to better prepare students for their field of study including short and long-term career opportunities.

Current Curriculum Requirements:	
Whitman Core Requirements (Required for ALL students) (61 credits):	Arts and Sciences Requirements (Required for ALL students) (51 credits):
SOM 122 Perspectives of Business and Management <i>*Currently counts towards Liberal Arts credits since it is the freshmen forum/Business & Society course.</i>	MAT 183 Elements of Modern Mathematics
ACC 151 Introduction to Financial Accounting (4 credits)	MAT 284 Business Calculus
ACC 252 Introduction to Managerial Accounting	Science 1
SHR 247 Introduction to Strategic Management	Science 2
MAS 261 Introductory Statistics for Management <i>*Currently counts towards liberal arts</i>	WRT 105 Writing Studio 1
LPP 255 Introduction to the Legal System <i>*Currently counts towards liberal arts since it is an Introduction to Law course.</i>	WRT 205 Writing Studio 2
MAR 255 Principles of Marketing	WRT 307 Advanced Writing Studio
FIN 256 Corporation Finance	CRS 325/IST 444 Presentational Speaking
SCM 265 Introduction to Supply Chain Management	ECN 203 Economic Ideas and Issues
SHR 355 Strategic Human Resource Management	ECN 300+
MIS 325 Introduction to Information Systems for Managers <i>*Currently counts towards liberal arts</i>	Environmental Studies 1 (History, political science, public affairs, economics, or geography)
MAS 362 Decision Tools for Management <i>*Currently counts towards liberal arts</i>	Environmental Studies 2
SOM 354 Managing in a Global Setting	Behavioral Studies 1 (Anthropology, psychology, or sociology)
EEE 457 Strategic and Entrepreneurial Management	Behavioral Studies 2
Major Classes (4 classes/12 credits)	Behavioral Studies 3
Management Electives (2 classes/6 credits)	Arts & Humanities 1
	Arts & Humanities 2
Electives (9 credits)	

Proposed Curriculum Revision:	
Whitman Core Requirements (Required for ALL students) (58 credits):	Arts and Sciences Requirements (Required for ALL students) (52 credits):
SOM 122 Perspectives of Business and Management	MAT 284 Business Calculus (4 credits)
ACC 151 Introduction to Financial Accounting (4 credits)	Science 1
ACC 252 Introduction to Managerial Accounting	PSY 205 Foundations of Human Behavior
MGT 247 Introduction to Strategic Management	ECN 203 Economic Ideas and Issues
MAS 261 Introductory Statistics for Management <i>*counts as a liberal arts requirement</i>	WRT 105 Writing Studio 1
LPP 255 Introduction to the Legal System <i>*counts as a liberal arts requirement</i>	WRT 205 Writing Studio 2
MAR 255 Principles of Marketing	WRT 307 Advanced Writing Studio
FIN 256 Corporation Finance	ECN 300+
SCM 265 Introduction to Supply Chain Management	Arts & Science Elective 1 (AAA, AAS, AMS, ANT, AST, BIO, CHE, EAR, ECN, ETS, FSC, Foreign Language, GEO, HOA, HOM, HST, JSP, LAS, LIN, LIT, MES, NAT, PAF, PSC, PHI, PHY, PSY, QSX, REL, SAS, SCI, SOC, SOL, STS, WGS, WSP)
MGT 248 Managing and Leading People in Organizations	Arts & Science Elective 2
BUA 345 Business Analytics <i>*counts as a liberal arts requirement</i>	Arts & Science Elective 3
SOM 354 Managing in a Global Setting	Arts & Science Elective 4
EEE 457 Strategic and Entrepreneurial Management	Arts & Science Elective 5
Major Classes (5 classes/15 credits)	Arts & Science Elective 6
Business Elective	Arts & Science Elective 7
	Arts & Science Elective 8
	Arts & Science Elective 9
Electives (12 credits)	

Bachelor of Science in Accounting Change of Program Title to Professional Accounting

Proposal for revision to curriculum. Presently, the Accounting major specifically requires an upper level Finance elective as a required course. This requirement was necessary to meet NYS education requirements for CPA licensure that were in effect prior to August 2009. The current education requirements eliminated the mandatory Finance requirement, therefore to add flexibility to a student's degree program, this requirement will be deleted from the Accounting major and create a free elective for students in this major. This change will add flexibility to a student who wishes to pursue a double major within Whitman as the elective can satisfy one of the courses required for another major.

The program changes are summarized as follows:

Current Requirement:	Proposed Requirement:
Required for ALL students declaring Accounting as a major (24 credits):	Required for ALL students declaring Accounting as a major (21 credits):
ACC 356 Intermediate Financial Accounting I	ACC 356 Intermediate Financial Accounting I
ACC 357 Intermediate Financial Accounting II	ACC 357 Intermediate Financial Accounting II
ACC 363 Cost Analysis and Control	ACC 363 Cost Analysis and Control
ACC 385 Principles of Taxation	ACC 385 Principles of Taxation
ACC 476 Auditing Theory and Practice	ACC 476 Auditing Theory and Practice
ACC 477 Advanced Financial Accounting	ACC 477 Advanced Financial Accounting

LPP 457 The Law of Commercial Transactions	LPP 457 The Law of Commercial Transactions
Finance elective	

The above change is being proposed in conjunction with the overall Whitman curriculum revision.

College of Sport and Human Dynamics

Bachelor of Science in Food Studies

FST 204 (Food, Identity and Power) will replace FST 421 (Morality of a Meal) in the core curriculum for the B.S. in Food Studies. Much of the subject matter in FST 421 is covered in other core courses such that it is not needed in the core. However it can make a contribution as an elective.

Current Core

FST 102 Food Fights: Contemporary Food Issues (3)

NSD 115 Food Science 1 (3)

FST 202 Introduction to Agroecology (3)

FST 403 Right to Food and Nutrition (3)

FST 421 Morality of a Meal (3)

NSD 457 Research and Evaluation in Nutrition (3)

FST 485 Research Experience in Food Studies (3) **or** FST 486 Food Studies Practicum (3)

Proposed Core

FST 102 Food Fights: Contemporary Food Issues (3)

NSD 115 Food Science 1 (3)

FST 202 Introduction to Agroecology (3)

FST 204 Food, Identity and Power (3)

FST 403 Right to Food and Nutrition (3)

NSD 457 Research and Evaluation in Nutrition (3)

FST 485 Research Experience in Food Studies (3) **or** FST 486 Food Studies Practicum (3)

Master of Science in Sport Venue and Event Management

Proposal to replace required SPM 670 Experience Credit (9 credits) with SPM 655 Practicum in Sport Venue and Event Management course (9 credits)

Both courses provide students with hands-on industry experience in sports venue and event settings.

Master of Science in Child and Family Health in the Global Community ***Change of Program Title Only: Global Health***

Rationale: The current title (Child and Family Health in the Global Community) is cumbersome and implies a focus on children and families. The program includes courses/content relevant to the broader topic of global health (HTW 664 Social and Behavioral Determinants in Global Health, HTW 665 Applied Global Health Practice and Policy, Applied Epidemiology in Global Health) and therefore the proposed name change is more descriptive of the program. The proposed name change will also more clearly link our Certificate of Advanced Study in Global Health to the primary graduate program from which it is derived.

IV. NEW PROGRAMS

School of Management

Bachelor of Science in General Accounting

Proposal for a new General Accounting major for students who do not wish to seek a Certified Public Accountant license, but are interested in deepening their accounting knowledge. Students may choose this degree option to complement another major within Whitman without exceeding the standard number of credits required for a Bachelor's degree. Graduates will be prepared for entry-level accounting positions in industry, government, and not-for-profit institutions.

The degree requirements are less than those required of the Professional Accounting major. The course requirements are summarized as follows:

Major Requirement:
Required for ALL students declaring General Accounting as a major (15 credits):
ACC 356 Intermediate Financial Accounting I
ACC 357 Intermediate Financial Accounting II
ACC 363 Cost Analysis and Control
Select two out of the following courses:
ACC 385 Principles of Taxation
ACC 476 Auditing Theory and Practice
ACC 477 Advanced Financial Accounting

Proposed Curriculum:	
Whitman Core Requirements (Required for ALL students) (43 credits):	Arts and Sciences Requirements (Required for ALL students) (52 credits):
SOM 122 Perspectives of Business and Management	MAT 284 Business Calculus (4 credits)
ACC 151 Introduction to Financial Accounting (4 credits)	Science 1
ACC 252 Introduction to Managerial Accounting	PSY 205 Foundations of Human Behavior
MGT 247 Introduction to Strategic Management	ECN 203 Economic Ideas and Issues
MAS 261 Introductory Statistics for Management <i>*counts as a liberal arts requirement</i>	WRT 105 Writing Studio 1
LPP 255 Introduction to the Legal System <i>*counts as a liberal arts requirement</i>	WRT 205 Writing Studio 2
MAR 255 Principles of Marketing	WRT 307 Professional Writing
FIN 256 Corporation Finance	ECN 300+
SCM 265 Introduction to Supply Chain Management	Liberal Arts Electives (27 credits)
MGT 248 Managing and Leading People in Organizations	
BUA 345 Business Analytics for Management Decisions <i>*counts as a liberal arts requirement</i>	
SOM 354 Managing in a Global Setting	
EEE 457 Strategic and Entrepreneurial Management	
Business Elective	
Electives (12 credits)	

Total Credits: 122

College of Sport and Human Dynamics

Master of Science in Food Studies

Master of Science (M.S.), Food Studies

Food Studies has been emerging since 1990s and has been growing steadily in numbers of programs and students (Spiegel, 2012). The discipline exists at the nexus of multi-disciplinary and cross-sectional inquiry addressing the linkages between food systems, human and landscape sustainability including public health, and urban and regional design, planning, and governance (Weissman et al. 2012). Food Studies is distinct from, yet complementary to, traditional academic disciplines. The proposed M.S. in Food Studies introduces this groundbreaking new field of study at the graduate level in Syracuse University, building depth into the newly established undergraduate program in Falk College and extending its disciplinary reach to strong students nationally and internationally.

Integrated and yet unique within the growing Food Studies discipline

Of all Food Studies opportunities at the graduate level in the United States, the program at Syracuse University uniquely introduces a human rights based approach to food systems in addition to food security, trade, sovereignty, ethics, and agro-ecology. The proposed program benefits tremendously from a close linkage to the allied programs in the Department of Public Health, Food Studies and Nutrition. At the same time, the M.S. program in Food Studies emphasizes its unique interdisciplinary association with the social sciences, history, international studies, gastronomy, agronomy, environmental studies, women and gender studies, law, planning and architecture, as well as with public health and nutrition (Moodie et al. 2013, 676; Herrera et al. 2009).

Complementary to programming in Syracuse University and surrounding higher education institutions

On 1 March 2013, the Syracuse University Food Studies faculty hosted a welcome and introductions breakfast. The event was attended by over 30 faculty, representing most of the colleges and schools at Syracuse University (Falk, Maxwell, Newhouse, Arts and Sciences, Architecture, Visual and Performing Arts, Whitman, and the Sustainability Program) as well as three additional area higher education institutions (SUNY College of Environmental Science and Forestry, Le Moyne College, and SUNY Upstate Medical University), who have begun to introduce food system and food studies content into their courses.

Synergistic institutional structure in the Department of Public Health, Food Studies and Nutrition

The Food Studies Program in Falk College distinctively benefits from the unique intersection of its departmental alliance with long-standing professional programs in Public Health and Nutrition. This enables a critical capacity to engage in food systems research that can help explain and address inequalities in health and nutrition outcomes caused by inadequacies and consistencies in the political economy instead of through the fault of individual behavior. From understanding the urban design construction of food deserts to the intractability of domestic and foreign food aid, food systems research – with its history of interdisciplinarity -- leverages single discipline contributions to create complex analyses of hunger, malnutrition and the reproduction of poverty.

Program Overview:

The 36 hour M.S. in Food Studies builds from the recent establishment of the Bachelor of Science (B.S.) major in Food Studies. The five required core classes in the M.S. (15 credits) begin with the Seminar in Food Studies and Systems and include Food Studies Research Methods, Right to Food and Nutrition, Political Economy of Food, and Transnational Food, Health and the Environment. The first three of these are taken in the first semester in order to establish strong cohesion among the students and a common canon of literature and training. The other two required classes are staggered in the second and third semesters. This provides time for experimentation and concentration in diverse classes with strong food study themes including disability studies, nutritional health, and urban design.

These five required courses present students with the most relevant and cutting edge literature in the Food Studies field and introduce them to discipline-oriented research methods. They frame the multi-scale, global-local constructions of human rights and civil society claims, trade and food aid, and related public policy as they together influence human health, nutrition, and the environment. These five courses establish the particular focus of the Syracuse University Food Studies program in its emphasis on a political economy approach to our field, as opposed to most other M.S. Food Studies programs that emphasize food culture, food history, or gastronomy. An additional required elective methods class (3 credits) will be chosen in consultation with student advisors to help advance competencies with which to undertake the final project.

In accordance with students' interests, 4-5 additional directed electives (depending upon whether a practicum or thesis is selected, 12 or 15 credits) must be selected from courses approved by the faculty in Food Studies that have central food studies content. A recommended list is provided that includes courses in Public Health and Nutrition, supplemented as well with additional relevant courses from a variety of departments at Syracuse University and SUNY-ESF.

M.S. Food Studies educational and career opportunities:

M.S. Food Studies students train in the fast-changing landscape of international food policy as well as local food governance systems. The program is characterized by the study of structural conditions of inequalities, injustice and imbalances in the food system, combined with learning the levers of social change, including social movements, public policy, and equitably organized food and nutrition economies. Students learn how the local and global articulate with each other under diverse circumstances like climate change, trade rules, or humanitarian/charity assistance; and they become adept at methods to design, adapt and implement multidisciplinary fieldwork for diverse local domestic and global settings.

The M.S. Food Studies graduate degree enhances students' employment profile in food-related fields, opening employment opportunities in: local and national government work associated with food regulation and industry relations; NGO engagement in advocacy and policy associated with the human right to adequate food, food sovereignty, food and nutrition security, and trade and food-oriented labor; economic and social development work at the community, national, and international scales; food production and distribution companies, services, and vendors in established or start-up modes.

M.S. Food Studies graduates will be also be well prepared for advanced graduate work. Although only one Ph.D. program in Food Studies presently exists in the United States (New York University), the program's rigorous grounding at the confluence of social sciences, health, and nutrition will develop attractive candidates for advanced study in fields that individual students personally emphasize.

M.S. in Food Studies Program Requirements:

The Masters of Science in Food Studies is a 36 credit hour, graduate program providing students with a foundation in the political economy of food systems, including human rights, food governance, and food justice and health. The M.S. degree includes a required food studies core (15 credits). Students must complete one of two final project options: either a thesis (maximum 6 hours) or a final practicum project (3 credits). Directed electives must make up the balance of the 36 (minimum) credit hours for program completion, including a minimum of 3 supplemental research and evaluation methods credits. We note that new courses relevant to food studies are steadily appearing at Syracuse University and other campuses, and therefore, the list of directed electives is expected to expand.

Credits

15

Core classes, required:

Final Project: Thesis (max 6 credits) *or* Practicum (3 credits)

6 or 3

Required Elective: Methods class	3	
Required Electives: Other (number depends on final project)	12 or 15	Food
Studies Core (15 credits required)		
FST 601 Seminar in Food Studies and Systems (3)		
FST 603 Right to Food and Nutrition (3)		
FST 604 Food Studies Research Methods (3)		
FST 702 Political Economy of Food (3)		
FST 703 Transnational Food, Health and the Environment (3)		
Food Studies Final Project (6 credits maximum for Thesis; 3 credits for Practicum)		
FST 997 Thesis (3-6)		
FST 797 Practicum in Food Studies and Systems (3)		

Research and Evaluation Methods (3 credits)*To be selected in consultation with faculty advisor*

HTW 621 Research Methods in Public Health (3)
HTW 668 Applied Epidemiology in the Global Community (3)
CFS 621 Statistical Concepts I (3)
SWK 775 Program Evaluation <i>or</i> HTW 661 Development and Evaluation of Global Health Program (3)
SOC 614/WGS 614/EDU 603 Introduction to Qualitative Research (3)
GEO 685 Community Geography: Theory and Practice

Directed Electives (12-15 credits, depending on Final Project credits)*

FST 621 Morality of a Meal (3)
FST 706 Gender, Food, Rights (3)
HTW 669 Disability, Food, and Health (3)
HTW 706 Environmental Epidemiology (3)
NSD 627 Public Health Nutrition (3)
NSD 756 Food and Public Policy (3)
PAI 730 Food Security (3)
GEO 755 Seminar in Political Ecology: Nature, Culture, Power (3)
LSA 670 Thematic Design Studio (1-6)

*Additional choices may be selected from the research and evaluation methods courses listed above.

Program Plan:

Year (credit hours)	Fall	Spring
<u>Year one (18 Credits)</u> Core (12) Research & Evaluation Methods (3)** Directed Electives (3)	FST 601 Seminar in Food Systems FST 603 Right to Food and Nutrition FST 604 Food Studies Research Methods	FST 703 Transnational Food, Health and the Environment <i>(plus 3 hours of the required elective in research methods*)</i> <i>(plus 3 hours of other directed electives)</i>
<u>Year two (18 Credits)</u> Core (3) Thesis option Thesis (3-6) Directed Electives (Balance; of 6-9)	FST 702 Political Economy of Food <i>(plus 6 hours of additional elective methods and/or other directed electives)</i>	FST 997 Thesis (6 credits) <i>or</i> FST 797 Practicum (3 credits) <i>(plus 3-6 hours of directed electives)</i>

<i>Practicum option</i> Practicum (3) Directed Electives (Balance; 9)		
	Summer <i>Plans are underway for directed electives in the area of study abroad and comparative food systems studies</i>	

**The program recommends, as ideal, to take the minimum required 3 additional research methods credits in the first year, recognizing however, that desired courses might not be available as desired, needed, or as identified early enough by students. If the minimum required 3 credits of directed electives in research methods cannot be taken in the first year, they must be taken in the second year, replacing 3 hours of other directed electives.

References

Moodie R, et al. 2013. Profits and pandemics: prevention of harmful effects of tobacco, alcohol, and ultra-processed food and drink industries. *The Lancet*.381:670-679.

Herrera H, et al. 2009. Food systems and public health: the community perspective. *Journal Hunger and Environmental Nutrition*.4:430-445

Spiegel JE. 2012. "Truly Food for Thought" *New York Times*, April 13 (found at: <http://foodandfoodiesinjapan.wordpress.com/2012/04/22/ny-times-article-on-food-studies-as-growth-field-universitygrad-level/>). Verified on May 5, 2014.

Weissman E, et al. 2012. "Building a Food Studies Program: On the Ground Reflections from Syracuse University," *Journal of Agriculture, Food Systems, and Community Development* 2, 3:79-89.