

Members present: Tim Scott (Chair), College of Science; James Herman (Vice Chair), College of Veterinary Medicine and Biomedical Sciences; David Forrest (for Bob Knight), College of Agriculture and Life Sciences; Leslie Feigenbaum, College of Architecture; Jon Jaspersen, Mays Business School; Prasad Enjeti, Dwight Look College of Engineering; Chris Houser, College of Geosciences; Leonard Bright, Bush School of Government and Public Service, P.J. Miller (for Christine Bergeron), College of Education and Human Development; Patricia Campbell, Texas A&M Baylor College of Dentistry; Steve Oberhelman, College of Liberal Arts; Cathy Hansen, School of Nursing; Rick Danko, School of Public Health; Stephanie Graves, Texas A&M University Libraries; Jim Kracht (for Ann Kenimer), Undergraduate Studies; Jean Layne, Center for Teaching Excellence; Laura Heard (for John Bolch), Office of the Registrar.

Guests: Donna Adcock, Fred Boadu and Jeanie Izurieta, Department of Agricultural Economics; Shelley Holliday, Department of Architecture; Fidel Fernandez, Department of Biomedical Engineering; Diane Lovell, Blinn College; Michael Johnson, Department of Engineering Technology and Industrial Distribution; Gregg Bennett and Susan Wagner, Department of Health and Kinesiology; Leo Lombardini and Holly Smith, Department of Horticultural Sciences; Doug Beck, Department of Mechanical Engineering; Renee Ridley, School of Nursing; Susan Scott, Department of Recreation, Park and Tourism Sciences; Barbara Hosler and Shelby Schiller, Office of the Registrar

The Undergraduate Curriculum Committee recommends approval of the following:

1. The minutes of the September 12, 2014 meeting.
2. New Courses

AGEC 438. Investment Planning. (3-0). Credit 3. Applying investment principles considering families' goals, time horizons, risk tolerance and tax implications to build investment portfolios; attributes of various asset classes; asset allocation, selecting securities and portfolio management; developing successful investment programs for personal investors and financial planners. Prerequisites: AGEC 435 and junior or senior classification.

AGEC 439. Retirement Planning. (3-0). Credit 3. Retirement planning basics, qualified and nonqualified retirement plans, Social Security provisions and government healthcare plans along with the basics of employee benefits; focus on both quantitative (i.e., calculating retirement needs and plan limits) and qualitative (i.e., retirement age decisions, retirement income management) aspects of retirement. Prerequisite: AGEC 435 and junior or senior classification.

AGEC 441. Financial Planning Capstone (3-0). Credit 3. Financial planning process, data gathering, approaches to financial planning, analysis of financial statements and client presentation; case analysis, ethics and professional conduct, use of financial planning software, advanced financial calculator usage, and Microsoft Excel applications. Prerequisites: AGEC 435, AGEC 436, AGEC 437, AGEC 438 and AGEC 439; junior or senior classification.

ANSC 230. Animal and Research Experience. (1-2). Credit 2. Hands-on experience with farm animals; development and understanding of the scientific method; demonstration of critical thinking skills to evaluate scientific information.

ARAB 321. Business Arabic. (3-0). Credit 3. Business and financial terminologies useful in the Arab World; cultural etiquette for effective communication in Arabic business settings; oral and written business reports from a variety of authentic sources; language skills and communication strategies for traveling, shopping and conducting financial transactions in the Arab World. Prerequisite: ARAB 202 or equivalent.

ARAB 323. Media Arabic. (3-0). Credit 3. Analysis of current events in the Arab World; use of print and electronic materials in Arabic from variety of media sources; discussion of different points of view in media representation/coverage; issues pertaining to business, politics, culture and entertainment in the Arab World. Prerequisite: ARAB 202 or equivalent.

BMEN 406. Medical Device Path to Market. (3-0). Credit 3. Path to market for a medical device with specific attention to the regulatory affairs to enable the development of an appropriate regulatory strategy due to the highly regulated global environment. Prerequisites: Admission into degree sequence of the major and junior or senior classification or approval of instructor.

BMEN 422. Bioelectromagnetism. (3-0). Credit 3. Electric, magnetic and electromagnetic phenomena associated with biological tissues; source modeling based on physiological current including line and volume conductor models as well as electromagnetic-based stimulation, sensing and imaging. Prerequisites: Admission into the degree sequence of the major and BMEN 321 or approval of instructor.

INTS 321. Political Islam and Jihad. (3-0). Credit 3. Interaction between Islamic movements and politics in various Middle Eastern countries; the meaning and evolution of jihad; the role of Islam as a tool for political and social mobilization. Prerequisite: Junior or senior classification, or approval of instructor. Cross-listed with HUMA 321 and RELS 321.

KINE 404. Coaching Psychology. (3-0). Credit 3. Mental aspects of coaching for performance improvement in athletic and exercise settings; focus on coaching applications of theoretical concepts including individual differences, motivation, team and group dynamics, leadership, performance enhancement, positive and negative health behaviors and youth development.. Prerequisite: Junior or senior classification, or approval of instructor.

MATH 225. Advanced Spreadsheet Techniques. (1-0). Credit 1. Advanced commands, formatting and functionality of spreadsheets, with Excel being the particular example. Prerequisite: MATH or APMS major.

MEEN 445. Engineering Applications of Solid Mechanics. (3-0). Credit 3. Mechanical and mathematical basis for modeling response of solid bodies undergoing coupled mechanical and non-mechanical effects, analysis of stress and deformation for structural members subjected to axial, torsional, and bending loads, design of multifunctional systems. Prerequisites: CVEN 305, MEEN 368.

MEEN 463. Cogeneration Systems. (3-0). Credit 3. Design and analysis of cogeneration system; selection of the prime mover, matching power and thermal needs, institutional factors, economic evaluations, financial options and the study of actual and hypothetical systems.. Prerequisite: MEEN 421 or equivalent.

MKTG 404. Advanced Excel for Marketing Managers. (1-0). Credit 1. Hands-on practice and application of the Excel skills needed for marketing decision-making. Prerequisites: MKTG 323.

MKTG 430. Marketing Consulting. (3-0). Credit 3. Consulting tools and techniques, managing client relationships, preparing reports and presentations, problem-solving processes; semester-long client project. Prerequisites: MKTG 323.

MKTG 432. Corporate Social Responsibility. (3-0). Credit 3. A study of the role of corporate social responsibility, corporate governance and business ethics with an emphasis on the marketing perspective. Prerequisites: MKTG 321.

MKTG 435. Advanced Selling. (3-0). Credit 3. In-depth strategic account planning, extensive role-play and team selling exercises, sales analytics, networking and prospecting, strategic goal setting and time management. Prerequisites: MKTG 335.

PHLT 306. Border Health. (3-0). Credit 3. United States-Mexico border public health system; includes issues important to public health at the border; addresses health challenges. Prerequisite: Public health major; junior or senior classification; or approval of instructor.

PHLT 307. Public Health in the Global Context. (3-0). Credit 3. Frameworks for understanding population health on a global scale; physical, social, cultural, geographic, political and economic interactions and interdependencies that influence global population health status. Prerequisite: Public health major; junior or senior classification; or approval of instructor.

PHLT 308. Comparative Global Health Systems. (3-0). Credit 3. Public health issues from population health and comparative perspectives at the global level; exploration of different public health systems in developing and developed countries. Prerequisites: Public health major; junior or senior classification; or approval of instructor.

PHLT 309. Population Health Promotion. (3-0). Credit 3. Major issues in population health promotion, including applying the concept of social determinants of health: the socio-economic, behavioral, and other factors that impact human health to address population health issues. Prerequisites: Public health major; junior or senior classification; or approval of instructor.

PHLT 313. Health Care and Public Health System. (3-0). Credit 3. Two distinct systems – health care system: an individual and medical services model and the public health system: population level disease prevention and health education. Prerequisites: Public health major; junior or senior classification; or approval of instructor.

PHLT 411. Project Management in Public Health. (3-0). Credit 3. Exploration of successful project management and administration in public health settings; includes project development, budgeting and implementation. Prerequisites: Public health major; junior or senior classification; or approval of instructor.

PSYC 450. Clinical Psychology. (3-0). Credit 3. Survey of the field of clinical psychology with a particular focus on the theoretical and scientific bases for the practice of clinical psychology. Prerequisites: PSYC majors only; grade of C or better in PSYC 203, PSYC 204 and PSYC 306.

RENR 345. Outdoor Recreation Consortium. (1-4). Credit 3. Classroom and hands-on exposure to outdoor recreation resources management in a major national park facing complex challenges; interactive problem-solving to understand natural resources, management strategies and issues related to a park's broader region; includes one intensive week in Smoky Mountains National Park. Prerequisites: Junior or senior classification; or approval of instructor.

RPTS 404. Sociology of the Community. (3-0). Credit 3. Organization of American communities examining the bases of community, types of communities and the changes faced by communities. Prerequisite: SOCI 205; Junior or senior classification. Cross-listed with SOCI 404.

RPTS 421. Planning and Implementation of Events in Resorts and Hotels. (3-0). Credit 3. Principles and applications for effective planning and management of events in resorts and hotels; planning, promotion, operational logistics, sponsorship and evaluation. Prerequisite: Junior or senior classification.

RPTS 444. Service Quality for Hospitality Organizations. (3-0). Credit 3. Application of SERVQUAL concepts with focus on implementing measures to enhance customer service; in-depth study of planning and administering hospitality service strategies, measurement of service delivery, repair and recovery of service delivery gaps, and management and training of employees; practical applications of research in the field. Prerequisite: Junior or senior classification.

SCMT 375. Supply Chain Security. (3-0). Credit 3. Security of global supply chains; selection of appropriate technologies utilized in securing global supply chains; planning responses to disaster events in relation to the delivery and receipt of goods and services; designing draft security policies for an organization's supply chain. Prerequisite: SCMT 364.

SOCI 203. U.S.-Mexico Border. (3-0). Credit 3. Understanding of the U.S.-Mexico border from different theoretical perspectives, including structural violence, identity, power and demography.

SPMT 450. Professional Practice in Sport Management. (3-0). Credit 3. Information, perspectives and skills to promote the management of sports in the community, school, workplace and sport business settings; boundary-crossing partnerships across sport disciplines; the role of collaborative efforts to improve the needs of the sport community. Prerequisite: Admission to professional phase of program; senior classification.

VTTP 439. Non-Coding RNA's. (3-0). Credit 3. Advanced topics in noncoding RNA's in gene regulation; investigation of the role of noncoding RNAs and epigenetic regulatory factors in modulating gene expression, physiological functions and disease development. Prerequisite: Junior or senior classification or approval of instructor.

VTTP 450. Stem Cell Physiology. (3-0). Credit 3. Advanced topics in stem cell biology; exploration of mammalian stem cells, stem cell characteristics, cell differentiation potency, molecular basis of stem cell signaling, regulatory pathways, research tools and experimental models. Prerequisite: Junior or senior classification or approval of instructor.

3. Change in Courses

AGEC 424. Rural Entrepreneurship I.

Course description and prerequisites

- From: Strategic planning regarding economic and financial feasibility of rural business ventures; emphasis on processes for developing a comprehensive enterprise analysis; including management information system components; production, marketing, and financial plans; enterprise budget(s); and evaluation of risk management alternatives; and exchanges with "real-world" lenders, entrepreneurs, and other agribusiness management personnel. Prerequisites: AGEC 217; AGEC 317 or concurrent enrollment; AGEC 330 or FINC 341 or FINC 409; ACCT 209 or ACCT 229; ACCT 210 or ACCT 230; and junior or senior classification; or approval of department head.
- To: Strategic planning regarding economic feasibility of a single-enterprise rural or metropolitan business venture; emphasis on processes for developing a comprehensive enterprise budget and construction and evaluation of risk management alternatives; exchanges with "real-world" entrepreneurs, financial experts and other management personnel; computer capabilities essential. Prerequisites: AGEC 105 or ECON 202; ACCT 209 or ACCT 210 or ACCT 229 or ACCT 230 or AGEC 325 or AGEC 330 or FINC 341 or FINC 409; junior or senior classification; or approval of department head.

AGEC 425. Rural Entrepreneurship II.

Course description

- From: Strategic planning regarding feasibility of rural business ventures; emphasis on processes for developing comprehensive economic and financial prospectuses, including enterprise budgets, risk management planning, cash flow budgeting, net worth statements, income budgets, reconciliation statements and shock analysis; and exchanges with "real-world" lenders, entrepreneurs, and other agribusiness management personnel. Prerequisites: AGEC 424; and junior or senior classification.
- To: Strategic planning regarding rural and metropolitan business ventures; emphasis on processes for developing comprehensive economics and financial prospectuses, including enterprise budgets, risk management planning, cash flow budgeting, net worth statements, income budgets, reconciliation statements and shock analysis; mentoring exchanges with "real-world entrepreneurs, financial experts and other management personnel.

ARCH 327. Conceptual Structural Analysis.

Lecture and lab contact hours

- From: (3-0) Credit 3.0.
To: (1-4) Credit 3.0.

ATMO 202. Atmospheric Science Laboratory.

Prerequisites

From: Concurrent enrollment in ATMO 201
To: None

ATMO 484. Internship.

Course description

From: Supervised internship at National Weather Service or in broadcast meteorology or elsewhere with faculty advisor approval; must complete a report and have a letter from supervisor for credit. May be taken 3 times for credit.
To: Supervised internship at National Weather Service or in broadcast meteorology or elsewhere with faculty advisor approval; must complete a report and have a letter from supervisor for credit. Must be taken on a satisfactory/unsatisfactory basis. May be taken 3 times for credit.

BMEN 207. Computing for Biomedical Engineering.

Prerequisites

From: Admitted to major degree sequence.
To: Admitted to major degree sequence; PHYS 208, CHEM 101/111, MATH 152, ENGR 112.

HORT 484. Internship.

Course description

From: On-the-job experience program in the student's area of horticultural specialization. Must be taken on a satisfactory/unsatisfactory basis. May be taken three times.
To: On-the-job experience program in the student's area of horticultural specialization. May be taken three times.

KINE 223. Introduction to the Science of Health and Fitness.

Course description

From: Overview of the human body systems; interdisciplinary focus on wellness, fitness, nutrition, disease, drug use; integrated physical activity centering on principles and applications of conditioning; collect data, evaluate information, formulate plans based on findings; experience with pedometers, heart rate monitors, bioelectrical impedance devices, software and other technology.
To: Overview of the human body systems; interdisciplinary focus on wellness, fitness, nutrition, disease, drug use; integrated physical activity centering on principles and applications of conditioning; collect data, evaluate information, formulate plans based on findings; experience with pedometers, heart rate monitors, bioelectrical impedance devices, software and other technology. Not open to students who have taken KINE 120.

MKTG 335. Personal Selling.

Course title

From: Personal Selling.
To: Professional Selling.

MKTG 345. Alternative Media, Public Relations and Sales Promotion.

Course title

From: Alternative Media, Public Relations and Sales Promotion.
To: Social Media and Public Relations.

MKTG 426. Advanced Retail Case Competition.

Course title

From: Advanced Retail Case Competition.
To: Advanced Retail Case Study.

MKTG 445. Advertising Account Planning.

Course title

From: Advertising Account Planning.
To: Account Planning and Research.

MKTG 448. Marketing Management

Course title

From: Marketing Management.
To: Marketing Strategy

OCNG 252. Oceanography Laboratory

Course description and prerequisites

From: Practical laboratory experiments and exercises demonstrating principles of ocean sciences. Honors sections are also available. A weekend field trip for the Honors sections only is required for which a fee is assessed. Prerequisite: OCNG 251 or concurrent registration.

To: Hands-on laboratory experiments and exercises demonstrating principles of ocean sciences; emphasis on the unique interdisciplinary nature of the ocean and current ocean issues relevant to today's society; tailored for the non-scientist. Honors sections are also available.

OCNG 401. Interdisciplinary Oceanography.

Prerequisites

From: CHEM 101; MATH 131.
To: CHEM 101 or 107; MATH 131, MATH 151, or MATH 171.

RPTS 402. Park Planning and Design.

Prerequisites

From: RPTS 201 and RENR 201 or equivalents; junior classification

To: Junior or senior classification

4. Change in Curriculum

College of Agriculture and Life Sciences

Department of Recreation, Park and Tourism Sciences

BS in Community Development

Mays Business School

Department of Marketing

BBA in Marketing

Certificate in Advertising

Certificate in Retailing

Certificate in Sales

Department of Information and Operations Management

BBA in Supply Chain Management

College of Education and Human Development

Department of Health and Kinesiology

BS in Health

School Health Track

BS in Kinesiology

PK-12 Certification (PEK)

BS in Sport Management - Internship

BS in Sport Management – Non-Internship

BS in University Studies – Sports Conditioning

Dwight Look College of Engineering

Department of Biomedical Engineering

Certificate in Engineering Therapeutics Manufacturing

Certificate in Quality Engineering for Regulated Medical Technologies

5. Special Consideration

College of Agriculture and Life Sciences

Department of Agricultural Economics

BS in Agricultural Economics and MPS in Public Service and Administration

Request for a 3+2 program

Minor in Financial Planning

Request for a new minor

Mays Business School

Department of Marketing
Certificate in Analytics and Consulting
Request for a new certificate program

Dwight Look College of Engineering

Department of Engineering Technology and Industrial Distribution
BS in Engineering Technology
Manufacturing and Mechanical Engineering Technology Option
Request for a new standalone degree program
(BS in Manufacturing and Mechanical Engineering Technology)

6. Change in Curriculum – *from September 2014*

College of Agriculture and Life Sciences

Department of Horticultural Sciences
BA in Horticulture
BS in Horticulture

7. Tabled Items

New Course

MKTG 431 – concerns expressed by committee member (email)
SCMT 380 – class participation is 20% - should be better explanation as to what points will be deducted from this category.

8. Other Business

- J.Herman was elected Vice Chair to serve remaining term left vacant by S. Bednarz.
- T.Scott discussed the interpretation by the Student Rules Committee Chair to Student Rule 7 regarding make-up work. The interpretation is that make-up work is to be completed within 30 calendar days from last day of the initial absence.
- T.Scott discussed the process for adding curricular items to the consent agenda. When updates are received and concerns have been resolved, the discretion will be left up to Curricular Services in order to provide the committee with a complete and accurate agenda at the meeting.