University of Minnesota Board of Regents
Mission Fulfillment Committee
June 13, 2019

Consent Report

I. Request for Approval of New Academic Programs

- **College of Liberal Arts (Twin Cities campus)—Create B.A. degree in Mass Communication**

  The College of Liberal Arts on the Twin Cities campus requests approval to Bachelor of Arts (B.A.) degree in Mass Communication, effective fall 2019. The proposed program focuses on media communication with strategy and purpose. The study of mass communication is centered on how messages persuade and affect the behavior and opinion of the person or people receiving the content. The proposed program has previously existed as a sub-plan within the B.A. degree in Journalism. Due to distinctions in curricula, standards in the field, and student demand, the department has decided to offer the program as a stand-alone degree instead of a sub-plan. The proposed program makes use of existing courses and resources.

- **College of Liberal Arts (Twin Cities campus)—Create B.A. degree in Strategic Communication: Advertising and Public Relations**

  The College of Liberal Arts on the Twin Cities campus requests approval to Bachelor of Arts (B.A.) degree in Strategic Communication: Advertising and Public Relations, effective fall 2019. The proposed program prepares students for careers in public relations and corporate, non-profit, political and health communication fields. Professional strategic communication provides students with skills in writing, media design, strategic messaging and teamwork that are transferable to a wide range of careers. The proposed program has previously existed as a sub-plan within the B.A. degree in Journalism. Due to distinctions in curricula, standards in the field, and student demand, the department has decided to offer the program as a stand-alone degree instead of a sub-plan. The proposed program makes use of existing courses and resources.

- **College of Continuing and Professional Studies (Twin Cities campus)—Create graduate minor in Addictions**

  The College of Continuing and Professional Studies on the Twin Cities campus requests approval to create a graduate minor in Addictions, effective fall 2019. The proposed certificate provides additional training and expands access to related courses for students in existing programs such as Addictions Counseling and Integrated Behavioral Health. The proposed program also provides an opportunity for students working toward licensure requirements in related fields. The proposed program makes use of existing courses and resources.

- **College of Design (Twin Cities campus)—Create undergraduate minor in Lighting Design**

  The College of Design on the Twin Cities campus requests approval to create an undergraduate minor in Lighting Design, effective fall 2019. The proposed program provides opportunities for students to enhance their degree with course offerings that focus on emerging practices and evolving trends in the lighting profession and industry. The minor builds on existing curriculum and course offerings in the Interior Design and Architecture programs, with one new course added to complete minor requirements. The proposed program makes use of existing courses and resources.

- **College of Liberal Arts (Twin Cities campus)—Create undergraduate minor in Islamic Studies**

  The College of Liberal Arts on the Twin Cities campus requests approval to create an undergraduate minor in Islamic Studies, effective fall 2019. The proposed program provides opportunities for students to engage in critical study of Islam and Muslim societies and cultures. It encompasses historical, intellectual, artistic, social, and anthropological approaches to the study of Islam applied through the examination of Islamic texts and other cultural products and through the analysis of social and cultural developments across time and geographic locations. The proposed program makes use of existing courses and resources.

II. Request for Changes to Academic Programs

- **Carlson School of Management (Twin Cities campus)—Change the M.A. in Human Resources and Industrial Relations to a professional Master of Human Resources and Industrial Relations**

  The Carlson School of Management on the Twin Cities campus requests approval change the Master of Arts (M.A.) in Human Resources and Industrial Relations to the Master of Human Resources and Industrial Relations (M.HRIR), effective fall 2019. The curricular requirements associated with a professional masters degree are more in keeping current curricular alignment and student demand.

- **College of Education and Human Development (Twin Cities campus)—Change the name of the M.A., B.A., and B.S. degrees, as well as the graduate and undergraduate minors, in Child Psychology to Developmental Psychology**

  The College of Education and Human Development on the Twin Cities campus requests approval to change the name of Master of Arts (M.A.), Bachelor of Arts (B.A.), and Bachelor of Science (B.S.) degrees, as well as the graduate and undergraduate minors in Child Psychology to Developmental Psychology, effective fall 2019. The proposed name change reflects current curricular alignment and the standards in the field.

- **College of Science and Engineering (Twin Cities campus)—Created integrated undergraduate/graduate option between the BISyE/MSISyE degrees**

  The College of Science and Engineering on the Twin Cities campus requests approval to create an integrated Bachelors/Masters program between the Bachelor of Industrial and Systems Engineering (B.ISyE) and the Master of Science (M.S.) degree in Industrial and Systems Engineering, effective fall 2019. The proposed program will provide a structured option to complete both degrees in a more efficient and timely manner while still maintaining the rigors of the curriculum.

- **College of Science and Engineering (Twin Cities campus)—Created integrated undergraduate/graduate option between the B.A. or B.S. degrees in Computer Science and the M.S. in Computer Science**

  The College of Science and Engineering on the Twin Cities campus requests approval to create an integrated Bachelors/Masters program between the Bachelor of Arts (B.A.) degree in Computer Science or the Bachelor of Science (B.S.) degree in Computer Science and the Master of Science (M.S.) degree Computer Science, effective fall 2019. The proposed program will provide a structured option to complete both degrees in a more efficient and timely manner while still maintaining the rigors of the curriculum.

- **College of Design (Twin Cities campus)— Create sub-plans in Integrated Product Development and User Experience Design within the B.S. degree in Product Design**

  The College of Design on the Twin Cities campus requests approval to create sub-plans in Integrated Product Development and User Experience Design within the Bachelor of Science (B.S.) degree in Product Design, effective fall 2019. The proposed changes better reflect current curricular alignment and student demand.

- **College of Liberal Arts (Twin Cities campus)—Discontinue sub-plans in Mass Communication, Professional Strategic Communication, and Professional Journalism within the B.A. degree in Journalism**

  The College of Liberal Arts on the Twin Cities campus requests approval to discontinue sub-plans in Mass Communication, Professional Strategic Communication, and Professional Journalism within the Bachelor of Arts (B.A.) degree in Journalism. These sub-plans have been proposed as individual B.A. degrees (see earlier section of this consent agenda) with distinct curricula. The proposed changes are in keeping with standards in the field and better address student demand.

III. Request for Departmental Name Change

- **College of Science and Engineering (Twin Cities campus)—Change the name of Earth Sciences to Earth and Environmental Sciences**

  The College of Science and Engineering on the Twin Cities campus requests approval to change the name of the Department of Earth Sciences to the Department of Earth and Environmental Sciences. The proposed name change reflects current curricular alignment, departmental initiatives and expertise, as well as curricular developments and standards in the field.