2019-2020 NJCU Senate C&I Committee

February 24, 2020 Report

Dr. Michael Rotenberg-Schwartz, Chair

Dr. Pablo Garofalo

Dr. Graig Klein

Dr. Joseph Moskowitz

Ms. Ruth Ortiz

Dr. Lilliam Rosado

**I. The committee approved the proposal for a Minor in Marketing Analytics:**

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| Proposal Initiator | Prashanth Ravula |
| Originating Department | Marketing |
| Program Title | **Minor in Marketing Analytics** |
| Program Objective | Given the importance of marketing analytics, marketing personnel with analytics skills are in great demand. NJCU's School of Business minor in Marketing Analytics provides students with the practical skills and theoretical knowledge essential for a modern-day firm 's increasing reliance on marketing analytics. The innovative and efficient use of the data available within and outside of the firm is critical for success of business. Students with the minor in marketing analytics will be positioned to make and support businesses in crucial data-driven decisions. |
| Program Curriculum | Minor, 18 credits |

II. **The committee approved the proposal for revising the Minor in Latin American, Caribbean, and Latino Studies.**

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| Proposal Initiator | David Blackmore |
| Originating Department | Latin American, Caribbean, and Latino Studies |
| Program Title | **Minor in Latin American, Caribbean, and Latino Studies** |
| Changes to Program | Minor revisions include adding newly approved courses and moving away from  “coverage” of specific regions toward a more thematic, international approach. The minor will also be reduced in credits, from 21 to 18. |
| Program Curriculum | Minor, 18 credits |

**III. The committee approved the following course proposals pending minor edits:**

1.

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| Course Initiator | Virginia Ochoa-Winemiller |
| Originating Department | Latin American, Caribbean,, and Latino Studies |
| Course Title | **Archaeology of Mesoamerican Cultures** |
| Catalog Description | This course traces the cultural development of social complexity in pre-Columbian Mesoamerica from initial human colonization during the Late Pleistocene to the Spanish conquest. We will examine the lifeways and major societal transformations of ancient Mesoamerican peoples, such as the Olmec, Teotihuacan, Toltec, Zapotec, Tlaxcallan, Tarascan, Aztec, and the Maya. |
| Credits | 3 cr. |
| Component Workload Hours | Lecture, 3 credits |
| Course Level | 100 |
| Prerequisites | None |
| Degree Requirements | Required for Latin American, Caribbean, and Latino Studies minor |
| Enrollment | Every semester; 25 students maximum enrollment per section |

2.

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| Course Initiator | Scott O’Connor |
| Originating Department | Philosophy & Religion |
| Course Title | **Self: I as Mind** |
| Catalog Description | This course introduces students to the philosophical study of mind. Students will learn how their unique psychologies play a role in distinguishing themselves from others, as well as consider how their psychologies are shaped by their environment and biology. The course also focuses on the relationship between mind and body. |
| Credits | 3 cr. |
| Component Workload Hours | Lecture, 3 credits |
| Course Level | 200 |
| Prerequisites | None |
| Degree Requirements | Elective for the major and minor in Philosophy & Religion; no change in credits |
| Enrollment | Every semester; 25 students maximum enrollment per section |

3.

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| Course Initiator | Hanae Haouari |
| Originating Department | Chemistry |
| Course Title | **Chemistry and Society: Better Living through Chemistry** |
| Catalog Description | This course emphasizes the relevance of chemistry in everyday life, as it relates to solving major problems in society. Students will learn to examine chemical phenomena important in real-world needs and innovations, such as drug design/approval, biotechnology, energy, global climate change, genetically modified food, and other societal concerns. |
| Credits | 3 cr. |
| Component Workload Hours | Lecture, 3 credits |
| Course Level | 200 |
| Prerequisites | None |
| Degree Requirements | None |
| Enrollment | Every spring semester; 25 students maximum enrollment per section |

4.

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| Course Initiator | Hun Bok Jung |
| Originating Department | Earth and Environmental Sciences |
| Course Title | **Environmental Science for All: Introduction to Environmental Systems and Processes** |
| Catalog Description | Environmental Science is an interdisciplinary science that integrates natural and social science. This course covers various environmental topics of the biosphere, the lithosphere, the hydrosphere, and the atmosphere, as well as social and economic challenges and solutions concerning environmental problems. |
| Credits | 3 cr. |
| Component Workload Hours | Lecture, 3 credits |
| Course Level | 200 |
| Prerequisites | None |
| Degree Requirements | Required for the BA and BS Environmental Science major and the BA Earth Science major; no change in credit |
| Enrollment | Every semester; 25 students maximum enrollment per section |

5.

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| Course Initiator | Luke Trusso |
| Originating Department | Philosophy & Religion |
| Course Title | **Environmental Ethics** |
| Catalog Description | This course focuses on the ethical implications of current  environmental issues such as climate change, recycling, fanning practices, sustainable technologies, eco-literacy, animal rights, and clean energy. It also asks 'what is nature?'  and explores various answers that have been offered by ethicists, writers, and scientists. |
| Credits | 3 cr. |
| Component Workload Hours | Lecture, 3 credits |
| Course Level | 100 |
| Prerequisites | None |
| Degree Requirements | Elective for major and minor in Philosophy & Religion; no change in credit |
| Enrollment | Every semester; 20 students maximum enrollment per section |

6.

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| Course Initiator | Virginia Ochoa-Winemiller |
| Originating Department | Latin American, Caribbean, and Latino Studies |
| Course Title | **Migration and Transnationalism in Latin America** |
| Catalog Description | This multidisciplinary course aims to examine Latin American and Caribbean migration to the United States. This course introduces key theoretical concepts and historical processes underlying immigration. Thereafter, focus is on the opportunities and barriers for immigrant’s integration to U.S. society, the process of transnationalism, and the nature of inter-ethnic relations. |
| Credits | 3 cr. |
| Component Workload Hours | Lecture; 3 credits |
| Course Level | 200 |
| Prerequisites | None |
| Degree Requirements | Elective for the minor in Latin American, Caribbean, and Latino Studies |
| Enrollment | Every other semester; 25 students maximum enrollment per section |