

DOCUMENTS OF THE GENERAL FACULTY

**PROPOSAL TO CHANGE THE TRANSCRIPT-RECOGNIZED BUSINESS AND PUBLIC POLICY
CERTIFICATE IN THE RED MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE
*UNDERGRADUATE CATALOG, 2016-2018***

Dean Thomas W. Gilligan, in the Red McCombs School of Business has filed with the secretary of the Faculty Council the following changes to the *Undergraduate Catalog, 2016-2018*. On January 30, 2015, the Undergraduate Program Committee approved the proposal, and the faculty representatives from all of the school's departments and programs approved it on April 16, 2015. The secretary has classified this proposal as legislation of *general* interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the changes of the certificate on October 7, 2015, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by October 22, 2015.



Hillary Hart, Secretary
General Faculty and Faculty Council

**PROPOSAL TO CHANGE THE TRANSCRIPT-RECOGNIZED BUSINESS AND PUBLIC POLICY
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1. **Type of Proposal** New Certificate Program (requiring THECB notification only)¹
 Change an Existing Certificate Program
 Delete a Program

Proposed classification Exclusive General Major

2. **THIS PROPOSAL INVOLVES (Please check all that apply)**

- | | | |
|--|---|---|
| <input type="checkbox"/> Courses in other colleges | <input checked="" type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input checked="" type="checkbox"/> Change in course sequencing for an existing program | <input type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input checked="" type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |

3. **SCOPE OF PROPOSED CHANGE**

- a. Does this proposal impact other colleges/schools? Yes No

 If yes, then how? The additional options for certificate courses are available for any student who pursues the Business and Public Policy Certificate (BPP), and the grade/GPA requirements will apply to all participants.
- b. Do you anticipate a net change in the number of students in your college? Yes No

 If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No

 If yes, please indicate the number of students and/or class seats involved.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes No
 No
 If yes, please indicate the number of students and/or class seats involved.

If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

How many students do you expect to be impacted?

Any student wishing to pursue the BPP Certificate; original estimate ten students to receive certificate per semester. There is no potential budgetary impact for another college/school, but changes were sent for review to CoLA, which has a number of students participating in the certificate.

Impacted schools must be contacted and their response(s) included:

Person communicated with: Richard Flores, senior associate dean for academic affairs and professor, College of Liberal Arts

Date of communication: July 13, 2015

Response: No problems

4. **Official Certificate Name:** Undergraduate Certificate: Business and Public Policy
5. **Proposed Implementation Date:** Fall 2016
6. **CIP Code** (administrative unit awarding the certificate): 52.0101 Business/Commerce, General
7. **Statement of Objective:** Provide students the opportunity for an interdisciplinary approach to the study of business and public policy.
8. **Number of Students Expected to Receive the Certificate Each Semester:** Ten
9. **Number of Hours Required for Completion:** Eighteen
10. **List Faculty on the Certificate Program Faculty Committee.** No change to committee.

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Robert Prentice* (Chair)	Business / Business, Government and Society	Program Chair, Professor and Chair of Business, Government and Society Department	J.D., Washburn University
Paula Murray*	Business / Business, Government and Society	Professor	J.D., University of Texas at Austin
John Allison*	Business / Business, Government and Society	Professor	J.D., Baylor University
Chris Meakin	Business / Business, Government and Society	Senior Lecturer	J.D., University of Houston
David Spence*	Business / Business, Government and Society	Associate Professor	Ph.D., Duke University
Brian Roberts*	Liberal Arts / Government	Professor and Chair, Government Department	Ph.D., Washington University

11. **Academic Course Requirements:** Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
#GOV 312L	Issues and Policies in American Government (#prerequisite: Twenty-four semester hours, including GOV 310L)	3
<i>At least three of these following four courses:</i>		<i>9 or 12 (3 each course)</i>
#BGS 371	Corporate Political Strategy (#prerequisite: Upper-division standing)	3
#BGS 372	Strategic Corporate Social Responsibility (#prerequisite: Upper-division standing)	3
#BGS 373	Strategic Corporate Communication (#prerequisite: Upper-division standing)	3
#BGS 374	Global Political Economy (#prerequisite: Upper-division standing) [catalog change: course being added to certificate	3

	options]	
	<i>One or two of following courses; one if all 4 BGS courses listed immediately above are completed; two if only 3 of the BGS courses are completed:</i>	<i>6 or 3 (3 each course)</i>
#ADV 353/ #P R 353	Advertising & Public Relations Law & Ethics (#prerequisite: ADV 318J with a grade of at least B; restricted to advertising & public relations majors)	3
AMS 310	Introduction to American Studies	3
AMS 311S.1	Consumer Culture in America	3
#AMS 321.5	Asian American Jurisprudence (#prerequisite: Upper-division standing)	3
#BGS 370.1	Energy Technology & Policy (#prerequisite: Upper-division standing)	3
#CMS 342K	Political Communication (#prerequisite: Upper-division standing)	3
#ECO 321	Public Economics (#prerequisite: ECO 420K with a grade of at least C-)	3
#ECO 341K	Introduction to Econometrics (#prerequisite: ECO 420K and 329 with a grade of at least C- in each)	3
#ECO 333K	Development Economics (#prerequisite: ECO 420K with a grade of at least C-)	3
#ECO 334K	Urban Economics (#prerequisite: ECO 420K with a grade of at least C-)	3
#ECO 339K or #I B 320F or #I B 350/EUS 348.2	International Trade and Investment (#prerequisite: ECO 420K with a grade of at least C-) Foundations of International Business (#prerequisite: Upper-division standing) IB 350/EUS 348.2 International Trade (#prerequisite: Upper-division standing)	3
#ECO 351K	Current Issues in Business Economics (#prerequisite: ECO 420K with a grade of at least C-)	3
#FIN 371M	Money and Capital Markets (#prerequisite: FIN 357 or 357H, restricted to business majors)	3
#FIN 372.1	Advanced Topics in Finance Environmental, Social & Governance Investing (#prerequisite: FIN 357 or 367Q, restricted to business majors) [catalog correction]	3
#GOV 325	Political Parties (#prerequisite: Six hours lower division coursework in government)	3
#GOV 351D	The Theoretical Foundations of Modern Politics (#prerequisite: Completion of at least 30 semester hours)	3
#GOV 357M.7	Constitutional Structure of Power (#prerequisite: Six hours lower division coursework in government)	3
#GOV 358	Introduction to Public Policy (#prerequisite: Six hours lower division coursework in government)	3
#GOV 360N.13	Topics in International Relations Global Governance (#prerequisite: Six hours lower division coursework in government) [catalog correction]	3
GOV 365N.17	Topics in Comparative Politics Issues in Third World Development [catalog correction]	3
#GOV 370L.7	The United States Congress (#prerequisite: Six hours lower division coursework in government)	3
#GOV 370L.21	Politics of Food in America (#prerequisite: Six hours lower division coursework in government)	3
#GOV 379S	Money in Politics - Honors (#prerequisite: Completion of 30 semester hours of coursework, including at least six hours of	3

	government)	
HIS 350L.49	History of Imperialism (#prerequisite: Upper-division standing)	3
#LEB 320F or LEB 323/ LEB 323H	Foundations of Business Law and Ethics (#prerequisite: Upper-division standing) Business Law and Ethics (restricted to business majors)/ Business Law and Ethics: Honors (restricted to business honors)	3
#LEB 320F	Real Estate Law (#prerequisite: 30 semester hours of coursework)	3
#LEB 370.1	Antitrust Law (#prerequisite: 30 semester hours of coursework)	3
#LEB 370.2	Environmental Law (#prerequisite: 30 semester hours of coursework)	3
#LEB 370.3	Employer-Employee Relations (#prerequisite: 30 semester hours of coursework)	3
#LEB 370.5	The Law and the Multinational Corporation (#prerequisite: 30 semester hours of coursework)	3
#LEB 370.14	Oil & Gas Law (#prerequisite: 30 semester hours of coursework, consent of instructor)	3
PHL 325L	Business, Ethics & Public Policy	3
P R 305	Fundamentals of Public Relations	3
#P R 317	Writing for Public Relations (#prerequisite: ADV 318J with a grade of at least B; restricted to public relations majors)	3
#P R 319	Principles of Public Relations (#prerequisite: ADV 318J with a grade of at least B; restricted to public relations majors)	3
#P R 352	Strategies in Public Relations (#prerequisite: P R 348 with a grade of at least C; restricted to public relations majors)	3
#P R 367	Integrated Communications Management (#prerequisite: ADV 344K, 345J, MKT 320F, and P R 348 with a grade of at least C in each)	3
#P R 378.5	Integrated Communication for Nonprofit Organizations (#prerequisite: Upper-division standing and a University GPA of at least 2.25)	3

12. Other Certificate Requirements: Add requirement that students must satisfy the courses used to fulfill certificate requirements on the letter-grade basis, and maintain a grade point average of at least 2.00 in these courses.

13. Give a Detailed Rationale for Change(s):

- Add BGS 374 to the selection list of required courses.
Rationale: BGS 374 was recently created and is available due to newly hired BGS faculty. Class topic and content is specifically appropriate for the BPP Certificate.
- Amend required courses to be a selection list of at least three of the four.
Rationale: With the addition of BGS 374, students can have more flexibility with the required classes and can take three of the four (BGS 371, 372, 373, 374).
- Add BGS 325 as an elective option.
Rationale: Course content is appropriate for the BPP Certificate.
- Correct Finance 372 *Advanced Topics in Finance* to FIN 372.1 *Environmental, Social & Governance Investing*.
Rationale: Course was originally proposed in certificate as “Finance 372 *Environmental, Social & Governance Investing*.” Unfortunately the topic number was not included, so in the catalog was reverted to the generic base topics course, which was not the certificate intention. The correct topic course and number are being re-specified.
- Correct Government 360N *Topics in International Relations* to GOV 360N.13, *Global Governance*.
Rationale: Course was originally proposed in certificate as “GOV 360N *Global Governance*.” Now that topic has its own number, so the generic topics course currently listed and which was not the certificate intention, is being specified to the correct topic number and title.

6. Correct Government 365N *Topics in Comparative Politics* to GOV 365N.17, *Issues in Third World Development*.
Rationale: Course was originally proposed in certificate as “GOV 365N *Issues in Third World Development*.” Now that topic has its own number, so the generic topics course currently listed and which was not the certificate intention, is being specified to the correct topic number and title.
7. Add requirement that certificate courses be taken on the letter-grade basis, and that a GPA of 2.00 must be achieved.
Rationale: These requirements were mistakenly thought to be in place for all the University certificate requirements; since learning that is not so, they are being added explicitly to the business school’s certificate requirements to maintain appropriate academic standards.

14. College/School Approval Process:

Approver: Undergraduate Program Committee
Title: faculty representatives from each McCombs Department, and student representatives
Date: January 30, 2015

Approver: Faculty of the McCombs School of Business
Title: faculty of all McCombs Departments and programs
Date: April 16, 2015

PROPOSED NEW CATALOG TEXT:

Catalog language; section *Catalogs > Undergraduate > Red McCombs School of Business > Degrees and Programs > Certificate Programs > Business & Public Policy Certificate*

Business & Public Policy Certificate

[no changes to introductory statements & description]
The certificate requirements are:

Required courses:

1. Government 312L, *Issues and Policies in American Government*

And three or four of the following four courses:

2. Business, Government, and Society 371, *Corporate Political Strategy*
3. Business, Government, and Society 372, *Strategic Corporate Social Responsibility*
4. Business, Government, and Society 373, *Strategic Corporate Communication*
5. Business, Government, and Society 374, *Global Political Economy*

Elective courses.

If you have taken GOV 312L and only nine hours from: BGS 371, 372, 373 and 374, then choose **two** courses from the following list to satisfy the eighteen-hour requirement.

If you have taken GOV 312L and twelve hours from: BGS 371, 372, 373 and 374, then you need take only **one** course from the following list to satisfy the eighteen-hour requirement.

[Choose **two** of the following:]

1. Advertising 353 or Public Relations 353, *Advertising and Public Relations Law and Ethics*
2. American Studies 310, *Introduction to American Studies*
3. American Studies 311S, *Introductory Seminar in American Studies*
4. American Studies 321 (Topic 5: *Asian American Jurisprudence*)
5. Business, Government, and Society 325, *Social and Ethical Responsibility of Business*
6. Business, Government, and Society 370 (Topic 1: *Energy Technology & Policy*)
7. Communication Studies 342K, *Political Communication*

8. Economics 321, *Public Economics*
9. Economics 341K, *Introduction to Econometrics*
10. Economics 333K, *Development Economics*
11. Economics 334K, *Urban Economics*
12. Economics 339K, *International Trade and Investment*; or International Business 350 or European Studies 348 (Topic 2: *International Trade*); or International Business 320F, *Foundations of International Business*
13. Economics 351K, *Current Issues in Business Economics*
14. Finance 371M, *Money and Capital Markets*
15. Finance 372, (Topic 1: *Environmental, Social & Governance Investing*) [~~Advanced Topics in Finance~~]
16. Government 325, *Political Parties*
17. Government 351D, *The Theoretical Foundations of Modern Politics*
18. Government 357M (Topic 7: *Constitutional Structures of Power*)
19. Government 358, *Introduction to Public Policy*
20. Government 360N, (Topic 13: *Global Governance*) [~~Topics in International Relations~~]
21. Government 365N, (Topic 17: *Issues in Third World Development*) [~~Topics in Comparative Politics~~]
22. Government 370L (Topic 21: *Politics of Food in America*)
23. Government 370L (Topic 7: *The United States Congress*)
24. Government 379S *Money in Politics - Honors*
25. History 350L (Topic 49: *History of Imperialism*)
26. Legal Environment of Business 320F, *Foundations of the Legal Environment of Business*, or Legal Environment of Business 323, *Business Law and Ethics* or Legal Environment of Business 323H, *Business Law and Ethics: Honors*
27. Legal Environment of Business 363, *Real Estate Law*
28. Legal Environment of Business 370 (Topic 1: *Antitrust Law*)
29. Legal Environment of Business 370 (Topic 2: *Environmental Law*)
30. Legal Environment of Business 370 (Topic 3: *Employer-Employee Relations*)
31. Legal Environment of Business 370 (Topic 5: *The Law and the Multinational Corporation*)
32. Legal Environment of Business 370 (Topic 14: *Oil and Gas Law*)
33. Philosophy 325L, *Business, Ethics, and Public Policy*
34. Public Relations 305, *Fundamentals of Public Relations*
35. Public Relations 317, *Writing for Public Relations*
36. Public Relations 319, *Principles of Public Relations*
37. Public Relations 352, *Strategies in Public Relations*
38. Public Relations 367, *Integrated Communications Management*
39. Public Relations 378 (Topic 5: *Integrated Communications for Nonprofit Organizations*)

The student must satisfy the courses used to fulfill certificate requirements on the letter-grade basis. He or she must earn a combined grade point average of at least 2.00 in these courses.

¹ See: Certification Form for New Certificate Programs at Universities and Health-Related Institutions (“New Certificate Request Form”) at <http://www.thecb.state.tx.us/index.cfm?objectid=5D0C5FF2-AAB7-2586-5F742FC569C700E0&flushcache=1&showdraft=1>.