

DOCUMENTS OF THE GENERAL FACULTY

**PROPOSAL TO CREATE AN ETHICS AND LEADERSHIP IN THE MEDIA CERTIFICATE IN THE BRIDGING DISCIPLINES PROGRAM IN THE SCHOOL OF UNDERGRADUATE STUDIES
CHAPTER IN THE *UNDERGRADUATE CATALOG, 2016-2018***

Dean Brent Iverson, in the School of Undergraduate Studies has filed with the secretary of the Faculty Council the following proposal to create an Ethics and Leadership in the Media Certificate in the *Undergraduate Catalog, 2016-2018*. On September 10, 2015, the Undergraduate Studies Advisory Committee and the dean approved the proposed changes. 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 certificate on January 6, 2016, 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 January 26, 2016.



Hillary Hart, Secretary
General Faculty and Faculty Council

**PROPOSAL TO CREATE AN ETHICS AND LEADERSHIP IN THE MEDIA CERTIFICATE IN THE BRIDGING DISCIPLINES PROGRAM IN THE SCHOOL OF UNDERGRADUATE STUDIES
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1. **Type of Proposal** New Certificate Program (requiring THECB notification only)
 Change an Existing Certificate Program
 Delete a Program

Proposed classification Exclusive General Major

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

- | | | |
|--|---|---|
| <input checked="" 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 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) | <input type="checkbox"/> Other: |

3. **SCOPE OF PROPOSED CHANGE**

- a. Does this proposal impact other colleges/schools? Yes No
If yes, then how?
- 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

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:

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

Date of communication:

Response:

4. **Official Certificate Name:** Undergraduate Certificate: Ethics and Leadership in the Media Bridging Disciplines Program

5. **Proposed Implementation Date:** Fall 2016

6. **CIP Code** (administrative unit awarding the certificate): 38.0104

7. **Statement of Objective:**

In the interest of educating thoughtful and responsible leaders, the Ethics and Leadership in the Media BDP brings together resources from across campus to allow students to explore ethical questions related to the relationship between the media and society. Topics may include the ethics of representation, government surveillance, media law, media ownership, and ethical codes of conduct in media professions. Through the Connecting Experiences component of the BDP, students may work with community and professional organizations or bring their interdisciplinary skills to faculty research.

An interdisciplinary faculty panel guides students in choosing courses and identifying research and internship experiences that allow them to connect the challenges of ethical leadership to their majors and career goals. BDP certificates combine courses that fulfill core requirements, electives, and a limited number of courses counting toward students' majors with unique research and internships. With planning, the BDP should not add time to students' UT Austin careers. Rather, the BDP certificates are designed to help students choose the courses they already have to take in an integrated way, giving them the opportunity to develop a secondary area of specialization.

Although we are adding the Ethics and Leadership in Health Care BDP as a new certificate students may have recognized on their transcripts, this is actually not a new program, but rather a renaming of an existing certificate program. Since 2002, the Bridging Disciplines Programs have offered a certificate in Ethics and Leadership, with tracks focusing on business, health care, the media, and law/politics/government. In order to better reflect on student transcripts what they are actually learning in the programs, we are now splitting the Ethics and Leadership BDP into four certificates, each focused on one of these professional tracks. The curriculum is not changing from what the Ethics and Leadership BDP was already providing for students, so there is no impact on other colleges and schools as far as courses or students. The change is only in the certificate name that will appear on official transcripts.

Our goal is to have the Ethics and Leadership in Health Care BDP approved for recognition on students' official transcripts. We would like to begin recognizing this certificate on transcripts for students who graduate in fall 2016. The Ethics and Leadership in Media BDP certificate has been approved by the BDP Steering Committee, the Undergraduate Studies Advisory Committee, and the Dean of Undergraduate Studies. This change affects the School of Undergraduate Studies/Programs and Centers/Bridging Disciplines Programs section of the 2014-16 *Undergraduate Catalog*.

- 8. Number of Students Expected to Receive the Certificate Each Semester:** One to ten
- 9. Number of Hours Required for Completion:**¹ A minimum of nineteen credit hours is required for completion of the certificate.
- 10. List Faculty on the Certificate Program Faculty Committee.**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Minette Drumwright* (co-chair)	Communication/Advertising and Public Relations	Associate Professor	Ph.D., University of North Carolina at Chapel Hill
Madeline Maxwell* (co-chair)	Communication/Communication Studies	Professor	Ph.D., University of Arizona
Rasha Diab*	Liberal Arts/Rhetoric and Writing	Assistant Professor	Ph.D., University of Wisconsin-Madison
John Dzienkowski*	Law	Professor	J.D., University of Texas at Austin
Steve Friesen*	Liberal Arts/Religious Studies	Professor	Ph.D., Harvard University
Diane Ginsburg*	Pharmacy	Clinical Professor and Assistant Dean for Student Affairs	Ph.D., University of Texas at Austin
Linda Golden*	Business/Marketing	Professor	Ph.D., University of Florida
Kristie Loescher	Business/Management	Senior Lecturer	Ph.D., Nova Southeastern University
Robert Prentice*	Business/	Professor	J.D., Washburn

	Business, Government, and Society		University
Howard Prince	Public Affairs	Senior Lecturer and Director, Center for Ethical Leadership	Ph.D., University of Texas at Austin
Sean Theriault*	Liberal Arts/ Government	Professor	Ph.D., Stanford University
Juliet Walker*	Liberal Arts/ History	Professor	Ph.D., University of Chicago
Patricia Wilson*	Architecture/ Community and Regional Planning	Professor	Ph.D., Cornell University
Paul Woodruff*	Liberal Arts/ Philosophy	Professor	Ph.D., Princeton

11. Academic Course Requirements:

Course Abbreviation and Number	Course Title	SCH
BDP 101	Professional Ethics in Law, Business, and Medicine OR Intro to Conflict Resolution and Peace Studies	1
Various	Three-to-six credit hours additional foundation course chosen from a list approved by the faculty committee (see number twelve below for details)	3-6
Various	Six credit hours connecting research or internship experience (see number twelve below for details)	6
Various	Six-to-nine credit hours additional courses in a strand (see number twelve below for details)	6-9

12. Other Certificate Requirements:

All students are required to complete the following requirements:

1. At least nineteen credit hours of course work, to be distributed as follows:
 - a. *Foundation Courses*: Four-to-seven credit hours of foundation courses that introduce key concepts and skills/theories related to the interdisciplinary study of Ethics and Leadership. Students take the following courses:
 - i. Forum Seminar (one credit): BDP 101: Professional Ethics in Law, Business, and Medicine; BDP 101: Intro to Conflict Resolution and Peace Studies; or another course approved by the Ethics and Leadership in the Media faculty committee.
 - ii. Ethics and Leadership Foundation Course (three or six credits): ADV 378: Leadership and Ethics; ANS 372: Karma: Ethical Theories of India; CMS 322E: Communication Ethics; P A 325: Advanced Seminar in Ethical Leadership; PHL 304: Contemporary Moral Problems; PHL 318: Introduction to Ethics; PHL 325K: Ethical Theories; PSY 333W: Moral Development; or another course approved by the Ethics and Leadership in the Media faculty committee. Students must choose at least one course from this list; if they choose to take two courses from this list, they will only take six hours of strand courses.
 - b. *Connecting Experiences*: Six credit hours of coursework in undergraduate research and/or internships that connect students' Ethics and Leadership in Media BDP to their major field. Connecting Experiences are designed to be individualized based on the student's interests and goals, and a variety of course numbers offered through the BDPs (BDP 320K, 320L, and 321K) and in departments across the University may be used. All students must write a three-to-five page essay reflecting on the experience, in addition to the academic requirements specified by the faculty member supervising the student and assigning a grade.

- c. *Courses in a Strand:* Six-to-nine credit hours of approved courses in a strand that allow students to focus their remaining BDP course work. Students will work with their BDP advisor and the faculty panel to design an interdisciplinary strand that allows them to pursue their interests, and at the same time exposes them to multiple areas of concern related to ethics and leadership in media. The attached curriculum sheet for Ethics and Leadership in the Media lists the currently approved strand courses. The faculty committee for the Ethics and Leadership in the Media BDP approves new courses that may count toward the certificate each semester, and the committee may also approve student petitions to count unlisted courses on a case-by-case basis.
2. A three-to-four page integration essay in which students reflect on what they have learned and accomplished through their BDP experience. These essays will be reviewed by members of the BDP faculty panel.
3. Students must earn a grade of at least C- in each of the courses taken to fulfill BDP requirements and the cumulative grade point average in all courses counting toward a student's BDP certificate must be at least 2.0. All but one of the courses taken to fulfill BDP requirements must be taken on the letter-grade basis.
4. At least half of the required course work in the BDP certificate must be completed in residence at The University of Texas at Austin.
5. Completion of the requirements of a major.

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

The Bridging Disciplines Programs would like to divide our current BDP certificate in Ethics and Leadership into four different BDP certificates, each focused on one of the tracks (or strand options) within the Ethics and Leadership BDP. Rather than earning a certificate recognized on the transcript as "Ethics and Leadership Bridging Disciplines Program," with a strand in business ethics, students will instead earn a certificate recognized on the transcript as "Ethics and Leadership in Media Bridging Disciplines Program." The reason for this change is partly to attract students to the program who might be interested in studying ethics and leadership in relationship to a professional field, but who might not see the "Ethics and Leadership" title by itself and see its relevance to their professional and educational goals. This change will also allow the certificate name that appears on students' official transcripts to better reflect the content of the program they have completed.

14. College/School Approval Process:

Approver:	Undergraduate Studies Advisory Committee
College approval:	September 10, 2015
Dean's approver:	Brent Iverson
Title:	Dean, Undergraduate Studies
Date:	September 10, 2015

¹ See footnote 1b above: 18-24 hours are required.