

Business & Public Policy Certificate

REQUEST TO ADD OR CHANGE AN UNDERGRADUATE ACADEMIC CERTIFICATE PROGRAM AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS¹

- Type of Proposal: New Certificate Program
 Change an Existing Certificate Program
 Delete a Program

Note: If the certificate program proposed for addition or change includes a requirement of 21 to 24 semester credit hours, an additional form is required for THECB approval/notification.²

Proposed classification:³ Exclusive General Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACSCOC APPROVAL IS REQUIRED.

- Is this a new transcript-recognized certificate program? Yes No
- Is this a request to delete an existing transcript-recognized certificate program? Yes No
- Does the certificate offer courses that will be taught off campus? Yes No
- Will courses in this program be delivered electronically? Yes No
- Will courses be developed specifically for the new certificate? Yes No

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 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.
- 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 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?

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Any student pursuing the BPP Certificate has access to the revised course options. There is no anticipated budgetary impact for any college/school, nor significant enrollment changes.

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

Person communicated with: Robert Brenner, Professor and Director of Journalism & Bob Jensen, Professor, Journalism (J 350F instructor)

Date of communication: March 30, 2017

Response: Both approve adding J350F (Media Law) to the list of electives; it is not anticipated this will impact enrollments in any significant way.

Person communicated with: Mark Bernstein, Associate Dean and Associate Professor, Moody College of Communication

Date of communication: May 18, 2017

Response: Approves of this change as well.

4. **OFFICIAL CERTIFICATE NAME:** Undergraduate Certificate: Business and Public Policy
5. **PROPOSED IMPLEMENTATION DATE:**⁴ Fall 2018
6. **CIP CODE** (administrative unit awarding the certificate):⁵ 52.0101 Business/Commerce, General
7. **STATEMENT OF OBJECTIVE:**⁶ Unchanged. 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:** Unchanged. Ten.
9. **NUMBER OF HOURS REQUIRED FOR COMPLETION (Note: If the number of required hours is 21 to 24, THECB form is required):**⁷ Unchanged. Eighteen.
10. **LIST FACULTY ON THE CERTIFICATE PROGRAM FACULTY COMMITTEE.**⁸

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
Frances Pedersen (Chair)	Business / Business, Government and Society	Lecturer	J.D., Boston University School of Law
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

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11. ACADEMIC COURSE REQUIREMENTS:⁹ Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH ¹⁰
#GOV 312L	Issues and Policies in American Government (#prerequisite: Twenty-four semester hours, including GOV 310L)	3
<i>At least three, up to four 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 options]	3
<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>3 or 6 (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 325	Social and Ethical Responsibility of Business	3
BGS 370.X+	<u>Ethics, CSR, and Service Learning Energy Technology & Policy</u> [new numbered topic will be assigned]	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	Environmental, Social & Governance Investing (#prerequisite: FIN 357 or 367Q, restricted to business majors)	3

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#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	Global Governance (#prerequisite: Six hours lower division coursework in government)	3
GOV 365N.17	Issues in Third World Development	3
#GOV 370L.21	Politics of Food in America (#prerequisite: Six hours lower division coursework in government)	3
#GOV 370L.7	The United States Congress (#prerequisite: Six hours lower division coursework in government)	3
#GOV 379S	Honors Seminar (#prerequisite: 30 semester hours of coursework, including at least six hours of government)	3
HIS 350L.49	History of Imperialism (#prerequisite: Upper-division standing)	3
J 350F	Media Law	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 363	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: Unchanged. 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.

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13. GIVE A DETAILED RATIONALE FOR CHANGE(S):

1. Replace Robert Prentice with Frances Pedersen as certificate committee chair.
Rationale: Robert Prentice has stepped down from the BPP certificate, Frances Pedersen is replacing him.
2. Correct application deadlines from the 1st to 10th of March and October.
Rationale: These are the dates the BPP certificate is actually using for application deadlines.
3. Remove BGS 325 from the elective listing.
Rationale: BGS 325 was last offered in fall of 2014. It has been replaced by BGS 370.x (see #4).
4. Replace BGS 370.1 *Energy Technology & Policy* with BGS 370.x *Ethics, CSR, and Service Learning* (new numbered topic will be created for this currently offered unnumbered topic).
Rationale: Ethics course is more suitable for the certificate.
5. Add J350F Media Law as accepted elective course.
Rationale: Course content is appropriate & suitable for the certificate.
6. Add statement that other courses may be considered for substitution.
Rationale: The certificate would like the flexibility to review and accept courses that have appropriate content, but are not included in the catalog listing which can only be updated every two years.

14. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date:	February 6, 2017	Approved by whom:	Undergraduate Program Committee
College approval date:	April 26, 2017	Approved by whom:	McCombs faculty
Dean approval date:	April 26, 2017	Approved by whom:	Dean Jay Hartzell

Please include a draft of the catalog copy immediately following the above form. If this is an update of an existing copy, the draft should be based on the text of the current catalog available at: <http://catalog.utexas.edu/undergraduate/>. **Strike through and replace (with underlines) only the specific language to be changed. Do NOT use track changes, and do not include hyperlinks in the catalog copy.** Submit form electronically to the Office of the General Faculty and Faculty Council at fc@austin.utexas.edu. For questions on completing this section, please contact Victoria Cervantes, vc@austin.utexas.edu, 471-5934 or Brenda Schumann, brenda.schumann@austin.utexas.edu, 475-7654.

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The Business & Public Policy (BPP) Certificate provides undergraduate students with the opportunity to have an officially recognized concentration in the study of business and public policy. Because firms' actions are increasingly influenced by the interests and demands of numerous stakeholders, including owners, employees, suppliers, customers, NGOs, communities, and especially government regulators, it is increasingly important that businesses hire employees who can strategically respond to and influence these constituencies. Certificate holders will be well-equipped to understand the political process and its influence on firms and to work for those firms or for consulting firms that are increasingly important in this area. This certificate is also well-suited for undergraduates with an interest in careers in law, in governmental and public service, and/or in nonprofit organizations.

The Business & Public Policy Certificate Program requires 18 semester hours of coursework as described below. Students who have completed 24 hours in residence with upper-division standing may formally apply to the certificate program. Admission to the program is based on students' overall academic record. To gain admission the following semester, students must apply by March 10 for fall and by October 10 for spring.

At least half of the required certificate coursework must be completed in residence at The University of Texas at Austin. Students must contact the BPP certificate office to request the BPP certificate the semester they will complete the program; by November 1 for fall, by April 1 for spring, or by August 1 for summer. Students have up to one year after graduation to complete the certificate program for transcript purposes. A maximum of nine hours of certificate coursework may be taken after the student has earned the undergraduate degree.

The certificate requirements are:

Required courses:

1. GOV 312L Issues and Policies in American Government

And three or four of the following four courses:

2. BGS 371 Corporate Political Strategy
3. BGS 372 Strategic Corporate Social Responsibility
4. BGS 373 Strategic Corporate Communication
5. BGS 374 Global Political Economy

Elective courses:

If you have taken Government 312L and only nine hours from: Business, Government, and Society 371, 372, 373, and 374, then choose **two** courses from the following list to satisfy the 18-hour requirement.

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If you have taken Government 312L and 12 hours from: Business, Government, and Society 371, 372, 373 and 374, then you need take only **one** course from the following list to satisfy the 18-hour requirement.

	Requirements	Hours
ADV/P R 353	Advertising and Public Relations Law and Ethics	3
AMS 310	Introduction to American Studies	3
AMS 311S	Introductory Seminar in American Studies	3
AMS 321	Studies in American Societies (Topic 5: Asian American Jurisprudence)	3
BGS 325	Social and Ethical Responsibility of Business	3
BGS 370	Topics in Business, Government, and Society (Topic X: <u>Ethics, CSR, and Service Learning 1: Energy Technology & Policy</u>)	3
CMS 342K	Political Communication	3
ECO 321	Public Economics	3
ECO 341K	Introduction to Econometrics	3
ECO 333K	Development Economics	3
ECO 334K	Urban Economics	3
ECO 339K	International Trade and Investment	3
	or	
I B 350	International Trade	3
	or	
EUS 348	Topics in European Economics, Government, Business, and Policy (Topic 2: International Trade)	3
	or	
I B 320F	Foundations of International Business	3
ECO 351K	Current Issues in Business Economics	3
FIN 371M	Money and Capital Markets	3
FIN 372	Advanced Topics in Finance (Topic 1: Environmental, Social & Governance Investing)	3
GOV 325	Political Parties	3
GOV 351D	The Theoretical Foundations of Modern Politics	3
GOV 357M	Topics in Public Law (Topic 7: Constitutional Structures of Power)	3
GOV 358	Introduction to Public Policy	3
GOV 360N	Topics in International Relations (Topic 13: Global Governance)	3
GOV 365N	Topics in Comparative Politics (Topic 17: Issues in Third World Development)	3

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GOV 370L	Topics in American Government and Politics (Topic 21: Politics of Food in America)	3
GOV 370L	Topics in American Government and Politics (Topic 7: The United States Congress)	3
GOV 379S	Honors Seminar	3
HIS 350L	Undergraduate Seminar in History (Topic 49: History of Imperialism)	3
<u>I 350F</u>	<u>Media Law</u>	<u>3</u>
LEB 323/323H or LEB 320F	Business Law and Ethics Foundations of Business Law and Ethics	3
LEB 363	Real Estate Law	3
LEB 370	Topics in the Legal Environment of Business (Topic 1: Antitrust Law)	3
LEB 370	Topics in the Legal Environment of Business (Topic 2: Environmental Law)	3
LEB 370	Topics in the Legal Environment of Business (Topic 3: Employer-Employee Relations)	3
LEB 370	Topics in the Legal Environment of Business (Topic 5: The Law and the Multinational Corporation)	3
LEB 370	Topics in the Legal Environment of Business (Topic 14: Oil and Gas Law)	3
PHL 325L	Business, Ethics, and Public Policy	3
P R 305	Fundamentals of Public Relations	3
P R 317	Writing for Public Relations	3
P R 352	Strategies in Public Relations	3
P R 367	Integrated Communications Management	3
P R 378	Advanced Studies in Public Relations (Topic 5: Integrated Communications for Nonprofit Organizations)	3

Other courses may be considered for substitution, as approved by the Business & Public Policy Certificate Committee.

Other Certificate Requirements:

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 **Minimum Criteria for Certificate Recognition on the Transcript:**

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- a) The transcript-recognized undergraduate academic certificate program must be completed in conjunction with or within one year of completion of an undergraduate degree at The University of Texas at Austin; students pursuing an integrated undergraduate/graduate program must complete the requirements for the certificate within one year after completing the undergraduate requirements of their program. A maximum of nine credit hours in the certificate program may be taken after completion of the undergraduate degree.
- b) Transcript-recognized undergraduate academic certificate programs must require a minimum of eighteen hours of certificate course work, but not more than twenty-four hours.
- c) At least half of the required coursework in the certificate program must be completed in residence at The University of Texas at Austin.
- d) A student may **not** earn a certificate in the same field of study as his or her major, and at least one course required in the certificate program must be outside the requirements of the major. However, courses in the certificate program outside the major may fulfill other degree requirements such as general education requirements or required elective hours.
- e) Students apply for transcript recognized undergraduate academic certificates at the time they complete their undergraduate degree or the certificate program, whichever comes later. Transcript recognition is awarded at that time.

² To add a certificate program that requires 21 to 24 SCH's OR to increase the number of hours of an existing certificate program from 20 or less to 21 to 24 SCH's, complete the [THECB Certificate Program Certification Form](#) and submit it to the provost's office, lydia.cornell@austin.utexas.edu. To change the number of required hours for certificates currently requiring 21 to 24 SCH's, complete the [THECB Request to Change Semester Credit Hours Form](#) and submit it to the provost's office, lydia.cornell@austin.utexas.edu. Certificate programs that require 20 or fewer SCH's do not require THECB forms.

³ **EXCLUSIVE:** of *exclusive* application and of primary interest only to a single college or school ("no protest" period is *seven calendar days*); **GENERAL:** of *general* interest to more than one college or school (but not for submission to the General Faculty) ("no protest" period is *fourteen calendar days*); *major* legislation must be submitted to the General Faculty for adoption ("no protest" period is *fourteen calendar days*).

⁴ Transcript-recognized minors will not appear on the University transcripts until next catalog.

⁵ Use the federal CIP code selector site to pick a code, <http://nces.ed.gov/ipeds/cipcode>. After all other areas of this form are completed, forward a copy to the Office of Institutional Reporting, Research, and Information Systems (IRRIS) IRRIS_data_request@utlists.utexas.edu with a request to verify the CIP code ("CIP CODE" in the subject line). Include your contact information, so an IRRIS member may contact you with any questions.

⁶ Include heading in *Undergraduate Catalog* where changes will be made.

⁷ See footnote 1b above: 18 to 24 hours are required. See footnote 2 above for THECB requirements if over 20 hours.

⁸ For inclusion on transcripts, the faculty committee must have a minimum of five members and at least 2/3 of the committee must be tenured or tenure-track.

Note with an asterisk those faculty members who are tenured or tenure-track. Please also note the program chair who will be responsible for authorizing the students' certificates. Specify changes to the committee membership by noting those no longer on the committee and those added to the committee. (*Add and delete rows as needed.*)

⁹ Note with an asterisk (*) courses that would be added if the certificate program is approved. Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying. (*Add and delete rows as needed.*) If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for each. Note with a hashtag (#) courses that require a prerequisite and provide the prerequisite course numbers.

¹⁰ Semester Credit Hours.