

**Senate Curriculum Report – October 22, 2021**

Prepared by Marci Carrasquillo on behalf of the Senate Curriculum Committee

The following major proposals from the College of Business are being submitted for Senate Approval:

Proposal #	Department	Process Type	Proposal
5751858	Management and Entrepreneurship	New Degree/Program	<p>Certificate of Graduate Study (COGS): Human Resource Management  <a href="https://onbase.rowan.edu/AppNetForms/doecpop/doecpop.aspx?docid=5751858&amp;chksum=6cdacd7bddb7a55152e021b043da0f0908e73bf62a44a69fc324ea71e901e9ff">https://onbase.rowan.edu/AppNetForms/doecpop/doecpop.aspx?docid=5751858&amp;chksum=6cdacd7bddb7a55152e021b043da0f0908e73bf62a44a69fc324ea71e901e9ff</a>                      Lead Sponsor: Joel Rudin</p>
<p>The proposed 9 s.h. “Certificate of Graduate Study in Human Resource Management will expand [students’] understanding of how human capital management enhances organizational effectiveness. This program is aimed at practicing human resource managers who want to enhance their careers, professionals who wish to enter the field of human resource management, and line managers who want to maximize the contributions of the employees who report to them. The program is structured around solutions to common human resource problems such as voluntary turnover, counterproductive employee behaviors, and lack of inclusivity in the workplace.” The COGS “is being proposed to align with the already existing HR Management MBA concentration. [...] While this COGS can be pursued independently as a standalone credential, it [...] is designed so that it can be utilized as a modular component for stacking with the MBA.”</p>			

Proposal #	Department	Process Type	Proposal
5751859	Management and Entrepreneurship	New Degree/Program	<p>Certificate of Graduate Study (COGS): Management  <a href="https://onbase.rowan.edu/AppNetForms/doecpop/doecpop.aspx?docid=5751859&amp;chksum=d92752b01af8484b7efe1a67c1f8e8391e31f26f05c35ccdea67684e98633d85">https://onbase.rowan.edu/AppNetForms/doecpop/doecpop.aspx?docid=5751859&amp;chksum=d92752b01af8484b7efe1a67c1f8e8391e31f26f05c35ccdea67684e98633d85</a>                      Lead Sponsor: Joel Rudin</p>
<p>The proposed 9 s.h. COGS is “designed for students to pursue graduate-level coursework in Management,” offering flexibility so students may “augment [their] skill sets in areas such as corporate entrepreneurship, human resource management, leadership, and sustainability.” The COGS also will “align with the already existing MBA Management concentration. According to the Bureau of Labor Statistics, employment in management occupations is expected to grow by about nine percent over the next decade, adding over 900,000 new jobs. The [BLS] also found that the median annual wage for managers is the highest of all the major occupational groups. Clearly, management is a lucrative occupation with excellent future prospects. Therefore, ‘economic engine’ is the Rowan University strategic pillar with which the Management COGS most closely aligns, and ‘sustainable careers’ is the part of the Rohrer College of Business mission statement that most closely relates to this COGS.”</p>			

The following major proposals from the **College of Business** are being submitted for Senate Approval:

Proposal #	Department	Process Type	Proposal
5751857	Management and Entrepreneurship	New Degree/Program	<p align="center"><b>Certificate of Graduate Study (COGS): Organizational Leadership</b></p> <p align="center"><a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5751857&amp;chksum=1b2eb149c4c7576287b2a7dd9c16939bbe4e5c6e7fe453496969d754303eca69">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5751857&amp;chksum=1b2eb149c4c7576287b2a7dd9c16939bbe4e5c6e7fe453496969d754303eca69</a></p> <p align="center">Lead Sponsor: Joel Rudin</p>
<p>Designed “as a modular component for stacking with the MBA” that will also “align with the MBA Concentration in Organizational Leadership,” the proposed 9 s.h. COGS “will explore theories and strategies, such as working with other leaders in a multinational world, influencing and empowering teams with diverse backgrounds, changing organization culture, ethics in leadership, and how to achieve high-quality results in a leadership position. These skills are vital for any business professional pursuing a leadership position, or hoping to take on greater responsibility as part of their career.” Drawing from “new and existing courses offered as electives to the existing MBA student population[,] this COGS (and a related Area of Concentration) will allow more efficient and effective use of course offerings and faculty resources” and will complement “existing graduate-level leadership programs.”</p>			

Proposal #	Department	Process Type	Proposal
5751856	Management and Entrepreneurship	New Degree/Program	<p align="center"><b>Certificate of Graduate Study (COGS): Business Analytics</b></p> <p align="center"><a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5751856&amp;chksum=e4d901264919200c88db45859928cc23161095c256cd9ff11b925f07a219cc67">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5751856&amp;chksum=e4d901264919200c88db45859928cc23161095c256cd9ff11b925f07a219cc67</a></p> <p align="center">Lead Sponsor: Joel Rudin</p>
<p>“Business analytics is the science of using data to build mathematical models and arrive at decisions that add value to an organization. Students [who complete the proposed 9 s.h. COGS] will acquire the tools, ideas, and frameworks that will aid them in making business decisions in a scientific manner, based on actual data, to improve organizational performance. Graduates will be able to select appropriate analytical methods to monitor and identify performance issues and propose optimal data-based solutions. [...] While this COGS can be pursued independently as a standalone credential, it can also serve as a complementary offering to the MBA program. It is designed so that it can be utilized as a modular component for stacking with the MBA [and also will] align with the MBA concentration in Business Analytics.”</p>			

The following major proposals from the **College of Performing Arts** are being submitted for Senate Approval:

Proposal #	Department	Process Type	Proposal
5752376	Music	Quasi-Curricular	<p>Change an Existing Degree Type: from Master of Arts (M.A.) to Master of Music Education (M.M.Ed.)  <a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5752376&amp;chksum=b36c68c49a697aff4b2c0bee12b8bc450291d6e5058feba65de17c08df5b7a4d">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5752376&amp;chksum=b36c68c49a697aff4b2c0bee12b8bc450291d6e5058feba65de17c08df5b7a4d</a>            Lead Sponsor: Vanessa Bond</p>
<p>“According to the National Association of Schools of Music Handbook, which is our accrediting body, the Master of Arts degree is a ‘general master’s degree’ that is intended to provide ‘a graduate-level overview of the field of music.’ The general master’s degree is supposed to contain courses in the field of music (e.g., music theory, music history, performance practice) for at two-thirds of the total curriculum. Master’s Degrees in Music Education are listed as ‘specific master’s degrees’ in the handbook. Within these types of degrees ‘students demonstrate advanced competencies in music education’ in music education-specific courses (e.g., Foundations of Music Education, Innovation in Curriculum and Instruction) that consist of ‘as much as two-thirds’ of the program curriculum. Considering that our core music education courses in the degree program make up roughly two-thirds of the curriculum (e.g., 6 core, seminar, and capstone), a M.M.Ed. is a more fitting degree classification. The Master of Music Education degree is the normative degree type within the field, as evidenced by other programs with the degree within New Jersey and the region [e.g., Rider University, Rutgers University, Temple University, West Chester University, William Patterson University].”</p>			

The following major proposals from the **College of Humanities and Social Sciences** are being submitted for Senate Approval:

Proposal #	Department	Process Type	Proposal
5655513	Political Science and Economics	New Degree/Program	<p>Master of Public Policy  <a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5655513&amp;chksum=74d24562dbb21feab2d4baf5104e84100fb9f1f154158bf20b7e65c8c028e2d">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5655513&amp;chksum=74d24562dbb21feab2d4baf5104e84100fb9f1f154158bf20b7e65c8c028e2d</a>            Lead Sponsors: Lawrence Markowitz and Kathy Javian</p>
<p>“Drawing on faculty expertise in the Program of Economics and Program of Political Science, the [proposed 39 s.h. Master of Public Policy] will provide students with a strong grounding in policy, hone in on the role of policy at the local and state levels (which is unaddressed among our competitors), and emphasize the role of public policy in governing the economy. [...] Thematic areas of focus will also build on Rowan’s strengths in business, environment, health, engineering, education, performing arts, and medicine, which will further distinguish it from other programs in the region and, eventually, nationwide. In addition, the new Rowan University Institute of Public Policy (RIPPAC) will provide useful opportunities for collaboration with faculty, networking, access to programs, guest speakers, internships, etc. that will supplement their coursework in the MPP. [...] While there is no state or federal accreditation or licensure connected with this master’s degree, we will apply for and obtain accreditation from the NASPAA or the Network of Schools of Public Policy, Affairs, and Administration. NASPAA is a nonprofit 501(c)(3) membership association with over 300 institutional member schools at U.S. and non-U.S. universities that award degrees in public administration, public policy, public affairs, non-profit and related fields. As such, NASPAA is the established accreditor of master's degree programs in these fields. NASPAA's mission—to ensure excellence in education and training for public service by ensuring academic quality, commitment to public service values, and programmatic improvement while contributing to the knowledge, research, and practice of public service—is wholly aligned with the goals of Rowan’s MPP.”</p>			

The following major proposals from the College of Humanities and Social Sciences are being submitted for Senate Approval:

Proposal #	Department	Process Type	Proposal
5317495	Sociology and Anthropology	New Degree/Program	Certificate of Graduate Study (COGS) in International Crisis Management and Security <a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5317495&amp;chksum=fc898e65f90a8c6d01893bd3bcf26430a89fbae6fa03eccc5e06885b782a19a">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5317495&amp;chksum=fc898e65f90a8c6d01893bd3bcf26430a89fbae6fa03eccc5e06885b782a19a</a> Lead Sponsor: DeMond Miller
<p>“International crisis management and security studies is an interdisciplinary academic field that analyzes the causes of international conflict (war), systemic oppression, and explores processes by which conflict and change can be managed so as to maximize justice while minimizing violence. The [proposed 9 s.h.] COGS in International Crisis Management and Security is designed to be a credential that can be earned as part of a graduate degree in other areas such as the MA in Criminal Justice or a student can elect to only earn a COGS. While pursuing the COGS, students learn about the root causes of conflict, theories of conflict, and the practice of risk assessment to strengthen national, international and regional security protocols. Classes offered in this COGS all have an international conflict/crisis management focus. The classes cover religion, politics, global conflict analysis, international governance, and international (global) security studies. Students earning the certificate will have a theoretical understanding of international crisis management, a greater sense of their own role in international conflict, international emergency crisis management, and the skills needed to help during times of international humanitarian crisis.”</p>			

The following major proposals from the School of Professional Studies are being submitted for Senate Approval:

Proposal #	Department	Process Type	Proposal
5735431	Not Applicable	New Degree/Program	Certificate of Undergraduate Study (CUGS): ESports Business <a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5735431&amp;chksum=7541de4256fa8b2fbec275e4493389092391d63159a25cb2d8b95f5e994bc022">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5735431&amp;chksum=7541de4256fa8b2fbec275e4493389092391d63159a25cb2d8b95f5e994bc022</a> Lead Sponsor: DeMond Miller
<p>“The rise of esports has created a plethora of workforce opportunities for the well-prepared college graduate in occupations within the esports industry as strategists, analysts, team managers/owners, tournament administrators, content creators, online community social media managers, sales managers, content managers, facilities and operations managers, human resource managers, marketing managers, public relations managers, and event coordinators. As such, [the proposed 12 s.h.] CUGS will be marketed to the student seeking to have a more nuanced understanding of esports, the esports industry, and the related business aspects of the field. [...] Esports is an area to which Rowan University has a demonstrated commitment. With the emergence of esports as a recognized industry anticipated to experience significant growth in participation, employment, and revenues over the next decade, Rowan University has entered into a unique partnership with Nerd Street Gamers to offer students as well as individuals from the surrounding region, opportunities for esports play and industry experience at their Localhost facility being constructed on Rowan Boulevard.”</p>			

The following major proposals from the **School of Professional Studies** are being submitted for Senate Approval:

Proposal #	Department	Process Type	Proposal
5761803	Not Applicable	New Degree/Program	<p>Certificate of Undergraduate Study (CUGS): The Social, Behavioral, and Legal Impact of Cannabis Legislation</p> <p><a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5761803&amp;chksum=b36bfa6b2f273896c33b701a874c61dd5fe84b1504c03341f72df1ebf982c297">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5761803&amp;chksum=b36bfa6b2f273896c33b701a874c61dd5fe84b1504c03341f72df1ebf982c297</a></p> <p>Lead Sponsor: DeMond Miller</p>
<p>“The Certificate of Undergraduate Studies in the Social, Behavioral, and Legal Impact of Cannabis Legislation is designed to help students understand the legalization of cannabis from a multidisciplinary perspective and prepare them to work in various positions within the legal cannabis industry. The CUGS, housed in the School of Professional Studies, will explore how the legalization of medicinal and recreational cannabis by a growing number of states may impact many aspects of life for individuals, institutions, communities, and cultures. To date, researchers have discovered that cannabis legalization results in a variety of social benefits related to crime, social justice, safety, law enforcement, public health, education, and youth. [The proposed 12 s.h.] certificate provides an overview of practical, everyday issues and scholarly literature related to cannabis. After completing the certificate, students may continue their studies by using the CUGS as elective courses to fulfill degree requirements at Rowan University.”</p>			

Proposal #	Department	Process Type	Proposal
5735193	Not Applicable	New Degree/Program	<p>Certificate of Graduate Study (COGS): The Assessment and Social Control of Legalized Cannabis</p> <p><a href="https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5735193&amp;chksum=aff9cd4b1997ba50814cc005e998e252521b9fe020f7ed00b02b17a81fc9f57">https://onbase.rowan.edu/AppNetForms/docpop/docpop.aspx?docid=5735193&amp;chksum=aff9cd4b1997ba50814cc005e998e252521b9fe020f7ed00b02b17a81fc9f57</a></p> <p>Lead Sponsor: DeMond Miller</p>
<p>“The Cannabis Industry is very large with many aspects ranging to operate at in several realms including: public policy, manufacturing, distribution, federal regulations, state laws, international shipping, merchandizing, pharmaceutical dosage, medical cannabis, etc. It is expected that a person earning [the proposed 9 s.h.] COGS to [gain] the policy knowledge, the program evaluation/implementation background, the skills to develop and evaluate, and provide them with an in-depth look at the legalization of cannabis and the problems society and social institutions face when we encounter legalization. The COGS will be marketed to people interested in entering (for example) the professional world of cannabis consulting and policy development. This is a broad field and this certificate is designed to address those basic areas. This is what is currently being offered by other universities (as detailed in the proposal) in the same way. However, what makes Rowan unique is the added the social justice component. This certificate is designed as a job creation certificate because it equips students with skills needed in the marketplace that people are willing to pay for. [...] [G]raduates can expect to enter the job market as compliance officers, state/local regulators, industry regulators for products, sales, and marketing. The proposed Certificate of Graduate Study [...] supports Rowan University creating programs that align with the needs of the region and allowing students to earn stackable credentials.”</p>			