



The University of Georgia

University Council
Athens, Georgia 30602

February 5, 2016

UNIVERSITY CURRICULUM COMMITTEE – 2015-2016

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Ex-Officio - Provost Pamela S. Whitten

Undergraduate Student Representative - Ms. Taylor K. Lamb

Graduate Student Representative - Ms. A. June Brawner

Dear Colleagues:

The attached proposal for a new Area of Emphasis in Applied Consumer Analytics under the major in Consumer Economics (B.S.F.C.S.) will be an agenda item for the February 12, 2016, Full University Curriculum Committee meeting.

Sincerely,

William K. Vencill, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

PROPOSAL FOR AREA OF EMPHASIS

1. School/College: College of Family and Consumer Sciences
 2. Department/Division: Financial Planning, Housing and Consumer Economics
 3. Major: Consumer Economics (B.S.F.C.S.)
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If major has more than one area of emphasis, submit all areas of emphasis under one major together. A course may appear in more than one area of emphasis, but each area of emphasis should have a distinct focus.

4. Major Requirements: Attach a list of requirements for the major. Undergraduate programs may attach a copy of the major requirements from the online bulletin. Graduate programs may provide a list of general requirements for the major.

(see attached)

5. Area of Emphasis Title (as it will appear in the *Bulletin*): Applied Consumer Analytics

6. Proposed starting date: Fall 2016

7. Area of Emphasis Description:

Include prefixes, numbers and titles of required courses, number of credit hours required; residency requirements (if any); and grade requirements (if any). Graduate Areas of Emphasis may refer to groups of courses if necessary.

FHCE 4000/6000 or FHCE 4000S/6000S, Consumer Analytics and Research Methods I (3 hours)

FHCE 5050/7050, Consumer Analytics and Research Methods II (3 hours)

FHCE 5150/7150, Applied Consumer Policy Analytics (3 hours)

FHCE 5960/7960, Quantitative Internship in Financial Planning, Housing and Consumer Economics (3 hours)

Total = 12 hours

Consumer Economics (B.S.F.C.S.) – Fall 2015
(also offered at Griffin)

DRAFT

DEGREE REQUIREMENTS

Entrance Requirements for the Major

General Education Core Curriculum

(Selected with the advice of an academic advisor)

Areas I II III IV V

Area VI

Major Requirements

College-wide Requirements must be satisfied in order to graduate with this major

TOTAL DEGREE HOURS

120 hours

I. FOUNDATION COURSES (9 HOURS)

ENGL 1101 or ENGL 1101E or ENGL 1101S

ENGL 1102 or ENGL 1102E or ENGL 1103 or ENGL 1050H or ENGL 1060H

MATH 1101 or MATH 1113 or MATH 2200 or MATH 2250 or MATH 2300H or MATH 2400 or

MATH 2400H or MATH 2410 or MATH 2410H

II. SCIENCES (7-8 HOURS)

At least one of the physical science or life science courses must include a laboratory.

Physical Sciences (3-4 hours)

No preferred courses for this area. See Core Curriculum view.

Life Sciences (3-4 hours)

No preferred courses for this area. See Core Curriculum view.

III. QUANTITATIVE REASONING (3-4 HOURS)

No preferred courses for this area. See Core Curriculum view.

IV. WORLD LANGUAGES AND CULTURE, HUMANITIES AND THE ARTS (12 HOURS)

Note: Course credit received as a result of a score on a departmental foreign language placement test will not satisfy the General Education Core Curriculum requirements in Area IV, World Languages and Culture, Humanities and the Arts.

World Languages and Culture (9 hours)

No preferred courses for this area. See Core Curriculum view.

Humanities and the Arts (3 hours)

Preferred Course(s): COMM 1100 or COMM 2150H

V. SOCIAL SCIENCES (9 HOURS)

- Students who have not met the Georgia and U.S. Constitution requirement by examination should enroll in POLS 1101.
- A passing grade on an examination on the history of the United States and Georgia is required to satisfy the United States and Georgia History Requirement for all persons receiving a baccalaureate degree from the University, unless exempted by one of the following courses: HIST 2111, HIST 2112. Examinations are given at University Testing Services. Reexamination is permitted. Contact University Testing Services at (706) 542-3183 for information.

Preferred Course(s): (HIST 2111 or HIST 2111H or HIST 2112 or HIST 2112H) and (POLS 1101 or POLS 1105H)

Area VI

ECON 2105 or ECON 2105H

ECON 2106 or ECON 2106H

FHCE 2100 or FHCE 2100H

MATH 1113

STAT 2000 or STAT 2100H

Choose one course from the following:

CSCI 1301-1301L

FDNS 2100 or FDNS 2100H

HDFS 2100

LEGL 2700 or LEGL 2800H

MATH 2200 or MATH 2250 or MATH 2300H
MATH 2310H or MATH 2400 or MATH 2400H or MATH 2410 or MATH 2410H
PSYC 1101 or PSYC 1101E or PSYC 1030H
SOCI 1101 or SOCI 1101H
TXMI 2100

If these courses are taken in Areas II-V, then electives may be taken in this area.

MAJOR REQUIREMENTS

A baccalaureate degree program must require at least 21 semester hours of upper division courses in the major field and at least 39 semester hours of upper division work overall.

Required Courses (44 hours)

(A grade of "C" (2.0) or higher for each course)

FHCE 2000* or FACS 2000*

FHCE 3100

FHCE 3150 or FHCE 3150E

FHCE 3200 or FHCE 3200E or FHCE 3250 or FHCE 3250E

FHCE 3300

FHCE 4100/6100

FHCE 5100/7100

* Griffin students should take FHCE 2000E or FACS 2000E.

Choose Option I or Option II or Option III:

(A grade of "C" (2.0) or higher is required for each course in Options I, II, and III.)

Option I - Consumer Economics - Major Electives

Choose twelve (12) hours from the following:

FHCE 3000

FHCE 4400/6400

FHCE 3010 (maximum 3 hours)

FHCE 4810/6810

FHCE 3260

FHCE 4900/6900 (repeatable)

FHCE 3350

FHCE 5050/7050

FHCE 4000/6000 or FHCE 4000S/6000S

FHCE 5150/7150

FHCE 4200/6200

FHCE 5200/7200

FHCE 4205/6205

FHCE 5250/7250

FHCE 4210/6210

FHCE 5310/7310

FHCE 4220/6220

FHCE 4230/6230

FHCE 4235S

FHCE 4250/6250

FHCE 4270/6270

FHCE 4300/6300

FHCE 4310/6310

FHCE 4320/6320

FHCE 4330/6330

FHCE 4340S/6340S

FHCE 4350/6350

FHCE 5320/7320

FHCE 5330/7330

FHCE 5350/7350

FHCE 5400/7400

FHCE 5710/7710 (maximum 3 hours)

FHCE 5900/7900

FHCE 5910/7910 (maximum 6 hours)

FHCE 5950/7950

FHCE 5960/7960

HDFS(HACE) 4500/6500

HDFS(FDNS)(HACE)(TXMI) 5711/7711

Choose thirteen (13) hours from the following:

AAEC (3000-level or above)

ACCT (3000-level or above)

ADPR 3130

ECON (3000-level or above)

ENGL 3590W

FHCE (3000-level or above)

FINA (3000-level or above)

HDFS(HACE) 4500/6500

INTB (3000-level or above)

MARK (3000-level or above)

MGMT (3000-level or above)

MIST (3000-level or above)

MSIT (3000-level or above)

REAL (3000-level or above)

RMIN (3000-level or above)

Option II - **Applied Consumer Analytics Emphasis (Athens campus only)** - Major Electives

FHCE 4000/6000 or FHCE 4000S/6000S

FHCE 5050/7050

FHCE 5150/7150

Choose any 3 credits from the following:

FHCE 4400/6400

FHCE 5400/7400

FHCE 5960/7960

GEOG 4370/6370-4370L/6370L

MARK 4350

MGMT 4000

MGMT 4260

NMIX 4200/6200

JOUR 5800/7800

STAT 4360/6360

MARK 4000

Choose thirteen (13) hours from the following:

AAEC (3000-level or above)

MARK (3000-level or above)

ACCT (3000-level or above)

MGMT (3000-level or above)

ADPR 3130

MIST (3000-level or above)

ECON (3000-level or above)

MSIT (3000-level or above)

FHCE (3000-level or above)

POLS (3000-level or above)

FINA (3000-level or above)

REAL (3000-level or above)

HDFS(HACE) 4500/6500

RMIN (3000-level or above)

INTB (3000-level or above)

Option III - Financial Planning Emphasis (Griffin campus only)

(Athens campus students are strongly encouraged to select the Financial Planning major)

FHCE 4200/6200

FHCE 4210/6210

FHCE 4220/6220

FHCE 4230/6230

FHCE 5250/7250

FHCE 5900/7900

FHCE 5910/7910 (3 hours)*

RMIN 4000

Any class 3000-level or above (3 hours)

* Taking an additional 3 hours of internship credit for a total of 6 hours will not replace any of the listed required courses.

Major elective courses may count toward minor requirements.

General Electives (16-18 hours)

Any level.

(This total does not include the 1-hour P.E. requirement)



The University of Georgia

Department of Genetics
Institute of Bioinformatics
Center for Tropical and Emerging Global Diseases

December 9, 2015

Sheri Worthy, Professor and Head
Department of Financial Planning, Housing and Consumer Economics
213 Dawson Hall
University of Georgia
Athens, GA 30605

RE: Support for the Proposed Applied Consumer Analytics Emphasis for Consumer Economics.

To Whom It May Concern:

I have reviewed the proposal for an Applied Consumer Analytics emphasis for the BSFCS in Consumer Economics. I do not see any overlap or conflict with any current or proposed curriculum related to the Institute of Bioinformatics (IOB). In fact, the IOB does not have an undergraduate degree or certificate program. This proposed emphasis and the related courses (FHCE 4000/6000 FHCE 4000S/6000S Consumer Analytics and Research Methods I; FHCE 5050/7050 Consumer Analytics and Research Methods II; FHCE 5150/7150 Applied Consumer Policy Analytics; and FHCE 5960/7960 Quantitative Internship in FHCE) are not in conflict with Bioinformatics and will, in my opinion, complement efforts directed at increasing Informatics across the Campus at all levels.

Please let me know if you need any further information.

Sincerely,

Jessica Kissinger, Ph.D.
Professor of Genetics
Director, Institute of Bioinformatics
Center for Tropical and Emerging Global Diseases



The University of Georgia

College of Engineering

December 9, 2015

Sheri Worthy
Department of Financial Planning, Housing and Consumer Economics
213 Dawson Hall
University of Georgia
Athens, GA 30605

RE: Support for the Proposed Applied Consumer Analytics Area of Emphasis for Consumer Economics.

We have reviewed the proposal for an Applied Consumer Analytics area of emphasis for the BSFCS in Consumer Economics. We see no overlap or conflict with any current or proposed curriculum related to informatics or the Georgia Informatics Institute for Research and Education (GIIRE). This emphasis and the courses taught in this emphasis (FHCE 4000/6000 FHCE 4000S/6000S Consumer Analytics and Research Methods I, FHCE 5050/7050 Consumer Analytics and Research Methods II, FHCE 5150/7150 Applied Consumer Policy Analytics, and FHCE 5960/7960 Quantitative Internship in FHCE) will complement the Informatics across Campus Initiative that will be designed to facilitate the infusion of informatics-related programs throughout the university curriculum. These could potentially be included in the cross-campus Informatics Core Curriculum that would serve as the basis for a graduate certificate in Informatics, a new undergraduate minor in Informatics, and the academic foundation of multiple discipline-specific Informatics undergraduate programs.

Please let us know if there is any further information we can provide about the GIIRE Informatics across Campus Initiative.

Sincerely,

Lawrence Hornak

Thiab Taha

Planning Committee Co-Chairs
Georgia Institute of Informatics Research and Education