




FINAL FACULTY SENATE APPROVAL ON APRIL 10, 2018

MEMORANDUM

TO: Faculty Senate
FROM: Jack Kirby 
DATE: April 2, 2018
SUBJECT: Curriculum Proposal #17-18-22 REV #1
Behavioral Sciences


I recommend approval of the attached Curriculum Proposal 17-18-22 REV #1. This proposal would add a specialization to both the psychology and sociology degree programs. This specialization will be called behavioral analytics, which will through the use of computer science training expand on the ability of these student to use advanced data manipulation and analysis. This will allow them to meet a growing need in the workforce to be able to apply behavioral science knowledge in a data heavy environment.

Dr. Christina Lavorata
Dr. Deanna Shields
Mr. Christopher Kast
Mr. Michael Waide
Ms. Laura Ransom
Ms. Cheri Gonzalez
Ms. Lori Schoonmaker



MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby 

DATE: March 9, 2018

SUBJECT: Curriculum Proposal #17-18-22
Behavioral Sciences

I recommend approval of the attached Curriculum Proposal 17-18-22. This proposal would add a specialization to both the psychology and sociology degree programs. This specialization will be called behavioral analytics, which will through the use of computer science training expand on the ability of these student to use advanced data manipulation and analysis. This will allow them to meet a growing need in the workforce to be able to apply behavioral science knowledge in a data heavy environment.

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PREPARING CURRICULUM PROPOSALS

INSTRUCTIONS

Draft your proposal in accordance with the guidelines below and the format shown on the following pages. Should any item under the several headings not pertain to your proposal, write N/A. **Number the second and subsequent pages of your proposal.**

Supply the preliminary information about the proposal as indicated below:

PROPOSAL NUMBER: Leave this space blank. A number will be assigned to the proposal by the Associate Provost.

SCHOOL: Enter the name of the College or School (e.g., *Liberal Arts*), Department (e.g., Language and Literature), and Program (e.g., English).

PREPARER/CONTACT PERSON: Enter the name of the person who prepared the proposal and his/her telephone extension number.

COPIES OF MEMOS SENT TO AFFECTED DEPARTMENTS: Attach these to the back of your proposal.

LETTERS OF SUPPORT FROM DEANS OF AFFECTED DEPARTMENTS: If the Curriculum Committee requests these letters, attach them to the back of your proposal.

DATE SUBMITTED: The Curriculum Committee meets on the fourth Tuesday of each month. **Proposals are due in the Office of the Associate Provost on or before the second Tuesday of the month.**

REVISION SUBMISSION DATE: If changes are required to the original proposal, enter the date the proposal was resubmitted.

IMPLEMENTATION DATE REQUESTED: Enter the first day of the semester (or summer term) and year in which the proposed curriculum change(s) would take effect.

CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: _____
School/Department/Program: College of Liberal Art/ Behavioral Sciences
Preparer/Contact Person: Chris Kast
Telephone Extension: 4236
Date Originally Submitted: 3/7/18
**Revision (Indicate date and label it
Revision #1, #2, etc.):** 4-2-18 Revision #1
Implementation Date Requested: Fall 2018

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal would add a specialization to both the psychology and sociology degree programs. This specialization will be called behavioral analytics, which will through the use of computer science training expand on the ability of these student to use advanced data manipulation and analysis. This will allow them to meet a growing need in the workforce to be able to apply behavioral science knowledge in a data heavy environment.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s)

Total hours deleted. N/A

- B. Addition of course(s) or credit(s) from program(s)

Total hours added. N/A

- C. Provision for interchangeable use of course(s) with program(s) N/A

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog. **N/A**
- E. Other changes to existing courses such as changes to title, course number, and elective or required status. **N/A**
- F. Creation of new course(s). For each new course **N/A**
1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.
 2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.
 3. Include, as an appendix, a detailed course outline consisting of at least two levels.
 4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.
- See appendix B
- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).
- Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A

III. **RATIONALE FOR THE PROPOSAL.**

A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

Shifts in the scale of data in large government and business environments has radically increased the complexity in simply preparing data for analysis. With this being the case many jobs now necessitate that those with research training also possess computer programming skills to manipulate databases or engage in data mining. This specialization will ultimately make our students more competitive for these positions by providing them this training through the college of science and technology. This in combination with the research and theoretical training they already receive will allow them to perform functions that traditionally have between split between a team of individuals. A list of general job boards can be found below, but the combination noted above would make these students especially marketable.

General Job Boards



- <http://www.analyticaltalent.datasciencecentral.com/jobs/results/keyword/data-science>
- <https://datajobs.com/>
- <https://www.kaggle.com/jobs>
- <https://www.kdnuggets.com/jobs/index.html>
- <https://icrunchdata.com/jobs/>
- <http://www.analyticaltalent.datasciencecentral.com/jobs/results/keyword/data-science>

B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

Since this specialization builds on preexisting capacity in both departments we do not foresee the need for new faculty or equipment as it is currently designed. Once more data on student interest is available future refinement and expansion of this is possible, which based on available resources may be accomplished through the hiring of dedicated specialized faculty.

IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
College of Liberal Arts	Dr. Deanna Shields	
College of Science and Technology	Dr. Donald Trisel	

- V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.
- VI. ADDITIONAL COMMENTS.

Attribute 6 – Technology Literacy	3
ANY COURSE LISTED IN Outcome 6	
Attribute 7 – Oral Communication	3
COMM 2200 or 2201 or 2202*	
Attribute 8 - Citizenship	3
HIST 1107 or 1108 or POLI 1103*	
Attribute 9 - Ethics	3
ANY COURSE LISTED IN Outcome 9	
Attribute 10 - Health	2
ANY COURSE LISTED IN Outcome 10	
Attribute 11 - Interdisciplinary	3
ANY COURSE LISTED IN Outcome 11	
Attribute 12 - Arts	3
ANY COURSE LISTED IN Outcome 12	
Attribute 13 - Humanities	3
ANY COURSE LISTED IN Outcome 13	
Attribute 14 – Social Sciences	X
PSYC 1101 (Satisfied in Major)	
Attribute 15 - Natural Science	4
ANY COURSE LISTED IN Outcome 15	
Attribute 16 – Cultural Awareness	3
ANY COURSE LISTED IN Outcome 16	
Additional General Studies hours	X
PSYC 3390 (WIC – Satisfied in Major)	
TOTAL GENERAL STUDIES HOURS	39
TOTAL FREE ELECTIVES	26
TOTAL HOURS	120

* Any course(s) marked with an asterisk (*) above are recommended to complete program curriculum; however, students may select any other courses from the approved General Studies list.

Current Psychology degree will remain with the below as an alternate option

B.S. Degree in Psychology
Specialization in Behavioral Analytics

Required Major Courses	HRS
PSYC 1101 Introduction to Psychology	3
PSYC 2220 History & Systems of Psychology	3
PSYC 2230 Social Psychology	3
PSYC 2240 Behavioral Statistics	3
PSYC 3300 Abnormal Psychology	3
PSYC 3305 Research Methods in the Behavioral Sciences	4
PSYC 3310 Experimental Psychology	3
PSYC 3330 Developmental Psychology	3
PSYC 4470 Intervention Techniques and Applications	3
PSYC 3350 Biopsychology	3
PSYC 3360 or PSYC 3370 Cognitive Psychology or Theories of Learning	3

PSYC 3390	Research Capstone	3	
PSYC 4400	Psychometrics	3	
PSYC 4410	Theories of Personality	3	
PSYC 4460	Seminar	3	
TOTAL Required Major Courses			46
Major Electives			9
Specialization in Behavioral Analytics			21
MATH 1561	Introduction to Mathematical Reasoning	3	
MATH 2562	Introduction to Discrete Mathematics	3	
COMP 1102	Principles of Programming I	3	
COMP 1108	Principles of Programming II	3	
COMP 2270	Data Structures	3	
COMP 4410	Database Management	3	
COMP 4450	Introduction to Data Mining	3	
TOTAL HOURS FOR MAJOR (and minor if required)			76

Required General Studies Courses

Attribute 1 – Critical Analysis		X
	PSYC 3310 (Satisfied in Major)	
Attribute 2 – Quantitative Literacy		3
	MATH 1530 or 1430 or higher in Outcome 2 (PR for Psych 2240)	
Attribute 3 – Written Communication		3
	ENGL 1101 (Institutional Requirement)	
Attribute 4 - Teamwork		X
	COMM 2200* (May be Satisfied in Outcome 7)	
Attribute 5 – Information Literacy		3
	ENGL 1102 (Institutional Requirement)	
Attribute 6 – Technology Literacy		3
	ANY COURSE LISTED IN Outcome 6	
Attribute 7 – Oral Communication		3
	COMM 2200 or 2201 or 2202*	
Attribute 8 - Citizenship		3
	HIST 1107 or 1108 or POLI 1103*	
Attribute 9 - Ethics		3
	ANY COURSE LISTED IN Outcome 9	
Attribute 10 - Health		2
	ANY COURSE LISTED IN Outcome 10	
Attribute 11 - Interdisciplinary		3
	ANY COURSE LISTED IN Outcome 11	
Attribute 12 - Arts		3
	ANY COURSE LISTED IN Outcome 12	
Attribute 13 - Humanities		3
	ANY COURSE LISTED IN Outcome 13	
Attribute 14 – Social Sciences		X
	PSYC 1101 (Satisfied in Major)	

Attribute 15 - Natural Science	4
ANY COURSE LISTED IN Outcome 15	
Attribute 16 – Cultural Awareness	3
ANY COURSE LISTED IN Outcome 16	
Additional General Studies hours	X
PSYC 3390 (WIC – Satisfied in Major)	
TOTAL GENERAL STUDIES HOURS	39
TOTAL FREE ELECTIVES	5
TOTAL HOURS	120

* Any course(s) marked with an asterisk (*) above are recommended to complete program curriculum; however, students may select any other courses from the approved General Studies list.

B.S. Degree in Sociology
Current Program

Required Major Courses		HRS
SOCY 1110	Introductory Sociology	3
SOCY 2200	Social Problems	3
SOCY 2205	Principles of Race, Class, and Gender	3
SOCY/PSYC 2240	Behavioral Statistics	3
SOCY 3301	Cultural Anthropology	3
SOCY 3360	Research Methods in the Behavioral Sciences	4
SOCY 3370	Concept of Survey Design	3
SOCY 3395	Sociological Theory	3
SOCY 4480	Senior Capstone	3
TOTAL Required Major Courses		28
Major Electives		15
Minor (required)		18

Required General Studies Courses		
Outcome 1 – Critical Analysis		3
	PHIL 2275*	
Outcome 2 – Quantitative Literacy		3
	MATH 1507 or 1407 or higher in Outcome 2 (PR for SOCY 2240)	
Outcome 3 – Written Communication		3
	ENGL 1101 (Institutional Requirement)	
Outcome 4 - Teamwork		3
	COMM 2200 or 2201 or 2202* (May be Satisfied in Outcome 7)	
Outcome 5 – Information Literacy		3
	ENGL 1102 (Institutional Requirement)	
Outcome 6 – Technology Literacy		3
	ANY COURSE LISTED IN Outcome 6	
Outcome 7 – Oral Communication		X
	COMM 2200 or 2201 or 2202*	
Outcome 8 - Citizenship		3
	HIST 1107 or 1108 or POLI 1103*	
Outcome 9 - Ethics		X
	SOCY 2200 (Satisfied in Major)	
Outcome 10 - Health		2
	ANY COURSE LISTED IN Outcome 10	
Outcome 11 - Interdisciplinary		X
	SOCY 2200 (Satisfied in Major)	
Outcome 12 - Arts		3
	ANY COURSE LISTED IN Outcome 12	
Outcome 13 – Humanities		3
	ANY COURSE LISTED IN Outcome 13	
Outcome 14 – Social Sciences		X
	SOCY 1110 (Satisfied in Major)	
Outcome 15 - Natural Science		4
	ANY COURSE LISTED IN Outcome 15	
Outcome 16 – Cultural Awareness		X
	SOCY 3301 (Satisfied in Major)	
Additional General Studies hours		X
	SOCY 3395 (WIC – Satisfied in Major)	
TOTAL GENERAL STUDIES HOURS		33
TOTAL FREE ELECTIVES		26
TOTAL HOURS		120

* Any course(s) marked with an asterisk (*) above are recommended to complete program curriculum; however, students may select any other courses from the approved General Studies list.

Current Sociology degree will remain with the below as an alternate option.

B.S. Degree in Sociology
Specialization in Behavioral Analytics

Required Major Courses		HRS
SOCY 1110	Introductory Sociology	3
SOCY 2200	Social Problems	3
SOCY 2205	Principles of Race, Class, and Gender	3
SOCY/PSYC 2240	Behavioral Statistics	3
SOCY 3301	Cultural Anthropology	3
SOCY 3360	Research Methods in the Behavioral Sciences	4
SOCY 3370	Concept of Survey Design	3
SOCY 3395	Sociological Theory	3
SOCY 4480	Senior Capstone	3
TOTAL Required Major Courses		28
Major Electives		15
Minor (Required)		18
Specialization in Behavioral Analytics		21
MATH 1561	Introduction to Mathematical Reasoning	3
MATH 2562	Introduction to Discrete Mathematics	3
COMP 1102	Principles of Programming I	3
COMP 1108	Principles of Programming II	3
COMP 2270	Data Structures	3
COMP 4410	Database Management	3
COMP 4450	Introduction to Data Mining	3
TOTAL HOURS FOR MAJOR (and minor if required)		82

Required General Studies Courses		HRS
Outcome 1 – Critical Analysis		3
	PHIL 2275*	
Outcome 2 – Quantitative Literacy		3
	MATH 1530 or 1430 or higher in Outcome 2 (PR for SOCY 2240)	
Outcome 3 – Written Communication		3
	ENGL 1101 (Institutional Requirement)	
Outcome 4 - Teamwork		3
	COMM 2200 or 2201 or 2202* (May be Satisfied in Outcome 7)	
Outcome 5 – Information Literacy		3
	ENGL 1102 (Institutional Requirement)	
Outcome 6 – Technology Literacy		3
	ANY COURSE LISTED IN Outcome 6	

Outcome 7 – Oral Communication		X
	COMM 2200 or 2201 or 2202*	
Outcome 8 - Citizenship		3
	HIST 1107 or 1108 or POLI 1103*	
Outcome 9 - Ethics		X
	SOCY 2200 (Satisfied in Major)	
Outcome 10 - Health		2
	ANY COURSE LISTED IN Outcome 10	
Outcome 11 - Interdisciplinary		X
	SOCY 2200 (Satisfied in Major)	
Outcome 12 - Arts		3
	ANY COURSE LISTED IN Outcome 12	
Outcome 13 – Humanities		3
	ANY COURSE LISTED IN Outcome 13	
Outcome 14 – Social Sciences		X
	SOCY 1110 (Satisfied in Major)	
Outcome 15 - Natural Science		4
	ANY COURSE LISTED IN Outcome 15	
Outcome 16 – Cultural Awareness		X
	SOCY 3301 (Satisfied in Major)	
Additional General Studies hours		X
	SOCY 3395 (WIC – Satisfied in Major)	
TOTAL GENERAL STUDIES HOURS		33
TOTAL FREE ELECTIVES		5
TOTAL HOURS		120

* Any course(s) marked with an asterisk (*) above are recommended to complete program curriculum; however, students may select any other courses from the approved General Studies list.

Appendix B
Specialization Outcomes

Specialization Outcomes	Direct Assessment Measures	Satisfactory Performance Standards
Upon successful completion of this course, students will be able to	Student performance with respect to this outcome will be measured by	Satisfactory student performance on the direct assessment measure will consist of
Use appropriate models of analysis, assess the quality of input, derive insight from results, and investigate potential issues.	Course projects in research capstones courses	70% of students receiving a grade of C or better on the course projects.
Apply computing theory, languages and algorithms, as well as mathematical and statistical models, and the principles of optimization to appropriately formulate and use data analyses.	Course projects in computer programming courses.	70% of students receiving a grade of C or better on the course projects.