



COLLEGE SENATE BULLETIN

State University of New York at Geneseo
College of Arts and Sciences

Bulletin No. 6
Pages 47-51.
November 4, 2004

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Announcement

SEFA campaign under way

The State Employees Federated Appeal (SEFA) campaign continues, and faculty and staff are invited to support this annual fund raising appeal. This year's SEFA campaign coordinator is **Kathy Trainor**, and the campaign associate is **Jackie Connor**.

Last year, 285 faculty and staff pledged \$42,296.20 to the campaign, the highest amount ever pledged at SUNY Geneseo. "Programs supported by SEFA have the potential to benefit all segments of our community from newborns to senior citizens," President **Christopher C. Dahl** wrote in a letter to the campus community. "The array of agencies supported by SEFA is so wide that it is likely that some relative, friend, or neighbor of yours has benefited from some SEFA-supported program - which includes scouting, after-school care programs, Teresa House hospice, and ambulance and fire services." Employees may give by check or cash, and campaign organizers encourage donors to give by payroll deduction. Payroll deduction authorization cards must be completed each year; there is no rollover from one year to the next. Pledge cards should be returned to campaign representatives by Nov. 12.

Agenda for Senate Meeting on November 9, 2004

Call to Order

Adoption of the Agenda

Senate Reports

President	Christopher Dahl
Provost	Kate Conway-Turner
Chair	Gregg Hartvigsen
Vice Chair	Maria Lima
Treasurer	Ming-Mei Chang
University Senator	Terry Browne
Vice President, Student Association	Rachel DeRose

Reports of the Standing Committees of the Senate

Undergraduate Curricula	Meg Stolee
Undergraduate Policies	Jeff Over
Graduate Academic Affairs	Dale Metz
Student Affairs	Kim Davies
Faculty Affairs	Bill Gohlman

Old Business

New Business

Adjournment

Undergraduate Curriculum Committee Proposal Summaries

Amst 396, new course: Senior Essay

A senior essay as one of two capstone options for the American Studies major.

Description: A substantial paper on an American Studies topic of the student's choice, drawing on interdisciplinary theory and methodology. Students will write this essay independently, but in consultation with two faculty advisors, each from a different department. To be eligible, students should have completed at least 24 hours of courses declared toward the American Studies major before enrolling. Credits: 3 (0-6).

Amst BA, revised program;

Change = addition of Amst 396 to fulfill writing requirement and option for senior capstone experience within the major.

New description = All majors must write a senior essay (AMST 396) or an honor's thesis (AMST 393). American Studies majors should have two faculty advisors for their senior paper, representing two different departments in the American Studies program.

Anth 232, revised course

Revision is change in title, prerequisite and rotation.

New description = This course examines the anthropological literature on Chinese culture, the only ancient civilization that has continued into contemporary times. Topics include human ecology, sociocultural systems and world views. The course will evaluate the economic, social, and political changes that have shaped contemporary Chinese society. Credits: 3(3-0). Offered every fall.

New title = China and Issues of Modernization

Anth 203, revised course. Human Osteology

Revision is change in prerequisite: drop prerequisite of Anth 105

Anth 228, revised course

Revision is title change, from Applied Anthropology to Research Methods in Applied Anthropology

Anth 282, revised course

Revision is rotation and title change, from Qualitative Methods in Anthropology to Research Methods in Anthropology

Anth 283, revised course

Revision is rotation and title change, from Quantitative Methods in Anthropology to Research Methods in Archeology

Anth 309, revised course

Topics in Primatology. Change is rotation and pre-requisite (from Anth 304 to Anth 233)

Anth 202, revised course

Revision is title change, from Traditional Systems of Healing to Health, Culture and Society

Anth BA, revised program

There are three changes:

Anth 282 OR Anth 283; change to also include the choice of OR Anth 228 OR Anth 203

Anth 321; change to include the choice of OR Anth 301 OR Anth 302

Also, for related requirement - foreign language change to the college standard of a language at the 201 level.

CDSC 330, revised course. Title = Clinical Intervention I

Revision is change of prerequisite – to add “and permission of instructor.”

CDSC 331, revised course. Title = Clinical Intervention II

Revision is change of prerequisite – to add “and permission of instructor.”

CSCI 104. Title = Problem Solving with Computers

Change is in credit hours from 3(2-2) to 3 (3-0); current lab becomes a recitation.

CSCI 114. Title = Survey of Computer Science

Change is in credit hours from 3(2-2) to 3 (3-0); current lab becomes a recitation

Hist 109, revised course. Title = Christian Thought

Revision is to change course number to 209; new description: This course will survey Christian literature from the New Testament to the present. The emphasis will be on the interpretation of primary texts from all eras of Christian history including early Christianity, the Middle Ages, the Reformation, and modern times. Although the focus of the course is Christian theology, some consideration will be given to the development of Christian institutions 3 (3-0). No prerequisites.

MGMT 338, new course

Title = Internet Marketing. Description = The Internet has become a key technology for the practice of marketing. To thrive in this new digital age, marketers must rethink their strategies for the 4Ps and adapt them to today’s new environment. This course is designed to help marketing students learn the art of managing a virtual market place and develop product, pricing, placement and promotion strategies relevant to this new model of business. Paraphrasing Philip Kotler's definition of marketing, Internet Marketing is the process of building and maintaining customer relationships through *on-line activities* to facilitate the exchange of products and services that satisfy the goals of both customers and sellers. Although the use of digital technology is the key to Internet marketing, this course is **not** designed to create experts in web page programming languages. The class will include 40% lecture to discuss the basic concepts and theories and 60% hands-on exercises, web surfing, and learning activities that show the application of theories.

MGMT 339, new course

Title = International Marketing. Description = Globalization is the single most significant development in marketing in this century. The reality of a global market and global competition is pervasive. In this course students will examine and discuss the issues associated with developing, organizing and managing marketing strategies across multiple foreign nations. The challenges faced by the organizations in managing across multiple markets simultaneously are far greater than operating at a “national market expansion” level. Furthermore, the United States is becoming a part of a “borderless world.” A countertrend is also emerging, that is, global trade is becoming increasingly regionalized. Thus the future of global business and marketing is in a state of flux and these uncertainties pose serious challenges for the managers and entrepreneurs. Thus, this course will provide the students with a set of tools for working in an international environment and assist in developing business and marketing strategies for multiple foreign markets. Prerequisites: Mgmt 331 and Junior Status. Restricted to School of Business majors and minors. Credits: 3(3-0)

Phys 223, revised course. Title = Analytical Physics III

Change is in course description: This course will include classical physics and some modern physics topics. The analysis of phenomena such as electromagnetic waves, their interference and diffraction, electromagnetic radiation, blackbody radiation, and interactions of photons with matter, special relativity and gravity will be highlighted. Other topics covered in this course may include geometric optics, thermodynamics, and fluids. Prerequisites: PHYS 125 or permission of department. Credits: 3(3-0) Offered every fall

Phys 224, revised course. Title = Analytical Physics IV

Change in is course description: This course will include elementary quantum theory, Schrödinger's equation, wave properties of matter, Heisenberg's uncertainty principle, atomic structure and the Bohr atom. Special topics may include a survey of material from different subfields of physics such as cosmology, solid state physics, nuclear physics, etc. Prerequisites: PHYS 223, MATH 223 or permission of department. Co-requisite: PHYS 228 or permission of department. Credits: 3(3-0) Offered every spring.

Phys 228, new course. Title = Mathematical Methods in Physics

Course description: This course is an introduction to the application of various mathematical tools to specific problems in physics. Methods will include complex numbers, coordinate transformations, vector calculus, matrices, Fourier transforms, series solutions, and probability. This course will also include numerical methods using software including spreadsheets and symbolic mathematical manipulators. Co-requisite: PHYS 224 or permission of department.

Credits: 2(2-0)

Offered every spring.

Phys BS, revised major

Add required course of Phys 228

Phys BA, revised major

Add required course Phys 228

Phys 3-2 Engineering, revised major

Add required course Phys 228

Plsc 227, deletion

Title = Israel: Politics and Society

Plsc 235, deletion

Title = Religion and American Politics

Plsc 236, deletion

Title = Political Thought: Plato to Locke

Plsc 341, deletion

Title = Great Power Politics

Musc 331, revised course. Title = Studies in Keyboard Literature

Change is in prerequisites: add "or permission of instructor"

Musical Theater major, revised program

Change is merger of acting, voice, and dance options into a single curriculum

Music minor, revised program

Change is deletion of Musc 100, 104, and 107 under the minor requirements which state "three electives which may include" and under "Two electives which may not include."

New requirements = Three elective, three-credit music courses, which may not include MUSC 100, 104, 107, 110 or 120 OR

Two elective, three-credit music courses, which may not include MUSC 100, 104, 107, 110 or 120, and a total of three semesters of applied study (offered under MUSC 140-145, 240-245, 340-345) and/or participation in some performance organization offered under MUSC 160 or 165. (9)

Theater major, revised program

Change is addition of a Junior Portfolio Review