

Cover Sheet: Request 12902

ANT 4XXX Business Anthropology

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Kelly Muzyczka kmcalder4@ufl.edu
Created	8/3/2018 11:39:14 AM
Updated	10/1/2018 11:32:11 AM
Description of request	This is a course submission to assign a course number to the undergraduate class Business Anthropology.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CLAS - Anthropology 011602000	Christopher McCarty		8/7/2018
No document changes					
College	Conditionally Approved	CLAS - College of Liberal Arts and Sciences	Joseph Spillane	The The College Curriculum Committee conditionally approves this request, with the following changes: 1) change course description to match UF style guide (see http://clas.ufl.edu/curriculum/do) 2) objectives should be re-done to incorporate measurable outcomes; 3) add grading scale; 4) under links and policies, please add Uf course evaluation policy and accommodation policy (see http://www.syllabus.ufl.edu/med) 5) add a prerequisite; 6) remove the syllabus	9/10/2018
No document changes					
Department	Approved	CLAS - Anthropology 011602000	Christopher McCarty		9/10/2018
No document changes					
College	Approved	CLAS - College of Liberal Arts and Sciences	Joseph Spillane		9/21/2018
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to October agenda.	10/1/2018
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/1/2018
No document changes					
Statewide Course Numbering System					

Step	Status	Group	User	Comment	Updated
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 12902

Info

Request: ANT 4XXX Business Anthropology

Description of request: This is a course submission to assign a course number to the undergraduate class Business Anthropology.

Submitter: Kelly Muzyczka kmcalder4@ufl.edu

Created: 10/5/2018 2:15:45 PM

Form version: 2

Responses

Recommended Prefix

Enter the three letter code indicating placement of course within the discipline (e.g., POS, ATR, ENC). Note that for new course proposals, the State Common Numbering System (SCNS) may assign a different prefix.

Response:
ANT

Course Level

Select the one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

Response:
4

Number

Enter the three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles. For new course requests, this may be XXX until SCNS assigns an appropriate number.

Response:
XXX

Category of Instruction

Indicate whether the course is introductory, intermediate or advanced. Introductory courses are those that require no prerequisites and are general in nature. Intermediate courses require some prior preparation in a related area. Advanced courses require specific competencies or knowledge relevant to the topic prior to enrollment.

Response:
Advanced

- 1000 and 2000 level = Introductory undergraduate
- 3000 level = Intermediate undergraduate
- 4000 level = Advanced undergraduate
- 5000 level = Introductory graduate
- 6000 level = Intermediate graduate
- 7000 level = Advanced graduate

4000/5000 and 4000/6000 levels = Joint undergraduate/graduate (these must be approved by the UCC and the Graduate Council)

Lab Code

Enter the lab code to indicate whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

Response:
None

Course Title

Enter the title of the course as it should appear in the Academic Catalog.

Response:
Business Anthropology

Transcript Title

Enter the title that will appear in the transcript and the schedule of courses. Note that this must be limited to 21 characters (including spaces and punctuation).

Response:
Business Anthropology

Degree Type

Select the type of degree program for which this course is intended.

Response:
Baccalaureate

Delivery Method(s)

Indicate all platforms through which the course is currently planned to be delivered.

Response:
On-Campus

Co-Listing

Will this course be jointly taught to undergraduate, graduate, and/or professional students?

Response:
No

Co-Listing Explanation

Please detail how coursework differs for undergraduate, graduate, and/or professional students. Additionally, please upload a copy of both the undergraduate and graduate syllabus to the request in .pdf format.

Response:
NA

Effective Term

Select the requested term that the course will first be offered. Selecting "Earliest" will allow the course to be active in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's best projection. Courses cannot be implemented retroactively, and therefore the actual effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires 2 to 6 weeks after approval of the course at UF.

Response:
Earliest Available

Effective Year

Select the requested year that the course will first be offered. See preceding item for further information.

Response:
Earliest Available

Rotating Topic?

Select "Yes" if the course can have rotating (varying) topics. These course titles can vary by topic in the Schedule of Courses.

Response:
No

Repeatable Credit?

Select "Yes" if the course may be repeated for credit. If the course will also have rotating topics, be sure to indicate this in the question above.

Response:
No

Amount of Credit

Select the number of credits awarded to the student upon successful completion, or select "Variable" if the course will be offered with variable credit and then indicate the minimum and maximum credits per section. Note that credit hours are regulated by Rule 6A-10.033, FAC. If you select "Variable" for the amount of credit, additional fields will appear in which to indicate the minimum and maximum number of total credits.

Response:
3

S/U Only?

Select "Yes" if all students should be graded as S/U in the course. Note that each course must be entered into the UF curriculum inventory as either letter-graded or S/U. A course may not have both options. However, letter-graded courses allow students to take the course S/U with instructor permission.

Response:
No

Contact Type

Select the best option to describe course contact type. This selection determines whether base hours or headcount hours will be used to determine the total contact hours per credit hour. Note that the headcount hour options are for courses that involve contact between the student and the professor on an individual basis.

Response:

Regularly Scheduled

- Regularly Scheduled [base hr]
- Thesis/Dissertation Supervision [1.0 headcount hr]
- Directed Individual Studies [0.5 headcount hr]
- Supervision of Student Interns [0.8 headcount hr]
- Supervision of Teaching/Research [0.5 headcount hr]
- Supervision of Cooperative Education [0.8 headcount hr]

Contact the Office of Institutional Planning and Research (352-392-0456) with questions regarding contact type.

Weekly Contact Hours

Indicate the number of hours instructors will have contact with students each week on average throughout the duration of the course.

Response:

3

Course Description

Provide a brief narrative description of the course content. This description will be published in the Academic Catalog and is limited to 50 words or fewer. See course description guidelines.

Response:

How to get a job in your field, writing resumes, job interviews, social science methods and their applications. This course provides a general overview of the business anthropology field.

Prerequisites

Indicate all requirements that must be satisfied prior to enrollment in the course. Prerequisites will be automatically checked for each student attempting to register for the course. The prerequisite will be published in the Academic Catalog and must be formulated so that it can be enforced in the registration system. Please note that upper division courses (i.e., intermediate or advanced level of instruction) must have proper prerequisites to target the appropriate audience for the course.

Response:

One course in anthropology or instructor permission.

Completing Prerequisites on UCC forms:

- Use "&" and "or" to conjoin multiple requirements; do not use commas, semicolons, etc.
- Use parentheses to specify groupings in multiple requirements.
- Specifying a course prerequisite (without specifying a grade) assumes the required passing grade is D-. In order to specify a different grade, include the grade in parentheses immediately after the course number. For example, "MAC 2311(B)" indicates that students are required to obtain a grade of B in Calculus I. MAC2311 by itself would only require a grade of D-.
- Specify all majors or minors included (if all majors in a college are acceptable the college code is sufficient).
- "Permission of department" is always an option so it should not be included in any prerequisite or co-requisite.

*Example: A grade of C in HSC 3502, passing grades in HSC 3057 or HSC 4558, and major/minor in PPHP should be written as follows:
HSC 3502(C) & (HSC 3057 or HSC 4558) & (HP college or (HS or CMS or DSC or HP or RS minor))*

Co-requisites

Indicate all requirements that must be taken concurrently with the course. Co-requisites are not checked by the registration system.

Response:
NA

Rationale and Placement in Curriculum

Explain the rationale for offering the course and its place in the curriculum.

Response:
This course prepares undergraduates with the skills and knowledge for a career as an applied anthropologist. Important topics that are covered include resume writing, conquering the job search, using what you've learned in your undergraduate career, and planning for the future.

Course Objectives

Describe the core knowledge and skills that student should derive from the course. The objectives should be both observable and measurable.

Response:
By the end of this course, students will be able to:

1. Understand the history of the applied/business anthropology field
2. Complete a "ready for employment" resume, cover letter, and online presence
3. Explain qualitative and quantitative research methods
4. Apply their anthropological skills to solve complex business problems
5. Practice and understand how to network appropriately for better job outcomes.
6. Identify steps for learning more about their field of interest and cultivating new skills

Course Textbook(s) and/or Other Assigned Reading

Enter the title, author(s) and publication date of textbooks and/or readings that will be assigned. Please provide specific examples to evaluate the course.

Response:
required - Denny, Rita, and Patricia Sunderland, eds. Handbook of Anthropology in Business. Walnut Creek, CA: Left Coast Press, 2015.

recommended - Nolan, Riall W., ed. A Handbook of Practicing Anthropology. New York, NY: Wiley-Blackwell, 2013.

other readings:
HPA Ch. 21**
Should Anthropologists go to War? (Shay 2009) **
Embedded Conflicts (Jaschik 2015) **
Krug (2010)**
Chavan 2012**
Borgatti et al. (2009)**
McCarty and Molina (2015)**
Cross and Prusak (2002)**

Weller 2007**
Bernard 2011**
Singer 2016**
Wheeler Van Vlack**
UF Elevator Pitch Guide**
Fournier et al 2016**
Johnson (1990)**
Madsbjerg and Rasmussen (2014)**
Portugal Example**
Bernard Chapter 8 (2011)**

Weekly Schedule of Topics

Provide a projected weekly schedule of topics. This should have sufficient detail to evaluate how the course would meet current curricular needs and the extent to which it overlaps with existing courses at UF.

Response:

Week - Topic
Week1 -Introduction
Week2 -Interviewing
Interviewing Class Activity
Week 3 -Ethnography and Class Activity
Ethnography
Week 4 -Marketing and Consumer Anthropology Introduction
Discuss Consuming Kids
Week 5 -Intro to design anthropology
Week 6 -Cover Letters, Resumes, and Interviews
Career Networking
Week 7-Design Anthropology activity
Week 8 -Ethics
Week 9-Grant Writing-In class activity
Week 10 -Introduction to Survey Research
Week 11 -Cultural Consensus Analysis and Free listing
Week 12 -Intro to Social Networks
Analysis, measures, and visualizations
Conducting social network interviews
Week 13 -User Experience Overview
Week 14 -Social Science in the military
Week 15 -Class presentations

Links and Policies

*Consult the syllabus policy page for a list of required and recommended links to add to the syllabus. Please list the links and any additional policies that will be added to the course syllabus.
Please see: syllabus.ufl.edu for more information*

Response:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>
<https://counseling.ufl.edu/>
<http://www.police.ufl.edu/>
<https://elearning.ufl.edu/>
<https://www.crc.ufl.edu/>
<http://cms.uflib.ufl.edu/ask>
<https://teachingcenter.ufl.edu/>
<https://writing.ufl.edu/writing-studio/>
<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>
<http://www.dso.ufl.edu/drc/>

<https://evaluations.ufl.edu>

Grading Scheme

List the types of assessments, assignments and other activities that will be used to determine the course grade, and the percentage contribution from each. This list should have sufficient detail to evaluate the course rigor and grade integrity. Include details about the grading rubric and percentage breakdowns for determining grades.

Response:

Grading Scale: 90% - 100% = A, 85% -89.9% = B+, 80% -84.9% = B, 75% -79.9% = C+, 70% - 74.9% = C, 65% -69.9% = D+, 60% - 64.9% = D, Below 60% = F. Grades will be assigned in a manner consistent with UF policy

Assignments: 60% (170 available points)

Class Attendance and Participation – 20%

Final Presentation and Career Documents – 20% (75 available points)

Assignment 1 – Relevant Skills Pre and Post Assessment – 10 points (5 points each)

Assignment 2 – Interview a Consumer – 20 points

Assignment 3 – Interview Someone in Your Field – 20 points

Assignment 4 – Class Cultural Consensus Survey – 10 points

Assignment 5 – Social Network Analysis – 35 points

Assignment 7 – Attend UF Career Resource Center (CRC) Appointment – 25 points

Assignment 8 – Usability Testing – 50 points

Write Career Documents – 50 points

Final presentation- 25 points

Instructor(s)

Enter the name of the planned instructor or instructors, or "to be determined" if instructors are not yet identified.

Response:

TBD