University Curriculum Committee Program and Course Recommendations

[February 20, 2024]

PROGRAMS

4. **Requested Removal of Prerequisites for the Bachelor of Arts in Art History in the College of the Arts.** **[A]**
   - https://secure.aa.ufl.edu/Approval/reports/19089
   - Summary:
     - Removal of ARH 2000 as prerequisite to align with BOG Common Prerequisite Manual.
   - Comments:
     - None

5. **Modifications to the Graphic Design Bachelor of Arts Curriculum in the College of the Arts.** **[A]**
   - https://secure.aa.ufl.edu/Approval/reports/19113
   - Summary:
     - Adjust General Education requirement to be in compliance with UF's General Education requirements. Adding requirement to semester 8.
   - Comments:
     - None

6. **Modifications to the Bachelor of Arts Curriculum in the College of the Arts.** **[R][A]**
   - https://secure.aa.ufl.edu/Approval/reports/19114
   - Summary:
     - Adjust General Education requirement to be in compliance with UF's General Education requirements. Adding requirement to semester 8.
   - Comments:
     - ~~It appears that there are only 3 credits of S, and 6 are required by the state.~~ Semester 7 should have Gened Social/Behavioral Science instead of the repeated "State Core Gen Ed Biological or Physical Science".
     - ~~Semester 8 "Any Gen Ed **Math, Composition**, Humanities, Social and Behavioral Science, Physical Science, or Biological Science".~~ Updated and corrected catalog copy after meeting with OUA. 2/16/24.

7. **Modifications to the Bachelor of Fine Arts Curriculum in the College of the Arts.[R][A]**
   - https://secure.aa.ufl.edu/Approval/reports/19115
   - Summary:
     - Adjust General Education requirement to be in compliance with UF's General Education requirements. Adding requirement to semester 8.
   - Comments:
     - ~~Semester 8 "Any Gen Ed **Math, Composition**, Humanities, Social and Behavioral Science, Physical Science, or Biological Science".~~ Updated and corrected after meeting with OUA. 2/16/24.
       - ~~Must remove Math and Composition, this is not in alignment with State regulations. Recommend be a humanities course if the intent is to stay in line with historical approach of College of the Arts for General Education (6,12,6,6,6).~~

8. **Modifications to the Bachelor of Science Environmental Engineering Curriculum in the College of Engineering.** **[A]**
   - https://secure.aa.ufl.edu/Approval/reports/19130
   - Summary:
     - In semester 7, change ENV4892 or ENV4912 to ENV4892 or EGN4951.
     - In semester 8, change ENV4893 or ENV4913 to ENV4893 or EGN4952.
   - Comments:
     - None

9. **Modifications to the Undergraduate, Innovation Minor (AI Track) in the College of Liberal Arts and Sciences.** **[A]**
   - https://secure.aa.ufl.edu/Approval/reports/19456
   - Summary:
     - Add seven courses to the list of college-specific course options for the Innovation Minor, Artificial Intelligence track. (ESI4610, BSC4892, CLA3811, GIS4123C, IDS3750, WST4002, PHC3793)
   - Comments:
     - None

10. Modification to the Bachelor of Science Microbiology and Cell Science Curriculum in the College of Agricultural and Life Sciences. **[A]**

- https://secure.aa.ufl.edu/Approval/reports/18969
- Summary:
    - Proposed curriculum changes to MCB major, providing alternative pathway for students' completion of the organic chemistry/biochemistry degree requirements, while maintaining current pathway as an option.
    - Proposes a new introductory course (CHM2200: Fundamentals of Organic Chemistry) and alternate pathway (CHM2200-CHM3217 and CHM2211L—CHM3218) to allow transfer students and non-professional students an easier transition to organic chemistry and biochemistry.
    - Pre-professional students will remain in the original CHM 2210, 2211 sequence (CHM 2210-CHM2211L-BCH4024 or CHM3218). The program is already offered through UF online; proposed changes should be applied to the Microbiology and Cell Science UF online program as well. Proposed changes have been approved by the Chemistry department (letter).
- Comments:
    - ~~Was the intention to mark each semester here adding "Critical tracking 3", no other plans do this and we would not recommend doing this.~~ The new model semester plan does not have the critical tracking semester information anymore. 2/12/24.
    - ~~Is this change intended for CLAS as well as CALS, if so please confirm and have CLAS also submit a request.~~ We have already submitted the same request for CLAS when we submitted this application.
    - ~~There are two critical tracking documents in the request. They appear to match, but for purposes of historical clarity, there should be only one critical tracking document.~~ We have uploaded the model semester plan and the proposed critical tracking changes. The model semester plan does not have the critical tracking information anymore.
    - ~~The model semester plan includes notes such as "Critical Tracking 3," presumably to designate the corresponding semester in the critical tracking plan. This is not done in any other semester plan,and for consistency and to minimize student confusion, this should not be included in this semester plan. If this format is desirable, an effort should be made to add this to all majors and specializations.~~

SEMESTER TWO	
BSC 2010 & 2010L	Integrated Principles of Biology 1 and Integrated Principles of Biology Laboratory 1 (**Critical Tracking 3**; Gen Ed Biological Sciences)
BSC 2891	Python Programming for Biology (Or similar quantitative elective)
CHM 2046 & 2046L	General Chemistry 2 and General Chemistry 2 Laboratory (**Critical Tracking 3**; Gen Ed Physical Sciences)

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CERTIFICATES

11. NEW UNDERGRADUATE CERTIFICATES
- **None**

12. CHANGES TO EXISTING CERTIFICATES
- **Request to Close the Undergraduate, Graphic Design Certificate in the College of the Arts.**   **[A]**
  - https://secure.aa.ufl.edu/Approval/reports/18448
  - Summary:
    - Request to close certificate because a new Minor in Graphic Design (rolled out 2023-24 catalogue year) has replaced it. No applications for the certificate will be accepted as of August 2026; distant termination date will allow catalogue year 2022-23 students who want to complete the certificate to do so.
  - Comments:
    - None

COURSE RECOMMENDATIONS

13. PROPOSED NEW UNDERGRADUATE COURSES

Approved	Conditionally Approved	Recycle
EVS 1XXX- First Year Environmental Science	EUS 1XXX- European Experience: A Humanities Perspective (Q1P)	
EVS 3XXX- Environmental Science 2		
SPM 2XXX- Athletic Career Management		
SPM 2XXX- Athlete Health and Wellbeing		
SPM 3XXX- International Sport Management		
SPM 4XXX- Sport, Social Media, & Data Collection		
ADV 3XXX- Artificial Intelligence and Advertising		
ADV 4XXX- AI-Driven Social Media Insight		
EUS 2XXX- Europe's Food Environment (Q2P)		
HSC 4XXX- Medical Pharmacology in Clinical Care		
HSC 4XXX- Musculoskeletal Assessment in Rehabilitation		
HSC 4XXX- Wearable Technology, Robotics, and Artificial Intelligence for Health		

Agricultural and Life Science
    A. EVS 1XXX- First Year Environmental Science   **[CA][A]**
- https://secure.aa.ufl.edu/Approval/reports/19171
- Comments:
  - Is there a curriculum change that includes this course? The curriculum revisions that will add these courses to the EVS_BS and EVS_BA degrees will be submitted soon, although I recognize that this may not be approved in time for the F24 academic year.
  - ~~Please verify that this prereq means ONLY freshmen can take the course. What about students who have Sophomore standing because of credits?~~

Co-requisites N/A
Prerequisites Freshman standing & (EVS_BA or EVS_BS)

B. EVS 3XXX- Environmental Science 2 **[A]**
- https://secure.aa.ufl.edu/Approval/reports/19142
- Comments:
  - None

Health and Human Performance

C. SPM 2XXX- Athletic Career Management **[A]**
- https://secure.aa.ufl.edu/Approval/reports/18873
- Comments:
  - None

D. SPM 2XXX- Athlete Health and Wellbeing **[A]**
- https://secure.aa.ufl.edu/Approval/reports/19372
- Comments:
  - None

E. SPM 3XXX- International Sport Management **[A]**
- https://secure.aa.ufl.edu/Approval/reports/19371
- Comments:
  - None

F. SPM 4XXX- Sport, Social Media, & Data Collection **[A]**
- https://secure.aa.ufl.edu/Approval/reports/19012
- Comments:
  - None

Journalism and Communications

G. ADV 3XXX- Artificial Intelligence and Advertising **[R][A]**
- https://secure.aa.ufl.edu/Approval/reports/19404
- Comments:
  - What is the degree of overlap with other Journalism courses focused on AI and advertising/communication (including the recently submitted Quest course).

- Response 2/15/24: Currently, our college offers a single course on artificial intelligence, JOU 3365: AI in Media and Society. Our department is in the process of proposing three additional AI-related courses: a UF Quest course and two courses under the ADV designation. When comparing "ADV 3XXX: AI and Advertising" to the other three courses described, it's clear that each course has a unique focus within the broader context of journalism, advertising, and the impact of AI on society. Here's a detailed comparison:
- ADV 3XXX: AI and Advertising
  - Focus: Comprehensive understanding of AI's impact on the advertising industry, exploring AI-driven tools, techniques, technologies, and their applications in marketing campaigns, alongside ethical and societal implications.
  - Skills and Competencies: Emphasizes knowledge of AI technologies in marketing, ethical considerations, and the practical application of AI tools in advertising.
- Compared to Other Courses:
  - 1. UF Quest Course (Strategic Writing for STEM):
  - Overlap: Both courses might touch upon the importance of technology in their respective fields. However, the UF Quest course focuses on translating complex STEM concepts into accessible content, which is distinct from the AI-specific applications in advertising discussed in ADV 3XXX.
  - Differences: The UF Quest course emphasizes writing skills and the translation of academic writing, while ADV 3XXX focuses on the practical and theoretical implications of AI in advertising.
  - 2. ADV 4XXX: AI Driven Social Media Insights:
    - Overlap: Both ADV 3XXX and ADV 4XXX focus on the application of AI, with ADV 4XXX concentrating on social media analytics. There's a common interest in using technology for marketing insights.
    - Differences: ADV 4XXX is more hands-on with a specific focus on social media campaigns and Python programming for data analysis, whereas ADV 3XXX provides a broader view of AI's impact on the advertising industry as a whole.
  - 3. JOU 3365: AI in Media and Society:
    - Overlap: Both courses deal with the implications of AI, though from different perspectives. JOU 3365 focuses on the media's portrayal of AI and its societal implications, which

could complement the understanding of AI's role in advertising.

- o Differences: JOU 3365 offers a critical analysis of AI in various societal sectors and the media, without the direct focus on marketing and advertising strategies that characterize ADV 3XXX.
- ADV 3XXX stands out for its focus on AI's specific applications and implications within the advertising industry, offering a blend of theoretical understanding and practical application in marketing.

- o ~~In light of the fact these three courses have similar content, please provide an explanation regarding how these courses are significantly different and it would be acceptable for students to take all three in the course of obtaining their degree.~~ While students are not required to take all three courses (UF Quest, ADV 3XXX, and ADV 4XXX), each course is designed to provide valuable, distinct learning experiences that cater to diverse academic and professional goals:

- 1. UF Quest Course: Broad Educational Foundation
- o As a general education course, the UF Quest course is aimed at a wide audience, focusing on the enhancement of critical thinking and communication skills through strategic writing and the translation of complex STEM concepts. This course is ideal for students seeking to improve their ability to convey specialized knowledge in a clear and accessible manner, serving as a fundamental skill applicable across various disciplines and professions.

- 2. ADV 3XXX: Introduction to AI in Advertising
- o ADV 3XXX, as an entry-level AI course, introduces students to the intersection of AI and advertising. It provides a foundational understanding of how AI technologies are transforming the advertising industry, covering practical applications, ethical considerations, and the broader societal implications. This course is particularly beneficial for students interested in careers in advertising, marketing, or related fields, offering them a crucial overview of current trends and practices.

- 3. ADV 4XXX: Specialized Study in Social Media Insights**
- o For students looking to deepen their expertise in digital marketing and analytics, ADV 4XXX offers an advanced curriculum focused on AI-driven social media insights. This course builds on the foundational concepts introduced in

ADV 3XXX but with a greater emphasis on hands-on analysis, influencer marketing strategies, and the use of software tools like Python for data analysis. ADV 4XXX is suited for students aiming for specialized roles in social media strategy, analytics, and content creation within the advertising industry.

- The design of these courses acknowledges the diverse interests and career paths of students. While each course contains elements related to AI, advertising, and communication, their different focuses—from broad educational goals in the UF Quest course to specialized industry skills in ADV 4XXX—ensure that students can choose courses that best align with their academic and professional aspirations. Opting for any combination of these courses allows students to tailor their learning experience to their individual needs, without the necessity of completing all three to gain valuable insights and skills in their chosen fields.

- ~~Course marked as online and on campus. Is this part of UF Online?~~ No, this course is not currently part of UF Online. We've indicated the online option as we are considering developing an online version of this traditionally residential course in the future.

- ~~Is this course an elective or required?~~ Elective

- ~~Many of the course objectives use the term "understand"; does instructor want to use a more measurable term from Bloom's?~~ We have updated the course objectives to align more closely with Bloom's Taxonomy, ensuring that the objectives are measurable and clear. Please review the updated syllabus for these revisions.

- ~~Provide example of course readings since no textbook is required.~~ Two examples of course readings have been selected and are available for review, illustrating the types of resources we will be utilizing.

- ~~Weekly schedule of topics includes 16 weeks. Should be 15.~~ We have changed the weekly schedule from 16 weeks to 15 weeks.

- ~~Please provide more details about the assessments – are there only 2 exams? How much is each worth in terms of the final grade? How many "assignments" and what is each worth? Need assignment description, description of final project/presentation. How is participation assessed? Course Assessment~~
  - Assignments (30%):
  - Assignment 1: A group project on developing a chatbot for a given advertising scenario (10%)
  - Assignment 2: Case Study (20%)

- - Final project & presentation (30%): A group project for AI application for problem- solving in advertising and marketing communication.
    - Class participation (10%): Canvas discussions (5%) and in-class activities (5%)
    - Total: 100%
    - For comprehensive details on these assessments, including descriptions and criteria, please consult the syllabus.

H. ADV 4XXX- AI-Driven Social Media Insight **[R][A]**
- https://secure.aa.ufl.edu/Approval/reports/19405
- Comments:
  - What is the degree of overlap with other Journalism courses focused on AI and advertising/communication (including the recently submitted Quest course). See above. Email response, 2/15/24.
    - In light of the fact these three courses have similar content, please provide an explanation regarding how these courses are significantly different and it would be acceptable for students to take all three in the course of obtaining their degree. See above.
  - Course marked as online and on campus. Is this part of UF Online? No, this course is not currently part of UF Online. We've indicated the online option as we are considering developing an online version of this traditionally residential course in the future.
  - Is this course an elective or required? Elective.
  - Provide example of course readings since no textbook is required. Provided.
  - Weekly schedule of topics includes 16 weeks. Should be 15. Adjusted.
  - No information provided on the 2 projects, weekly reflections, or discussions. Updated
    - Please provide clarification regarding whether project team members will receive 1 grade for the team or if each team member can receive a different grade. Regarding the grading of project teams, the syllabus offers a comprehensive explanation. Please review it to understand whether a single grade will be assigned to the entire team or if individual team members may receive different grades

Liberal Arts and Sciences

I. EUS 1XXX- European Experience: A Humanities Perspective (Q1P)   [R][CA]
   - https://secure.aa.ufl.edu/Approval/reports/19131
   - Comments:

     o "Whither Europe" as used in the course description needs more clarity. Please either define the term in the description or rephrase the statement so that an freshman or sophomore student unfamiliar with the topic will understand. This course has been successfully taught for many semesters and the word "whither" appeared in the course description in all the semesters. This did not prevent students of the freshman or sophomore level from selecting the course and completing the course successfully. It was obvious to all students that this question refers to a discussion of the future direction of Europe. "Whither Europe" is a standard phrasing in History and European Studies and it is the topic of the lectures in weeks 11-15. Email, 2/14/24.

     o Is the attendance portion of the grade (50 points) based solely on whether a student attends? How many points given/deducted per session? This is attendance only. I have added to the syllabus the following "You will be allowed two unexcused absences with no penalty. After this, your attendance total score will be dropped by 5% for each additional unexcused absence."

     o How many reflection activities are assigned, how much is each worth, and when are they due? Added the reflection activities and their point values/due dates to the weekly course schedule.

     o Point value of each quiz? I added the quizzes and their point values to the weekly course schedule.

     o Per syllabus, repeated absences may impact exam/quiz performance. Is that because the student won't get the info needed, or is there a grade deduction on exams/quizzes for unexcused absences? This does not refer to assessment. It refers to a student's performance.

     o Be sure to account for emergencies in makeup policy in syllabus, where permission cannot be requested in advance. The syllabus does mention that make-up assignments are consistent with UF's excused absence policy which allows for emergencies.

     o Cell phone policy in syllabus – allow for emergencies. I added the phrase "This does not apply to emergencies."

J. EUS 2XXX- Europe's Food Environment (Q2P)   [CA][A]

- https://secure.aa.ufl.edu/Approval/reports/18788
- Comments:
  - ~~In regards to students that do not know people with close ancestry of certain regions of Europe, how will this interview process be assisted? (for the experiential learning component) Perhaps the professor has a list of willing participants if the students do not know anyone.~~
    - ~~How will this be guided?~~ UF has dozens of international student organizations, including Europe linked, and many of their meetings are publicly announced. Instructor will help students to locate contact information to such organization. Additionally, faculty from the CES who are foreign born, were asked, and agreed to participate, if a need arises. Procedures to connect students with possible participants exist, but in all the iteration of the course such help was not needed.

Public Health and Health Professions

K. HSC 4XXX- Medical Pharmacology in Clinical Care   [CA][A]
- https://secure.aa.ufl.edu/Approval/reports/19410
- Comments:
  - ~~Objective 4 states "Understand the PK and PD of drugs" so this might need to be changed to a measurable objective.~~ Updated to "Describe". 2/19/24.
  - ~~Attendance is determined by six random attendance checks, five of which are counted toward the grade. I didn't see anything re: excused absences. As such, if a student was excused for one of the attendance checks, would they still be allowed to drop another attendance check?~~ Updated to reflect UF policy.

L. HSC 4XXX- Musculoskeletal Assessment in Rehabilitation   [CA][A]
- https://secure.aa.ufl.edu/Approval/reports/19411
- Comments:
  - ~~Attendance is determined by six random attendance checks, five of which are counted toward the grade. There does not appear to be a mention of excused absences. As such, if a student was excused for one of the attendance checks, would they still be allowed to drop another attendance check?~~ Updated to reflect UF policy. 2/19/24.

M. HSC 4XXX- Wearable Technology, Robotics, and Artificial Intelligence for Health [A]

- https://secure.aa.ufl.edu/Approval/reports/19406
- Comments:
    - None

14. PROPOSED CHANGES TO UNDERGRADUATE COURSES

Approved	Conditionally Approved	Recycle
IND 2422- Interior Finishes and Materials	LIT 4305- Comics Studies	
EDF 1005- Introduction to Education		
SMT 4945- Apprenticeship in Secondary Mathematics and Science Teaching		
HSC 4608L- Critical Thinking in Health Care		

Design, Construction and Planning

    A. IND 2422- Interior Finishes and Materials   **[CA][A]**

- https://secure.aa.ufl.edu/Approval/reports/19117
- Comments:
    - ~~Is there a curriculum request which will follow this course change request? If so please provide a request number.~~ The request number is 19481 – Interior Design sequencing curriculum change. That request encompasses the change to IND2422 (Request #19117) as well as the change to IND2313 (Request # 19435).

Education

    B. EDF 1005- Introduction to Education   **[A]**

- https://secure.aa.ufl.edu/Approval/reports/18951
- Comments:
    - None

    C. SMT 4945- Apprenticeship in Secondary Mathematics and Science Teaching   **[A]**

- https://secure.aa.ufl.edu/Approval/reports/19387
- Comments:
    - None

Liberal Arts and Sciences

    D. LIT 4305- Comics Studies   **[CA]**

- https://secure.aa.ufl.edu/Approval/reports/19085
- Comments:
    - Please remove language from syllabus recommending or mandating COVID vaccine. Current syllabus wording suggests this is a mandatory policy of the course: "If you are not vaccinated, get vaccinated."

Public Health and Health Professions

    E.   HSC 4608L- Critical Thinking in Health Care   **[A]**

- https://secure.aa.ufl.edu/Approval/reports/19420
- Comments:
  - None