



University Council

August 21, 2020

UNIVERSITY CURRICULUM COMMITTEE – 2020-2021

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Public Health – Brittani Harmon

Social Work – Harold Briggs

Veterinary Medicine – Susan Sanchez

Graduate School – Wendy Ruona

Ex-Officio –Provost S. Jack Hu

Undergraduate Student Representative – TBD

Graduate Student Representative – Gerena Walker

Dear Colleagues:

The attached proposal from the College of Family and Consumer Sciences to change the name of the major in Consumer Journalism (B.S.F.C.S.) to Social Entrepreneurship for Consumer Well-Being (B.S.F.C.S.) will be an agenda item for the August 28, 2020, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair

University Curriculum Committee

cc: Provost S. Jack Hu  
Dr. Rahul Shrivastav

## NAME CHANGE JUSTIFICATION FORM

**Date:** August 14, 2020

**School/College Name:** College of Family and Consumer Sciences

**Department:** Financial Planning, Housing, and Consumer Economics

**Major Name Change:**

**Current Major Name:** Consumer Journalism (B.S.F.C.S.)

**Proposed Major Name:** Social Entrepreneurship for Consumer Well-Being (B.S.F.C.S.)

**CIP:** 52070401

**Effective Date:** Fall 2021

**Justification for Name Change:**

The College of Family and Consumer Sciences is requesting to change the major name “Consumer Journalism” to “Social Entrepreneurship for Consumer Well-Being.” In the last few years, the program has adopted more and more Social Entrepreneurship courses due to student interest and faculty expertise. The major name “Consumer Journalism” is no longer descriptive of what students in the major actually do. Students in this major bring attention to consumer issues and design solutions. They are seeking jobs that require experience in innovative technologies, multimedia storytelling, strategic communication, social media, data visualization, network analysis, entrepreneurship, and crowdsourcing. These jobs include titles such as research associate, policy analyst, or program designer/manager. Graduates are employed by for-profits, non-profits, and corporate foundations.

In recent years, the Department of Financial Planning, Housing, and Consumer Economics found the consumer journalism major transitioning into social entrepreneurship and determined it was time to change the name of the major to reflect that. The curriculum contains coursework in a chosen content area, social entrepreneurship, strategic storytelling, social impact communication, and a capstone course where students demonstrate mastery in their focus area. Additionally, students choose a perspectives course, a writing intensive course, and a professional innovation course.

The degree requirements can be viewed here: <http://www.bulletin.uga.edu/MajorSpecific.aspx?MajorId=50>

There are currently approximately 60 students in the major. These students are passionate and determined that their major name be “Social Entrepreneurship”, which more accurately describes their skill set, knowledge, and ability to address a variety of challenging, interdisciplinary consumer problems in society.

Dean Ben Ayers, representing the Terry College of Business and the Entrepreneurship program, discussed the name change with Dean Linda Fox and Sheri Worthy and stated in an email, “*Social entrepreneurship is rather broad (and the definition is somewhat nebulous). However, it is clear that it spans social, cultural, poverty alleviation, health care and environmental issues. These are issues that are inherent to a number of colleges/schools across campus (e.g., ecology, social work, business, public health, arts & sciences, etc.). The proposal for the major indicates that it will focus on consumer problems in society. To avoid conflict with potential future initiatives specific to other colleges/schools in this space, I suggest a name more focused on the intent of the major.*” It was determined that “Social Entrepreneurship for Consumer Well-being” was the most descriptive name for the major.

Attachments:

- Letter of support from Dean Ben Ayers, Terry College of Business
- Letter of support from Tony Mallon, Director of UGA Nonprofit Management Program

**Social Entrepreneurship for Consumer Well-Being – B.S.F.C.S.**

TOTAL DEGREE HOURS

120 hours

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**I. FOUNDATION COURSES (9 HOURS)**

[ENGL 1101](#) - English Composition I (3 hours)

or [ENGL 1101E](#) - English Composition I (3 hours)

or [ENGL 1101S](#) - English Composition I: Service-Learning (3 hours)

[ENGL 1102](#) - English Composition II (3 hours)

or [ENGL 1102E](#) - English Composition II (3 hours)

or [ENGL 1103](#) - Multicultural English Composition (3 hours)

or [ENGL 1050H](#) - Composition and Literature (Honors) (3 hours)

or [ENGL 1060H](#) - Composition and Multicultural Literature (Honors) (3 hours)

[MATH 1101](#) - Introduction to Mathematical Modeling (3 hours)

or [MATH 1113](#) - Precalculus (3 hours)

or [MATH 1113E](#) - Precalculus (3 hours)

or [MATH 2200](#) - Analytic Geometry and Calculus (4 hours)

or [MATH 2250](#) - Calculus I for Science and Engineering (4 hours)

or [MATH 2300H](#) - Differential Calculus (Honors) (4 hours)

or [MATH 2400](#) - Differential Calculus with Theory (4 hours)

or [MATH 2400H](#) - Differential Calculus with Theory (Honors) (4 hours)

or [MATH 2410](#) - Integral Calculus with Theory (4 hours)

or [MATH 2410H](#) - Integral Calculus with Theory (Honors) (4 hours)

or [STAT 2000](#) – Introductory Statistics (4 hours)

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**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.

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## III. QUANTITATIVE REASONING (3-4 HOURS)

Preferred Course(s): [STAT 2000](#) - Introductory Statistics (4 hours)

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## 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 1110](#) - Introduction to Public Speaking (3 hours)  
or [COMM 2150H](#) - Perspective on Public Communication (Honors) (3 hours)

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## V. SOCIAL SCIENCES (9 HOURS)

Preferred Course(s): [FHCE 1110](#) - Consumers In Our Society (3 hours)

[HIST 2111](#) - American History to 1865 (3 hours)  
or [HIST 2111H](#) - United States Survey to 1865 (Honors) (3 hours)  
or [HIST 2111E](#) - American History to 1865 (3 hours)  
or [HIST 2112](#) - American History Since 1865 (3 hours)  
or [HIST 2112H](#) - History of the United States 1865 to Present (Honors) (3 hours)  
or [HIST 2112E](#) - American History Since 1865 (3 hours)

[POLS 1101](#) - American Government (3 hours)

or [POLS 1105H](#) - American Government (Honors) (3 hours)

or [POLS 1101E](#) - American Government (3 hours)

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## Area VI

[FDNS 2100](#) - Human Nutrition and Food (3 hours)

or [FDNS 2100H](#) - Human Nutrition and Food (Honors) (3 hours)

or [TXMI 2100](#) - Textiles for Consumers (3 hours)

or [TXMI 2100E](#) - Textiles for Consumers (3 hours)

[FHCE 2100](#) - Introduction to Consumer Economics (3 hours)

or [FHCE 2100H](#) - Introduction to Consumer Economics (Honors) (3 hours)

or [FHCE 2100E](#) - Introduction to Consumer Economics (3 hours)

[HDFS 2100](#) - Development Within the Family (3 hours)

or [HDFS 2100E](#) - Development Within the Family (3 hours)

or [HDFS 2100H](#) - Development Within the Family (Honors) (3 hours)

Any 3-hour W-suffix course

Any 3-hour 2000-level or higher course (Perspective Course - examines a topic from multiple perspectives)

Any 3-hour 2000-level or higher course (Professional Innovation - teaches a skill relevant to your professional interest)

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## Entrance Requirements

- Completion of Core Areas I-V.
  - Cumulative GPA of 2.0 or higher.
  - Minimum overall GPA of 2.8 or higher in Areas I, II, III, and V.
  - Documentation of career goals.
  - Academic advising for the intended ~~Consumer Journalism~~ **Social Entrepreneurship for Consumer Well-Being** major takes place in the Financial Planning, Housing and Consumer Economics Department.
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## High-Demand Major–Selection Criteria

- Overall GPA of 2.8 or higher in Core Areas I, II, III, and V
- Essay that states career goals

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**Required Courses** (37 hours)

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

[FACS 2000](#) - Introduction to Family and Consumer Sciences (1 hour)

[FHCE 4010/6010](#) - Introduction to Social Entrepreneurship (3 hours)

[FHCE 4011/6011](#) - Social Entrepreneurship: Strategic Storytelling (3 hours)

[FHCE 4051/6051](#) - Social Entrepreneurship: Social Impact Communication (3 hours)

[FHCE 5011/7011](#) - Social Entrepreneurship Capstone (3 hours)

Choose fifteen (15) hours in a content area (any 3000-level or above course)

Choose nine (9) hours of additional 3000-level or above courses from the following: [FACS](#), [FDNS](#), [FHCE](#), [HDFS](#), or [TXMI](#)

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**Major Electives** (12 hours)

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

Choose six (6) hours of 3000-level or above courses from the following: [FACS](#), [FDNS](#), [FHCE](#), [HDFS](#), or [TXMI](#)

Choose six (6) hours of 3000-level or above courses

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**General Electives** (11 hours)

Any level



UNIVERSITY OF  
**GEORGIA**

Benjamin C. Ayers, Dean  
*Earl Davis Chair in Taxation*

Terry College of Business

*Office of the Dean*

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Athens, Georgia 30602

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January 13, 2020

Sheri Worthy, Nickols Professor & Head  
Department of Financial Planning, Housing & Consumer Economics  
College of Family and Consumer Sciences  
University of Georgia  
Athens, GA 30602

Dear Dr. Worthy:

Please accept this letter as support for the change of the name of the BSFCS in 'Consumer Journalism' major to 'Social Entrepreneurship for Consumer Well-Being.' We believe this name, while not as succinct as the initially proposed name of Social Entrepreneurship, provides a better description of the major and reflects the major's focus on consumer problems in society.

The required coursework in social entrepreneurship (FHCE 4010/6010), strategic storytelling (FHCE 4011/6011), and social impact communication (FHCE 4051/6051) makes the major name "Social Entrepreneurship for Consumer Well-Being" more descriptive of the learning outcomes of the students. It should be noted that these courses do not duplicate courses within the Entrepreneurship Certificate. In addition these courses, in combination with those in the ENTR program, should help students understand the importance of a sustainable business model to achieve the goal of contributing to world we live in.

Sincerely,

Benjamin C. Ayers

/abg



December 20, 2019

Sheri Worthy, Nickols Professor & Head  
Department of Financial Planning, Housing &  
Consumer Economics  
College of Family and Consumer Sciences  
University of Georgia  
Athens, GA 30602

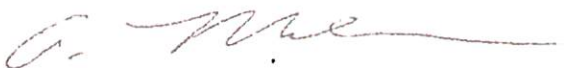


Dear Dr. Worthy:

Please accept this letter as support for the change of the name of the BSFCS in 'Consumer Journalism' major to 'Social Entrepreneurship.' The required coursework in social entrepreneurship, strategic storytelling, and social impact communication and additional requirements for a focused content area, writing intensive course, perspectives course, and professional innovation course make the major name 'Social Entrepreneurship' more descriptive of the learning outcomes of the students.

The social entrepreneurship courses (FHCE 6010 Intro to Social Entrepreneurship, FHCE 6011 Strategic Storytelling, FHCE 6051 Social Impact Communications and FHCE 7011 Social Entrepreneurship Capstone) will be good courses to include as electives for our MA in Nonprofit Management & Leadership. Additionally, our MNML 7947 Social Entrepreneurship in the Nonprofit Sector and NMNL 7908S Design Thinking for Social Innovation courses may be good electives for your students when these courses become cross-listed at the undergraduate level.

Sincerely,



Anthony Mallon, Director  
Institute for Nonprofit Organizations  
Clinical Associate Professor  
UGA School of Social Work



## Approvals on File

**Proposal:** Name Change of the Major in Consumer Journalism (B.S.F.C.S.) to Social Entrepreneurship of Consumer Well-Being (B.S.F.C.S.)

**College:** College of Family and Consumer Sciences

**Department:** Financial Planning, Housing, and Consumer Economics

**Proposed Effective Term:** Fall 2021

Department:

- Financial Planning, Housing, and Consumer Economics Department Head, Dr. Sheri Worthy, 6/1/20

School/College:

- College of Family and Consumer Sciences Dean, Dr. Linda Kirk Fox, 6/1/20