December 1, 2005

UNIVERSITY CURRICULUM COMMITTEE – 2005-2006
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Graduate Student Representative - Mr. Todd Hawley

Dear Colleagues:

The following request from the College of Agricultural and Environmental Sciences will be an agenda item for the December 9, 2005, Full University Curriculum Committee meeting:

- Request for a Major Name Change:
  From: Agricultural Economics (B.S.A.)
  To: Applied Economics (B.S.A.)

Sincerely,

[Signature]

Dr. William K. Vencill, Chair
University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr.
    Dr. Delmer D. Dunn

Executive Committee, Committee on Facilities, Committee on Intercollegiate Athletics, Committee on Statutes, Bylaws, and Committees, Committee on Student Affairs, Curriculum Committee, Educational Affairs Committee, Faculty Admissions Committee, Faculty Affairs Committee, Faculty Benefits Committee, Faculty Grievance Committee, Faculty Post-Tenure Review Appeals Committee, Faculty/Staff Parking Appeals Committee, Strategic Planning Committee, University Libraries Committee
An Equal Opportunity/Affirmative Action Institution
MEMO TO: Arnett Mace  
Senior Vice President and Provost

FROM: Fred C. White  
Head, Agricultural and Applied Economics Department

SUBJECT: Request for Name Change for an Undergraduate Major in Applied Economics

Please consider the enclosed request for a name change for a major in Applied Economics. The major’s present name of Agricultural Economics does not accurately reflect the course offerings and student interests.

Applied economics is the application of economic theory and quantitative techniques (including statistics, mathematical programming, and financial spreadsheet analysis), combined with a knowledge of institutions, to explain the behavior of observable phenomena. Applied economics relates the conclusions derived from general economics to real-world problems. Courses in applied economics take the general theory as a foundation (the starting point) and apply the theory to practice. Many of our students are not focused on agriculture, and most of their course work goes beyond agriculture. Our students take upper division courses in finance, resource economics, marketing, econometrics, production, environmental economics, economic development, food security, water resource economics, futures and options markets, and law in this department. As our students enter the job market, potential employers are being misinformed by the current major of Agricultural Economics, because much of the students’ course work does not deal with agriculture.

Several peer institutions offer both economics majors in business schools and applied economics majors in other colleges. The College of Agricultural, Food and Environmental Sciences at the University of Minnesota offers an undergraduate Applied Economics major. The College of Agricultural and Life Sciences at Cornell University offers an undergraduate major in Applied Economics and Management.

Only one required course in the proposed Applied Economics major includes the word “agriculture” in the title (AAEC 3400, Introduction to Agricultural Policy). Omitting special topics courses, the word “agriculture” is only in four of the Department’s course titles.
This department currently offers three undergraduate majors: (1) Agricultural Economics, (2) Agribusiness, and (3) Environmental Economics and Management. The only students affected by the proposed major in Applied Economics would be those in the Agricultural Economics major. Courses with the word “agribusiness” in their title are specifically aimed for students in our Department’s Agribusiness major. These courses do not directly concern the proposal for an Applied Economics major.

The current name of Agricultural Economics does not reflect the course work nor knowledge of students completing requirements for this major. To more accurately describe our students’ program of study, we are requesting to call the major Applied Economics. If you have any questions about the proposal, please let me know. Your support of the proposed name change would be appreciated.
NAME CHANGE JUSTIFICATION FORM

School/College
Name: ________________________________________________
Proposed Name: __________________________________________

Department Name Changes:
Current Department Name: Proposed Department Name:
________________________________________________________
________________________________________________________

Major Name Changes:
Current Major Name: Degree Proposed Major Name: Degree
Agricultural Economics BSA Applied Economics BSA

________________________________________________________
________________________________________________________
________________________________________________________

Minor Name Change:
Current Minor Name: Degree Proposed Minor Name: Degree
________________________________________________________

Prefix Changes:
A prefix change package should be submitted after the name change has been approved.
Current Department Proposed Department Prefix Prefix
________________________________________________________
________________________________________________________

JUSTIFICATION:
Attach a page justifying changes.

SIGNATURES:
School/College: __________________________________________
Department: _____________________________________________
Name Change Justification

Current Name: Agricultural Economics

Proposed Name: Applied Economics

The Department of Agricultural and Applied Economics is requesting the change the major Agricultural Economics to Applied Economics to more accurately describe the major. The major involves significant course work concerning land and labor resources, finance, law-economics, and international trade that can more accurately be described under the major of Applied Economics.
Proposed Degree Requirements for Applied Economics
Core Curriculum - First- and Second-Year Courses

Area A: Essential Skills (9 hours)
   - ENGL 1101*
   - ENGL 1102
   - MATH 1113

Area B: Institutional Options (4 hours)
   - Elective (hours needed depend on excess hours from Area F)

Area C: Humanities/Fine Arts (6 hours)
   - SPCM 1100 (or SPCM 1500)
   - Select 3 hours from the following:
     - ARTS 2000, 2050; ARHI 2100; CLAS 1000, 1010, 1020, CMLT 2111, 2210, 2212, 2220, 2400, 2500; DANC 2010; DRAM 2000, 2120, 2130; ENGL 2310, 2320, 2330, 2340, 2400; EDES 2510, 2520; LING 2100, MUSI 2020, 2040, 2060, 2080; PHIL 1000, 1500, 2200; RELI 1001, 1002, 1003, 2004; ROML 2550

Area D: Science, Mathematics, and Technology - (11 hours)
   - BIOL 1107-1107L - 4 hours or PBIO 1210-1210L - 4 hours
   - MATH 2200-2200L - 4 hours
   - Lab Science Course (4 hours) - See UGA Core Curriculum

Area E: Social Sciences (12 hours) (Selections are required from at least two departments)
   Preferred Courses:
     - POLS 1101 - 3 hours (required if student has not met Georgia and U.S. Constitution requirement by examination)
     - HIST 2111 - 3 hours or HIST 2112 - 3 hours (required if student has not met Georgia and U.S. History requirement by examination)
   Select 6 hours from the following:
     - AAEC 2580; AFAM 2000; ANTH 1102, 2110; ECON 2100, 2105, 2200; EDES 1500; GEOG 1101-1101D, 1102-1102D, 1125-1125D; HIST 2050H, 2221, 2222, 2301, 2302, 2501, 2502, 2701, 2702; PSYC 1101, 2100; SOCI 2500, 2730, (AFAM) 2820; SPCM 1010; WMST 1110, 2110

Area F: Related to Major (18 hours)
   - MIST 2090 or PHIL 1500 or CSCI 1100-1100L - 3 hours
   - AAEC 2580 - 3 hours or ECON 2106 - 3 hours
   - ACCT 2101 - 3 hours
   - ECON 2105 - 3 hours
   - STAT 2000 - 4 hours
   - MATH 2110 - 3 hours or MATH 2210-2210L - 4 hours

*A grade of "C" or better in ENGL 1101 and an average of 2.0 for ENGL 1101 and 1102.
Major Requirements (14 hours)
- AAEC 3400 Introduction to Agricultural Policy - 3 hours
- AAEC 3580-3580L Intermediate Economic Principles - 4 hours
- AAEC 3610-3610L Applied Econometrics - 4 hours
- ECON 4020 Intermediate Macroeconomics - 3 hours

Major Related Requirements (9-10 hours)
Select at least 9 hours from the following:
- AAEC 3040 Agribusiness Marketing or AAEC 3100 Food and Fiber Marketing - 3 hours
- AAEC 3060 Principles of Resource Economics - 3 hours
- AAEC 3690-3690L Agribusiness Finance - 4 hours
- AAEC 4210/6210 Production Economics: Theory with Applications - 3 hours

Major Electives (15 hours)
Select at least 15 hours from the following not taken as Major Requirements or Major Related Requirements
- AAEC courses 23000 level - 12 hours. No more than 3 hours in AAEC 4271.
- AAEC, ECON, FINA, HACE, LEGL, MARK, MGMT, MIST, REAL, or RMIN course 2300 level - 3 hours

Applied Life Science Requirement (3 hours)
Select one course from the following: ADSC 2010, ADSC 3320, CRSS 22010, EHSC 23060, ENTO 23740-3740L, ENGR 23050, FORS 23000-3000L, FDST 23000, PGEN 3580-3580L, HORT 23000, PATH 23530-3530L, POUL 23020-2020L

General Electives (18-19 hours)
Any other courses to reach 120 hours required for graduation, 39 hours of upper division courses, and 15 hours at the 4000 level.

TOTAL HOURS REQUIRED - 120 hours
Student Check Sheet:
- Total of 120 hours of course work.
- Total of 39 hours of upper division courses.
- At least 21 hours of upper division courses in major field (major requirements, major related course, and major electives).
- At least 15 hours at the 4000-level.
- Grades of "C" or better are required in the major requirements, major required courses, and major electives.
- A grade of "C" or better in ENGL 1101 and an average of 2.0 for ENGL 1101 and 1102.
- Residency requirement: 45 of last 60 hours taken at UGA.
- One hour of Physical Education.
- UGA environmental literacy
- UGA cultural diversity requirement
MEMORANDUM

TO: Dr. William Vencill
Chair, University Curriculum Committee

FROM: Stephen P. Baginski
Associate Dean for Academic Programs

DATE: November 2, 2005

RE: Name change for BSA degree in Agricultural Economics

The Terry College of Business strongly opposes the proposal to change the name of BSA degree in Agricultural Economics to “Applied Economics.” The BBA in Economics (Terry College) and the AB Economics (Franklin College) are offered by the Economics Department. The coursework in these two degree programs allows undergraduate students to become proficient in a number of fields in applied economics.

An attached letter from William Lastrapes, Department Head of Economics, outlines the concerns of the Economics Department. I fully support Professor Lastrapes’ position.
October 26, 2005

University Curriculum Committee  
University of Georgia

The Department of Economics in the Terry College of Business strongly opposes the proposal to change the name of the BSA degree in Agricultural Economics to Applied Economics.

"Applied Economics" refers to the application of economic principles and analysis to a wide-range of problems and issues. The Economics Department has faculty expertise and offers undergraduate and graduate courses in a number of applied fields of economics, such as labor economics, international economics, industrial organization, monetary economics, public economics and finance, the economics of law, the economics of education, and others. The BBA and AB economics degrees offered by our department (through Terry and the Franklin College, respectively) provide opportunities for undergraduate students to become proficient in these fields of applied economics.

The Agricultural Economics degree, on the other hand, is very specific in focusing on the application of economic tools to the study of one field – agriculture. Of the 29 junior and senior level courses offered by the Agricultural and Applied Economics Department, 20 are directly related to agricultural, agribusiness, or food, as reflected in course titles. It is possible for a student majoring in Agricultural Economics to avoid taking a course in an applied area of economics other than agriculture. Earning a degree in Applied Economics in such a case would be extremely misleading. It is inappropriate to claim that this degree is more general than it really is.

The proposed name change of the Agricultural Economics degree to Applied Economics threatens to affect the value of the BBA and AB degrees in economics. Students, employers and others may reasonably infer, at least initially, that a degree in Applied Economics is conferred by the Economics Department. The proposal encroaches on the name and degree offerings of the Economics Department.

We ask that the Curriculum Committee not approve the proposal to change the BSA degree in Agricultural Economics to Applied Economics.

Sincerely,

William D. Lustrapes
Memo To: Dr. William Vencill  
Chair, University Curriculum Committee  

From: Fred C. White  
Head, Department of Agricultural and Applied Economics  

Date: November 8, 2005  

Subject: Request for Name Change for an Undergraduate Major in “Applied Economics”

This letter is in response to the communications from Drs. Stephen P. Baginski and William D. Lastrapes concerning opposition to our proposal for an undergraduate degree in “Applied Economics.” We feel that additional information is pertinent to show justification for our request for a major in Applied Economics.

The major underlying issue in this name change is the discipline difference between general economics and applied economics. Dr. Lastrapes’ definition of applied economics is correct in that it does refer to the application of economic principles and analysis to a wide range of problems and issues. Further elaboration of the definitions reveals the basic difference in general economics and applied economics. Applied economics is the application of economic theory and quantitative techniques (including statistics, mathematical programming, and financial spreadsheet analysis), combined with a knowledge of institutions, to explain the behavior of observable phenomena. For example it would explain why dentists’ incomes are higher in California than West Virginia.

Applied economics relates the conclusions derived from general economics to real-world problems. The Economics Department has faculty expertise and offers undergraduate and graduate courses in a number of fields of economics, but their course offerings are in terms of developing the general economic theory and not applied economics. On the whole, courses in the Economics Department do not incorporate statistics and knowledge of institutions to explain the behavior of real-world phenomena. In contrast, courses in applied economics take the general theory as a foundation (the starting point) and apply the theory to practice. While a student in economics could concentrate in applied economics, this is analogous to a student in physics concentrating in engineering. Would a college of arts and sciences deny an engineering department to use the name “engineering” because some of their physics students are concentrating on engineering topics?

The major reason for adopting the name “Applied Economics” for one of our undergraduate degrees is that the name “Agricultural Economics” is misleading to students and their prospective employers. Many of our students are not focused on agriculture, and most of their course work goes beyond agriculture. Students take upper division courses in finance, resource economics, marketing,
econometrics, production, environmental economics, economic development, food security, water resource economics, futures and options markets, and law in our Department. As our students enter the job market, potential employers are being misinformed by the current major of “Agricultural Economics”: much of the students’ course work does not deal with “agriculture.”

Our idea for a degree in Applied Economics actually comes from peer Land Grant Universities, namely Cornell University and the University of Minnesota. Like The University of Georgia, Cornell and Minnesota have economics departments and a second department that emphasizes the application of economic theory. Like Georgia, the economics and the applied economics majors are in different colleges. Our request simply follows what has occurred at peer institutions: separate majors in economics and applied economics.

The College of Agricultural and Life Sciences at Cornell offers an undergraduate major in “Applied Economics and Management.” Minnesota’s College of Agricultural, Food and Environmental Sciences offers an undergraduate “Applied Economics” major. Both Cornell and Minnesota had agricultural economics majors, but after a number of name changes, their faculty saw the merit of having their Land Grant undergraduate economics majors reflect what is being taught: namely “Applied Economics.”

Turning to our Department’s proposed Applied Economics major and its suggested course of study, the only course with “agriculture” in the course title that must be taken is AAEC 3400, “Introduction to Agricultural Policy.” Students may take additional courses with titles that include “agriculture” (or “agricultural”). However, omitting special topics courses, the word “agriculture” is only in four of the Department’s course titles (AAEC 3400, 3510, 4760, 4960). This means that, possibly, only one of the twelve upper division courses taken for the major will have a title with the word “agriculture.” Or, if students take all of the courses with the term “agriculture” in their title, three-fourths of their courses would not be courses with “agriculture” in their titles. Thus, it is inaccurate to label the major “Agricultural Economics”: rather, “Applied Economics” is most appropriate.

We would also note that our Department currently offers three undergraduate majors: (1) Agricultural Economics, (2) Agribusiness, and (3) Environmental Economics and Management. The only students affected by the proposed major in “Applied Economics” would be those in the “Agricultural Economics” major. This is significant because mention was made of departmental course titles that contain the word “Agribusiness.” Courses with the word “Agribusiness” in their title are specifically aimed for students in our Department’s “Agribusiness Major.” These courses do not directly concern the proposal for an “Applied Economics” major.

In summary, the current name of “Agricultural Economics” does not reflect the course work nor knowledge of students completing requirements for this major. To more accurately describe our students’ program of study, we are requesting to call the major “Applied Economics.” We would hope that this initiative could lead to more cooperation with other departments on campus, and would look forward to greater complementary cooperation with the Economics faculty.
December 6, 2005

TO: Dr. William K. Vencill, Chair
University Curriculum Committee

FROM: Sharon Y. Nichols, Dean
College of Family and Consumer Sciences

RE: Proposal to Change the Name of the Major
in Agricultural Economics to Applied Economics

Thank you for the opportunity to review the request from the Department of Agricultural and Applied Economics to change the name of the major in Agricultural Economics to Applied Economics. I have consulted with the head of the Department of Housing and Consumer Economics, the department in FACS that has the greatest interest in this matter, and the Associate Dean for Academic Affairs. We have no objections to the change in the name of the major. However, we would object to any use of the terminology "Consumer Economics" within the description of this major or courses offered.