

The following proposals, received on DAP between April 1-15, 2011, have now been approved.
For more information on the DAP process, see the Academic Handbook at www.uwo.ca/univsec/handbook.

CONTINUING STUDIES

PUBLIC RELATIONS

Effective **March 1, 2011**, the following courses required for the Diploma in Public Relations will be revised:

Diploma in Public Relations

- PREL 6001: Introduction to Public Relations
 - PREL 6002: Theory and Practice of Communication
 - PREL 6003: Writing for Public Relations
 - PREL 6004: Introduction to Communication Design
 - PREL 6005: Marketing Research in Public Relations
 - PREL 6006: Media Relations
 - PREL 6011: Managing the Public Relations Function
 - PREL 6012: Management Skills for Public Relations
 - PREL 6013: Ethics in Public Relations
 - ~~PREL 6014: Career Development Seminar~~
 - PREL 6015: Communication in the Not-for-Profit Environment
 - PREL 6016: Event Management (replacing Career Development Seminar)
 - PREL 6021: Leadership Development for Public Relations Professionals
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FACULTY OF INFORMATION AND MEDIA STUDIES

MEDIA, INFORMATION AND TECHNOCULTURE

Effective **September 1, 2011**, the following courses will be introduced:

MIT 2306F/G - Exploring Consumerism

Late capitalist society is often defined by its monstrous appetite. Indeed, our need to consume plays a central though ambiguous role in the construction of self and its others in contemporary culture. From Marx to The Donald, from Romero's Dawn of the Dead (1978) to Palahniuk's Fight Club (1996), this course will explore both the promises and perils inherent in consumption and examine how metaphors of consumption evoke the potent cultural anxieties of our post-Fordist age.

3 lecture hours, 0.5 course.

MIT 2373F/G - Propaganda in Print and Visual Culture

This course aims to ground students in the historical development in the methods of how propaganda and persuasion have been utilized in print and visual culture, spanning Greco-Roman art and rhetoric, contemporary use of diverse media, and how new techniques were developed alongside new forms of media technology (such as blogging).

3 lecture hours, 0.5 course.

MIT 2374F/G - Social Networking: Theory & Practice

Social networking has as long a historical precedent as human civilization itself. In today's online environment, networking sites such as Twitter and Facebook have altered the social landscape. This course will survey the various historic and contemporary milieus in which these networks exist. Students will become fluent in the theoretical and practical aspects of social networking, in addition to understanding its contexts and social issues such as bullying, anonymity, addiction, anxiety, and narcissism.

3 lecture hours, 0.5 course.

MIT 2375F/G - Sexuality and the Media

In this course we will investigate how different aspects of human sexuality and sexual identity are represented in and through various media (including film, advertising, television, print and electronic media). We will look

at how media sources operate as sites through which dominant understandings of concepts commonly associated with sexuality, including masculinity and femininity, heterosexuality and homosexuality, are both reinforced and challenged.

3 lecture hours, 0.5 course.

MIT 2376F/G - The Next Generation Web

This course study the evolution of the World Wide Web, from a collection of static pages to a source of dynamic and aggregated content: social software, the Web 2.0, multimedia and mashups. It will investigate the theoretical and practical implications of the Web's growing use of sophisticated data mining capabilities.

3 lecture hours, 0.5 course.

MIT 2510F/G - Race, Ethnicity, and Technology

Recently, popular discourse on the digital revolution, and its facilitation of a colour-blind future, has been undermined by more sensible debates over the connections between race and technology. This course will not only explore those connections, but investigate issues related to socio-economic and racial exploitation under contemporary capitalism.

3 lecture hours, 0.5 course.

MIT 3115F/G - Search Engines and Data Mining

The course will examine how search engines are built, how they work, and how to evaluate them. We will explore the variety of Web search services and Web data that are publically available. The course will also introduce basic concepts and techniques of Web data mining including Web hyperlink analysis, Web traffic analysis and Web server log analysis.

3 lecture hours, 0.5 course.

MIT 3200F/G - Rebels and Rogues: Outlaws in Culture and Theory

This course offers students the critical tools to explore how shifting modes of representation from oral songs and stories to information technology, effect our cultural conceptions of 'the outlaw' and of justice. The course incorporates a theory of the outlaw as an extraordinary criminal caught in a liminal threshold 'outside the law.'

3 lecture hours, 0.5 course.

MIT 3218F/G - Technology, Democracy, and Postwar America

From Trinity to Postmodernity, from the culture of containment to the contamination of culture, this course explores not only the history of America after WWII, but also the impact of the Atom Bomb, the Cold War, and their continuing influence on the formation of American ideology and identity. Using the twin themes of confinement and resistance, the course will focus primarily on media such as literature and film, but will also consider representative examples from journalism, the visual arts, and architecture.

3 lecture hours, 0.5 course.

MIT 3221F/G - Photography, Politics, History

What is history if not a reconstructed image of the past? This course examines the ways in which photography has shaped our idea of history; how specific photographs ground history by turning the world into a picture. The political significance of this transformation will be examined through specific visual case studies.

3 lecture hours, 0.5 course.

MIT 3832F/G - Documentary Media

Explores the relationship between media, documentary, and representation. Using cultural and media theory, we will explore 'documentary' practice in cinema, performance, photography, the museum, oral history, print, and digital media. Students apply critical readings to produce and critique one (or two) small documentary projects. No production experience expected

2 lecture hours, 2 laboratory hours, 0.5 course.

MIT 3833F/G - Arts & Entertainment Journalism

This course aims to give students an overview of the types of stories written by an arts journalist working for a newspaper or website, such as reviews, columns, features, and profiles. The course will consider solutions to problems specific to arts journalism and will examine ethical questions peculiar to arts journalism.

3 lecture hours, 0.5 course.

MIT 3841F/G - Comfort TV

This course explores the nature of television programming and identifies correlations between ideology and consumption. It will not only consider what our parents and grandparents watched, it will focus on the nature of “media nesting” in the 21st century. What are the anthropological roots of “comfort television”? How does it respond to communal anxiety and how does it affect subsequent political and economic consumer choices
3 lecture hours, 0.5 course.

MIT 3933F/G - The University, Student Activism & the Public Interest

This course will explore the history of student activism from the medieval period to the present, with a specific focus on the past 100 years in Europe and North America. We will look at the roots of student organization and dissent in the university itself, and will exam impact of student agitation and resistance on broader movements for social change, such as anti-war, civil rights and labor movements. We will examine strategies and tactics of student movements, and debate the usefulness of student resistance in furthering the public interest.
3 lecture hours, 0.5 course.

FACULTY OF HEALTH SCIENCES**NURSING**

Effective **September 1, 2011**, the following courses will be revised:

Nursing 4410A/B - Professional Practice 4 Professional Practice: Acting on Critical Reflection

This course will allow students to synthesize knowledge from multiple sources to engage with clients experiencing health/illness challenges.

Antirequisite(s): Nursing 4430Y, 4431Y, the former 4421W/X.

Prerequisite(s): Registration in Year 4 of the Western-Fanshawe Collaborative BScN program.

16 clinical/laboratory/seminar hours, 0.5 course.

To be introduced September 2015.

Nursing 4461W/X - Professional Practice 4 Professional Practice: Integrative Practicum

This course allows students to work with a preceptor to synthesize knowledge and experience gained throughout the program. Students will focus on gaining proficiency in evidence-informed practice, developing leadership skills and independence, and creating an individual philosophy of practice.

Antirequisite(s): Nursing 4496W/X.

Prerequisite(s): Registration in Year 4 of the Western-Fanshawe Collaborative BScN program.

432 clinical/laboratory/seminar/simulation hours, 1.0 course.

To be introduced September 2015.

BRESICA UNIVERSITY COLLEGE**MANAGEMENT AND ORGANIZATIONAL STUDIES**

Effective **September 1, 2011**, the following course will be introduced:

Management and Organizational Studies 3362A/B - Introduction to Taxation in Canada

An overview of the Income Tax Act (Canada) and its effect on business decisions. Covers both personal and corporate taxation including different sources of income, deductions, and credits that are allowed under the Act. The course includes coverage of the Goods and Services Tax system.

Prerequisite(s): MOS 3360A/B and enrolment in 3rd or 4th year BMOS.

3 lecture hours, 0.5 course.

(Brescia, Huron, King's)

Effective **September 1, 2011**, the following courses will be revised:

Management and Organizational Studies 2310A/B - Finance for Management and Organizational Studies

This course provides overview of issues in financial management and corporate finance. Students will learn how financial managers make investment, financing and other decisions and the tools they use to make such decisions. Topics covered include time value of money, risk, valuation, capital structure, dividend policy and other selected issues.

Antirequisite(s): ~~Actuarial Science 2555A/B and MOS 3310A/B.~~

Prerequisite(s): **Business 1220** ~~MOS 1020A/B~~ or both MOS 1021A/B and MOS 1023A/B and enrolment in BMOS.

3 lecture hours, 0.5 course.

(Brescia)

Note: Students interested in pursuing an HBA Degree at the Richard Ivey School of Business should not take this course in second year as Ivey does not recognize this course as part of the HBA degree.

Management and Organizational Studies 2320A/B - Marketing for Management and Organizational Studies

An introduction to the role of marketing in the organization including information systems, corporate strategy, opportunities assessment, product differentiation, pricing strategies, distribution, communication and advertising.

Antirequisite(s): MOS 3320A/B.

Pre- or Corequisite(s): ~~MOS 1020A/B or MOS 1021A/B and MOS 1023A/B and enrollment in BMOS.~~

Prerequisite(s): **Business 1220 or MOS 1021A/B and MOS 1023A/B and enrollment in BMOS.**

3 lecture hours, 0.5 course.

(Brescia)

Note: Students interested in pursuing an HBA Degree at the Richard Ivey School of Business should not take this course in second year as Ivey does not recognize this course as part of the HBA degree.

PSYCHOLOGY

Effective **September 1, 2011**, the following course will be introduced:

Psychology 3245F/G: Sex Differences and Behavioural Neuroscience

This course examines sex differences in the brain and behaviour of both humans and non-human species. Topics may include strategies and methods for evaluating sex differences, genetic and hormonal influences, cognition, affiliative behaviour, stress, motivation, reward, energy regulation, immune functioning, pain, and disease.

Prerequisites: At least 60% in Psychology 2220A/B or 2221A/B.

Antirequisites: Psychology 3225A/B, 3226 A/B.

3 hours, 0.5 course.

(Brescia)

HURON UNIVERSTIY COLLEGE

MANAGEMENT AND ORGANISATIONAL STUDIES

Effective **September 1, 2011**, the following modules will be revised:

MAJOR IN ACCOUNTING

Module

(Restricted to students registered in the BMOS Honors Degree)

5.0 first-year courses:

1.0 course: Business Administration 1220
 1.0 course: Economics 1021A/B, 1022A/B
 1.0 course from: Calculus 1000A/B, 1100A/B, 1301A/B, 1501A/B; Mathematics 1225A/B, 1228A/B, 1229A/B, 1600A/B
 1.0 course: full-course or equivalent designated essay course numbered 1000-1999E or F/G
 1.0 course: full-course or equivalent numbered 1000-1999 (Computer Science 1032A/B or MOS 1033A/B is highly recommended)

7.0 senior courses

1.0 course: Business Administration 2257
 0.5 course from: Economics 2122A/B; MOS 2242A/B
 3.0 courses: MOS 3310A/B, 3360A/B, 3361A/B, 3372, 4410A/B
 1.5 courses from: MOS 3362A/B, 3363A/B, 4465A/B, 4466A/B
 1.0 course from: MOS 2181A/B, MOS 2275A/B, 3320A/B, 3330A/B

~~1.0 course: Business Administration 2257.
 0.5 course from: MOS 2242A/B, Economics 2222A/B.
 1.5 courses: MOS 3310A/B, 3385A/B, 4410A/B.
 1.0 course from: MOS 2275A/B and 3320A/B or 3330A/B.
 3.0 courses from: MOS 3360A/B, 3361A/B, 3362A/B, 3372, 4460A/B, 4461A/B.~~

MAJOR IN MANAGEMENT AND ORGANIZATIONAL STUDIES

Module

(Restricted to students registered in the BMOS Honors Degree)

5.0 first-year courses:

1.0 course: Business Administration 1220
 1.0 course: Economics 1021A/B, 1022A/B
 1.0 course from: Calculus 1000A/B, 1100A/B, 1301A/B, 1501A/B; Mathematics 1225A/B, 1228A/B, 1229A/B, 1600A/B
 1.0 course: full-course or equivalent designated essay course numbered 1000-1999E or F/G
 1.0 course: full-course or equivalent numbered 1000-1999

6.0 senior courses:

1.0 course: Business Administration 2257
 0.5 course from: Economics 2122A/B; MOS 2242A/B
 4.0 courses: MOS 2181A/B, 3310A/B, 3320A/B, 3330A/B, 3372, 3385A/B, 4410A/B
 0.5 course from: Economics 2121A/B; History 2125F/G; Philosophy 2074F/G, 2700F/G

~~1.0 course: Business Administration 2257.
 0.5 course from: MOS 2242A/B, Economics 2222A/B.
 4.5 courses: MOS 2180, 3310A/B, 3320A/B, 3330A/B, 3372, 3385A/B, 4410A/B.
 1.0 additional MOS course.~~

REGISTRAR'S UPDATE

APPLIED MATHEMATICS

Effective **May 1, 2011**, the following courses will be modified:

Applied Mathematics 1201A/B - Mathematical Applications for Biological Sciences Calculus and Probability with Biological Applications

Applications of integration, integration using mathematical software packages. Scaling and allometry. Basic probability theory. Fundamentals of linear algebra: vectors, matrices, matrix algebra. Difference and differential equations. Each topic will be illustrated by examples and applications from the biological sciences, such as population growth, predator-prey dynamics, age-structured populations.

Antirequisite(s): The former Mathematics 030, the former Calculus 1201A/B.

Prerequisite(s): One or more of Calculus 1000A/B, 1100A/B or Mathematics 1225A/B.
3 lecture hours, 1 tutorial hour, 0.5 course.