

Florida A&M University
Revised New Degree Programs for Strategic Plan *(Revision approved June 2013)*
2010-2020

CIP Code	Proposed Program <i>(and relevant BOG targeted area, if applicable)</i>	Rationale
School of Business and Industry		
52.0801	BS Finance <i>(mission)</i>	Presently Finance is a concentration within the Business Administration curriculum. Finance majors are likely to be sought after by the nation's elite banks and financial institutions who recruit SBI's top bachelor's candidates.
52.1401	BS Marketing <i>(mission)</i>	Presently Marketing is a concentration within the Business Administration curriculum. These majors are likely to be sought after by a variety of companies including firms that have developed new Marketing channels (technology and integrated advertising firms).
52.1101	BS International Business <i>(high wage program)</i>	This would be a new major for SBI and would align with the University's strategic focus on international initiatives. The market is likely to be top native undergraduates and international students who desire to work for multinational companies.
52.1803	BS Retail Management <i>(mission)</i>	This program will produce minority graduates who are prepared to enter the retail industry.
31.0302	BS, MS Golf Management <i>(mission)</i>	Managing golf facilities including resorts is a lucrative and growing field that currently has little diversity.
52.0701	BS, MS Entrepreneurship <i>(mission)</i>	There is a dearth of viable small and minority businesses. An emphasis in entrepreneurship can prepare aspiring business owners and promote job creation and wealth accumulation in the local, state and national environments, particularly in minority communities.
45.0601	MS Economics <i>(mission)</i>	The 2004 program review of Economics revealed that FAMU is the highest producer of African American BS graduates in Economics (an average of 27 per year). The external consultant recommended initiation of this degree to capitalize on the BS productivity and address the acute shortage of African Americans with graduate degrees in economics.
College of Education		
13.1001	BS Special Education <i>(teacher education)</i>	This is a critical need area to serve the public schools and the demand is very high.

CIP Code	Proposed Program <i>(and relevant BOG targeted area, if applicable)</i>	Rationale
College of Education (continued)		
13.1301	BS Agricultural Teacher Education <i>(teacher education)</i>	There is a demand for teachers certified in Agricultural Education.
13.1307	BS Health Education <i>(teacher education, health)</i>	This program will serve a need in public schools as well as prepare students to work with community organizations in health-related activities.
31.0501	B.S. Health and Physical Education/Fitness <i>(needed option for students)</i>	This program will prepare professionals for the growing health fitness industry. There is a need to accommodate students in the College of Education who do not enter teacher education programs.
13.1001	MS in Special Education	This is a critical need area to serve public schools. Enhances induction efforts for classroom teachers.
13.0301	MS Curriculum and Instruction	This is a high enrollment program (online and traditional) at other institutions and would serve teachers who wish to obtain a master's degree.
31.0504	MS Sport Management	There is significant student demand for this program which would prepare students to work in a variety of settings related to sports and fitness.
13.0301	PhD Curriculum and Instruction <i>(education)</i>	This program will enable FAMU to better utilize resources and strengths in the College of Education.
College of Agricultural and Food Sciences		
01.1001	BS Food Science and Technology <i>(mission- agriculture)</i>	Develop the current successful track in food science into a full degree program. This program previously received feasibility authorization from the Board of Regents.
51.0808	BS Veterinary Technology <i>(mission- agriculture)</i>	Currently a track within Agricultural Sciences. The program is a "cutting-edge" life sciences major with an applied focus in the health and welfare of animals
01.1101	MS Plant and Soil Sciences <i>(mission – agriculture)</i>	The MS and PhD in Soil Sciences will facilitate the recruitment and training of minority students to become future leaders and scientists in academia and in the government and private sectors.
26.0702	PhD Entomology <i>(mission – agriculture; university strengths)</i>	This program will take advantage of a highly successful research faculty and globally recognized research programs in biological control, water quality biomonitoring and public health epidemiology in CESTA. Currently the College has a cooperative doctorate with the UF.

CIP Code	Proposed Program (and relevant BOG targeted area, if applicable)	Rationale
College of Agricultural and Food Sciences (continued)		
01.1101	PhD Plant and Soil Sciences (mission – agriculture)	The MS and PhD in Soil Sciences will facilitate the recruitment and training of minority students to become future leaders and scientists in academia and in the government and private sectors.
FAMU-FSU College of Engineering		
14.0501	BS Biomedical Engineering (emerging technologies)	Biomedical engineering is becoming one of the major engineering areas of the 21 st century. As the understanding of DNA and genome has advanced, new companies in biotechnology, bioengineering, biomedical and pharmaceutical industry are being established which require biomedical engineers. The College of Engineering currently offers an MS and PhD in this area. A BS can be initiated with minimal new resources.
14.0901	MS Computer Engineering (emerging technologies)	Enrollment in computer engineering is one of the fastest growing programs in the US. As the technology advances, there is a strong demand for computer engineering with advanced knowledge and training. MS and PhD Computer engineers are in short supply and command some of the highest starting salaries.
14.9999	MS Robotics (emerging technologies)	This is a revolutionary multidisciplinary field involving the fields of Mechanical Engineering, Electrical and Computer Engineering and Computer Science.
14.1801	MS Materials Engineering (emerging technologies)	Modern engineering products require new materials. Materials engineering is a base for many engineering disciplines and plays an important role in the economic development of the US. MS and PhD programs will educate engineers specializing in new material production and their applications.
14.1401	MS Environmental Engineering (emerging technologies)	Environmental engineering plays an important role in protecting the earth environment. In addition to conventional technologies, environmental engineering now invokes new scientific development of material and biological and chemical analysis. The demand for environmental engineers and scientists continue to be strong.
14.0901	PhD Computer Engineering (emerging technologies)	Nationally, enrollment in computer engineering is one of the fastest growing in the US. As computer engineering technology advances there is a strong demand for computer engineers with advanced knowledge and training. MS and PhD computer engineers are in short supply and command one of the highest starting salaries.

CIP Code	Proposed Program (and relevant BOG targeted area, if applicable)	Rationale
FAMU-FSU College of Engineering (continued)		
	PhD Environmental Engineering (<i>emerging technologies</i>)	Environmental engineering plays an important role in protecting the earth environment. In addition to conventional technologies, environmental engineering now invokes new scientific development of material and biological and chemical analysis. The demand for environmental engineers and scientists continue to be strong.
14.1801	PhD Materials Engineering (<i>emerging technologies</i>)	Modern engineering products require new materials. Materials engineering is a base for many engineering disciplines and plays an important role in the economic development of the US. MS and PhD programs will educate engineers specializing in new material production and their applications.
School of the Environment		
03.0103	BS/BA Environmental Studies	There is student demand for a program that is focused on social and policy aspects of environmental issues.
School of Architecture and Engineering Technology		
04.0601	BLA Landscape Architecture (<i>design and construction</i>)	This program will expand minority access to the profession.
15.1001	M.S. Building Construction	Interdisciplinary degree with articulated paths with Architecture, Landscape Architecture, and Engineering Technology. This degree will enhance the degree offerings in the School of Architecture and the College of Science and Technology.
04.0201	DArch Architecture (<i>design and construction</i>)	The Doctor in Architecture degree is the advanced architectural degree accepted by the accrediting board.
04.0201	PhD Architectural Studies (<i>mission</i>)	This would be the “academic umbrella” for advanced graduate studies in special areas of historic interest to FAMU: ethnicity, cultural diversity, gender and minorities. The rationale for the degree is based on new trends in the field. Currently the School has large percentages of African American and Hispanic students, as well as women.
04.0401	PhD Environmental Design (<i>mission</i>)	Interdisciplinary degree that would include Architecture, Landscape Architecture, Urban Design, and Community Planning and sustainability components. This is a reflection of new trends.

CIP Code	Proposed Program (and relevant BOG targeted area, if applicable)	Rationale
College of Social Sciences, Arts and Humanities		
50.0999	BS Music Technology (<i>emerging- electronic media</i>)	There is a great demand for new curriculum in music technology to satisfy employment opportunities in churches, clubs and other venues where multifaceted electronic equipment can minimize the number of musicians required. Many students at FAMU and in high school express an interest in this degree offering.
	BS Emergency Management Studies (<i>new field to meet national needs in domestic security</i>)	The high policy profile and the vast resources dedicated to this area are strong indicators of its relevance and importance as a field of growing academic concern. The creation of the US Department of Homeland Security (USDHS) in 2002 has been seen by some scholars as the most ambitious effort to reorganize and expand the federal government in the area of foreign policy since 1947. The emerging field compels institutions of higher learning to develop a body of knowledge (scientific, technical, and management) that will facilitate and enhance effective and sound public policy. A professional and well-educated cadre of skilled workers are needed to meet the workforce demands of Homeland Security and Emergency Management.
30.0000	BS Multidisciplinary Studies	The BA/BS Multidisciplinary Studies is a degree completion program which could help many students complete a baccalaureate degree. It also provides incoming students with an opportunity to design a liberal arts program of study specific to their professional and personal interests.
23.0101	MA English (specializing in African American Literature, African Literature, and African Caribbean Literature) (<i>mission</i>)	The program will prepare scholars of literature for additional graduate study, increase minority professionals in this field and establish research interests for students and faculty.
45.1001	MA Political Science and Government (<i>mission</i>)	This will provide graduate education that will enable students to become staff and officials or consultants to various levels of government. This program was recommended by the external consultant for the political science program review in 2004.

CIP Code	Proposed Program <i>(and relevant BOG targeted area, if applicable)</i>	Rationale
College of Social Sciences, Arts and Humanities (continued)		
44.0401	MPA Public Administration <i>(mission)</i>	This program will provide knowledge of the structure and functioning of public organizations and enable graduates to work as public administrators, leaders and management consultants. This program was recommended by the external consultant for the political science program review in 2004.
43.0104	MA Criminal Justice <i>(mission)</i>	This program will provide graduate education that would incorporate the criminological and sociological approaches to the study of crime and delinquency that would better prepare graduates for advancement in their chosen criminal justice professions and higher educational pursuits. An emphasis of the program would be on Juvenile Justice as recommended by the Program Review consultant in 2003.
54.0104	MA History <i>(mission)</i>	This was proposed in the 2004 Program Review of the History degree program. The undergraduate history program at FAMU has excelled over the pass 20 years to the extent that at least 17 undergraduate majors have earned their Ph.Ds at Ph.D. granting institutions. This productivity is evidence of FAMU deserving to establish its own MA History degree. This program will expand the pool of African Americans with terminal degrees in history.
05.0201	PhD African and African American Studies <i>(mission)</i>	There is currently no PhD program in the state. The program is consistent with the mission and would position FAMU to make important contributions to the field. The program was recommended by the external consultant for the 2004 program review in History.
42.1701	PhD School Psychology <i>(education)</i>	National statistical data indicate a low representation of minorities at the practice level as well as the training and administrative levels.
College of Science and Technology		
11.0103	BS Information Technology	High demand program that will prepare students to meet computer technology needs of a variety of industries including business, health, and science. Program review consultant recommended we initiate such a program
26.0102	MS Biomedical Sciences	This program would help prepare students for entry into dental school and other scientific fields.

CIP Code	Proposed Program (and relevant BOG targeted area, if applicable)	Rationale
College of Science and Technology (continued)		
27.0101	MS Mathematics (mechanical and natural science)	This program will increase the number of minority professionals in mathematical careers, prepare students for pursuing a PhD in mathematics and other sciences, and encourage industry partnerships.
30.3001	MS Computational Science	The MS in Computational Sciences will be a highly interdisciplinary, research-based, program which will leverage the expertise of the college's faculty in biology, chemistry, computer science, mathematics and physics, their research productivity and technological resources to provide students with the requisite computational skills, experiences, and expertise to solve a diversity of complex, real-world problems.
26.0101	PhD Biology (natural science)	Only 8 HBCUs offer a PhD in Biological Sciences. A recent surge in African American interest in pursuing higher degrees in sciences, and the necessity of replacing African Americans retiring from academic and non-academic positions underscore the need for this program. This is part of the COESMET plan.
40.0501	PhD Chemistry (natural science)	There is a critical shortage of US citizens who pursue a PhD in Chemistry. The shortage is even more acute for African Americans, who comprised of less than 3% of PhD recipients in Chemistry in 2002. FAMU is poised to build on institutional strengths to address the national need for more minority PhD chemists.
27.0101	PhD Mathematics (support mechanical and natural science)	This program will increase the number of minority professionals in mathematical careers, particularly in academia. Since mathematics is a foundational science, this program will also support the other PhD programs in the sciences and engineering, and develop research capabilities. This falls within the scope of COESMET.
11.0701	PhD Computer Science (emerging technologies)	There is a market demand in academia and industry for PhD graduates in Computer Science. The program will address the shortage of minorities in the field and is part of the COESMET plan.
30.3001	PhD Computational Science	The Ph.D. in Computational Sciences will be a highly interdisciplinary, research-based, program which will leverage the expertise of the college's faculty in biology, chemistry, computer science, mathematics and physics, their research productivity and technological resources to provide students with the requisite computational skills, experiences, and expertise to solve a diversity of complex, real-world problems.

CIP Code	Proposed Program <i>(and relevant BOG targeted area, if applicable)</i>	Rationale
School of Allied Health Sciences		
51.0602	BS Dental Hygiene <i>(health)</i>	This program will help underserved communities in the Big Bend area with a focus on oral health of disadvantaged persons.
51.2399	MS Rehabilitation Counseling <i>(health)</i>	Discussions with state and federal officials in the field, and research indicate that there is a strong need for minority rehabilitation counselors. Federal scholarship grants are available to begin such programs and recruit students. This will be a good career path for the BS in Health Science graduates who are not accepted into the MS in Physical Therapy, and for BS graduates in several other majors.
51.0606	MS Health Informatics	There are grant opportunities because of the significant market demand for graduates of such programs. This would build on our existing BS in Health Informatics.
51.0912	MPA Physician Assistant <i>(health)</i>	These programs are in high demand nationally and are an extremely popular career path and provide students with a career avenue in medicine. The only existing program in Florida is at UF.
51.0913	MS Athletic Training <i>(health)</i>	There is very high student interest in careers related to sports. Only 5% of athletic trainers nationwide are minorities. There are 6 undergraduate programs in Florida, but no master's degrees either in Florida or at other HBCUs.
School of Journalism, Media and Graphic Communication		
09.0702	BS Digital Media <i>(emerging- electronic media and simulation)</i>	There is a high demand for students prepared in the growing field of digital media including instruction in graphic design, animation and writing for media.
09.0702	MS Digital Media <i>(emerging- electronic media and simulation)</i>	This program will prepare students in the growing field of digital media and will appeal to students who wish to work in the industry as well as those who wish to teach at the high school or community college levels.

CIP Code	Proposed Program (and relevant BOG targeted area, if applicable)	Rationale
School of Journalism, Media and Graphic Communication (continued)		
09.0902	MS Public Relations (mission)	This program is designed to attract students who do not have a baccalaureate in the field but wish to pursue a career in public relations.
09.0401	PhD Journalism (mission)	This program will prepare students to qualify for faculty positions in journalism and mass communication. Data indicate the need for increased numbers of African American professors in Journalism.
College of Pharmacy and Pharmaceutical Sciences		
51.2099	BS Pharmaceutical Sciences (health)	The BS in Pharmaceutical Sciences is needed because it is part of the College's goals to meet the emerging manpower needs of Scripps Research Institute and other Pharmaceutical and Biotechnology firms that will be coming to Florida.
	MS Clinical Research (health)	The MS in Clinical Research is needed because it is part of the College's goals to meet the emerging manpower needs of Scripps Research Institute and other Pharmaceutical and Biotechnology firms that will be coming to Florida.
51.2201	PhD Public Health	Currently, there is only one PhD degree in Public Health program in the State (USF). The need for analytical research trained public health individuals is rapidly rising, particularly in Florida. With the new accreditation requirements by the Council for Education in Public Health (CEPH), it is driving a need for additional faculty with PhD training in public health.
School of Nursing		
51.1608	DNP (Doctor of Nursing Practice) Nursing (health)	By 2015, the current level of preparation necessary for advanced nursing practice will move from the master's degree to the doctorate level. Therefore, the School's master's degree program must transition to the DNP. The practice doctorate is designed for nurses seeking a terminal degree in nursing practice, and offers an alternative to research focused doctoral programs (i.e. PhD programs).
Interdisciplinary (Multiple Schools/Colleges involved)		
09.0905	MS Health Communication (health)	This is an emerging field with market demand. Interdisciplinary between School of Journalism and Graphic Communication and School of Allied Health.
	BS, MS, PhD Sustainability Science	Sustainability science is an emerging discipline that seeks to establish a balance between human interactions and the environment.

CIP Code	Proposed Program <i>(and relevant BOG targeted area, if applicable)</i>	Rationale
College of Dentistry		
51.0401	DMD Dentistry <i>(health)</i>	A School of Dentistry will build upon the existing strengths in health disciplines. The School would produce graduates from under-represented populations to serve underserved populations.

Note: Once approved by the FAMU Board of Trustees and accepted by the Board of Governors, the University may explore the possibility of initiating the programs listed above. Placement on the list does not guarantee implementation, which will be dependent on proposals meeting the Board of Governor's criteria for new degrees, institutional priorities and the availability of resources.

Proposed New Schools for Strategic Plan

In addition to the new College of Dentistry, associated with the new degree program outlined above, the University also proposes to pursue a School of Public Health. This School would house the existing degree programs in public health as well as other activities associated with the Institute of Public Health.

Proposed School	Rationale
Public Health	Establishing a School of Public Health is the vision that has undergirded the development of the Institute of Public Health, and its master's and doctoral programs. School status will elevate the visibility of FAMU's public health activities and position the University to enhance the education of students and significantly increase research funding from external sources.