University of Toronto Proposal to Create a Certificate in Conjunction With an Undergraduate Program

Certificates offered in conjunction with an undergraduate program are for-credit undergraduate certificates governed by the Policy for Certificates (For-Credit and Not-For-Credit).

Creation and closure of these certificates follow the protocols for minor modifications; are reviewed with the relevant undergraduate program; and are reported to the Provost through the Office of the Vice-Dean, Academic Programs. Successful completion of the certificate is recorded on the academic transcript. Students must be enrolled in a specific undergraduate program.

This template should be used to bring forward all proposals for new undergraduate, for-credit, certificates that will be offered in conjunction with an existing undergraduate degree program. The creation of the certificate follows a minor modification process and is reported to the VPAP office after approval.

<table>
<thead>
<tr>
<th>Proposed certificate name:</th>
<th>Certificate in Psychology of Economics and Management</th>
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<tbody>
<tr>
<td>E.g., Certificate in Human Resources Management (Faculty of Arts &amp; Science)</td>
<td>Bachelor of Arts, Bachelor of Commerce, Bachelor of Science</td>
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<tr>
<td>Undergraduate degree(s) the certificate will be offered in conjunction with:</td>
<td>Department Psychology</td>
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<td>Graduate unit:</td>
<td>Faculty of Arts &amp; Science</td>
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<td>Faculty/academic division:</td>
<td></td>
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<tr>
<td>Dean’s office contact:</td>
<td>Mary Pugh, Vice-Dean Undergraduate and International</td>
</tr>
<tr>
<td>Version date:</td>
<td>March 27, 2018</td>
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1 Summary

- Please provide a brief summary of the certificate, including:
  - academic rationale for certificate
  - impetus for its development (including interest and demand)
  - how the certificate fits with unit/division’s academic plans
  - any important or distinctive elements
The Certificate in Psychology of Economics and Management will provide students with a specialized program that takes advantage of the interdisciplinary connections between social psychology, economics, and business. Given the natural union of these fields, many Economics and Rotman Commerce students enrol in our minor program, but the minor is broad and does not give these students the guidance and priority enrolment they seek. Given the number of Commerce and Economics students that are enrolled in Introduction to Psychology (PSY100H1), we anticipate approximately 120 students to enrol in the certificate program annually. The certificate will help the Department of Psychology meet the initiative in our Academic Plan to capitalize on our strongest research areas, one of which is certainly social psychology. In addition, the Certificate will help us gear our undergraduates towards a more diverse set of postgraduate career options than graduate school in psychology, which was identified as a necessity in a recent departmental review. Altogether, the Certificate of Psychology in Economics and Management will augment the educational experience of our undergraduates by providing them with a broad knowledge of social psychology and a deep knowledge of the role of motivation, culture, and leadership in organizations.

2 Effective Date

July 3, 2018

3 Academic Rationale

What are the academic reasons for the certificate, and how does it fit with the unit/division’s academic plans?

The fields of psychology, particularly social psychology, and management are deeply interwoven and becoming all the more so as each discipline advances.

This certificate is directly in line with the department’s academic plan and recent departmental review. The Psychology Department’s Academic Plan states that we seek to build upon and nourish the strongest research areas of our faculty to provide rich pedagogical experiences for our undergraduates. One of our strongest areas is social psychology, which is a subdiscipline of psychology that explores how the presence of others affects the way we think, feel, and behave. Social psychology has particular relevance to the academic and applied fields of economics, commerce,
management, and business. Equipping our undergraduates with a knowledge of the core findings and research methods from psychology generally and social psychology specifically will position students to have specialized yet highly practical knowledge that they can apply in their future careers. A recent Departmental Review highlighted that we needed to improve the undergraduate experience in terms of gearing people towards a more diverse set of career options than graduate school in psychology. This certificate will directly achieve both goals.

As an example of a recent success story, our recent graduate, Jala Alsoufi, is a young entrepreneur who kept in touch with us and told us that she was actively pursuing “business psychology.” She opened a Syrian restaurant with her parents on Queen Street in Toronto that has already been such a success that Alsoufi was featured by the New York Times (https://www.nytimes.com/2018/01/12/dining/toronto-syrian-food.html?emc=edit_cnda_20180112&nl=canada-today&nlid=68065086&rref=collection%2Fsectioncollection%2Ffood&te=1&r=0). Our goal for the certificate program is to empower more University of Toronto undergraduates with the tools to engage in endeavours like this more effectively.

4 Need and Demand

- Provide a brief description of the projected interest in and demand for the proposed certificate.
- Provide details regarding the anticipated yearly in-take.

We anticipate there will be a lot of interest in the certificate, as many Rotman Commerce and Behavioural Economics students are already aware of the strong overlap with psychology and seek access to our program through the minor. The value of these skills to future employers and graduate programs is clear to these students. However, the minor is not specifically geared toward Commerce or Economics students. Thus the minor program does not give these students the specific guidance and priority enrolment they need to achieve their specific goals. The certificate is designed to provide this guidance and priority enrolment.

Based on Commerce and Economics students who have taken PSY100H1, we anticipate approximately 120 students to enrol yearly, once the certificate program is fully mounted and well-known.

5 Admission Requirements

Provide the admission requirements for the certificate.
This is a limited enrolment Certificate. A minimum grade is required for the following courses in order to enrol:

- PSY100H1 (grade of 70%)
- RSM100H1/MGT100H1/ECO101H1 (grade of 63%)

6 Program Requirements

This certificate will consist of a coherent sequence of for-credit undergraduate courses related to an identified topic or theme that may complement the degree program.

Describe the academic requirements of the certificate and mechanism for the assessment of student performance.

Clarify the certificate program length.

Is this certificate linked to a particular undergraduate program or degree? Please explain the relationship.

(3.0 FCE)

In first year or higher (1.0 FCE):
- PSY100H1 (grade of 70%)
- RSM100H1/MGT100H1/ECO101H1 (grade of 63%)

In second year and higher (2.0 FCE):
- PSY220H1
- PSY332H1 or RSM260H1
- 1.0 FCE from:
  - PSY326H1, PSY321H1, PSY336H1, PSY322H1

7 Consultation

Outline any consultation undertaken with the Dean and chair/director of the relevant academic units and relevant programs.

There has been ongoing, close consultation with the Faculty of Arts & Science Vice Dean Undergraduate, Mary Pugh, the Director of the Rotman Commerce program, David Goldreich, the Associate Chair, Undergraduate Studies of the Department of Economics, Gillian Hamilton, the Manager of Faculty Governance & Curriculum, Martha Harris, the Acting Chair of the Department of Psychology, Nicholas Rule, and
8 Resources

Describe any resource requirements including, but not limited to, faculty complement, space, libraries and enrolment/admissions. Indicate if the certificate will affect any existing agreements with other institutions, or will require the creation of a new agreement to facilitate the certificate (e.g., Memorandum of Understanding, Memorandum of Agreement, etc). Please consult with the Provost’s office (vp.academicprograms@utoronto.ca) regarding any implications to existing or new agreements.

The Provost’s Office has provided approval to provide the Psychology Department with a 3-year Contract Limited Term Appointment Teaching-Stream Professor to cover the increase in enrolment in PSY220 and PSY322, which are already very popular courses. In consultation with the Provost’s Office, we have also determined that the certificate will not affect existing agreements with other institutions nor require the creation of new agreements.

9 Oversight and Accountability: Review

- Category 2 certificates are subject to periodic reviews with the relevant undergraduate program. Please provide details. This will be tracked by the VPAP office.

We intend to intensively review the program after the 1-year mark (2019). We intend to review the certificate program annually for the first 5 years, at which point we will evaluate whether to keep the annual review or review less frequently (e.g., every 2-years). Our review will include considerations of the minimum grades required in prerequisite courses and the eligible courses that contribute to the certificate.

10 Process Steps and Approvals

The pathway is summarized in the table below.

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<thead>
<tr>
<th>Steps</th>
<th>Approvals</th>
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<td>Development/consultation within unit</td>
<td>Unit-level approval as appropriate</td>
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<tr>
<td></td>
<td>Faculty/divisional council as appropriate</td>
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<tr>
<td>Submission to Provost’s office for information</td>
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<td>Reported to the Provost and included in annual report to AP&amp;P</td>
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## Appendix A: Proposed Learning Outcomes

Certificates offered in conjunction with an undergraduate program will have a sub-set of complementary learning outcomes in relation to the program. Divisions are responsible for developing the outcomes and expectations for certificates in the context of divisional norms. Please outline in the table below how the design, structure, requirements and delivery of the certificate support the certificate learning outcomes and expectations.

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<tbody>
<tr>
<td>1. Depth and Breadth of Knowledge</td>
<td>Depth and breadth of knowledge is understood in Certificate in Psychology of Economics and Management as (a) a general knowledge of the scientific findings in psychology and theories that organizes these findings and (b) a specialized knowledge of social psychology with a focus on groups, motivation, and culture as they relate to business. This is reflected in students who are able to:</td>
<td>The design and requirement elements that ensure these student outcomes for depth and breadth of knowledge are:</td>
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<td></td>
<td>This knowledge breadth comes through the certificate prerequisite of PSY100 (Introduction to Psychology) as well as the core course in which certificate students receive priority enrolment, PSY220 (Introduction to Social Psychology)</td>
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<td>Wide breadth of knowledge of social psychological processes and organizational behaviour</td>
<td>Understand and relate to others in the social world Understand the role of micro-level psychosocial factors that may affect macro-level economics</td>
<td>This knowledge will come through the priority enrolment in PSY332 (Organizational Behaviour)</td>
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<tr>
<td>Intermediate level knowledge of the psychological and structural processes that influence behaviour within organizations</td>
<td>Effectively interact and collaborate in teams Understand the role of individual motivation in organization processes and outcomes Learn theories and best practices of team management and supervision Learn core theories and principles of organizational culture</td>
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Developed by the Office of the Vice-Provost, Academic Programs

Last modified: March 29, 2018
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<th>Intermediate knowledge of intergroup relations and successful diversity</th>
<th>Effectively interact with and respect human, cultural, and skill diversity</th>
<th>This knowledge will come through the priority enrolment in the core course of PSY220 and the optional courses of PSY322 (Intergroup Relations) and PSY321 (Cross-cultural Psychology)</th>
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<tbody>
<tr>
<td>Advanced knowledge of motivation, goal-driven behaviour, and human thriving</td>
<td>Effectively motivate self and others in organizational contexts Design organizational structures that support productivity and well-being</td>
<td>This knowledge will come through the priority enrolment in the core courses of PSY220 and PSY332 and the optional courses of PSY326 (Social Cognition) and PSY336 (Positive Psychology)</td>
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