

Academic Affairs Committee Meeting
Tuesday, February 7, 2012
10 a.m., EHFA 164

Note: The remarks of the Academic Affairs Committee members and others are summarized and not verbatim. The taped recording of this meeting is available in the Provost Office or in the University Archives.

Attendees:

Jim Solazzo, Chair, Science	Min Ye, Humanities
Brianne Parker, University College	Dan Lawless, University Registrar
Nancy Ratcliff, Education	Brent Lewis, Science
Cathy Goodwin, Kimbel Library	Dimitry Nesterkin, Business
Michael Latta, Business	Brandon Palmer, Humanities
Judy Vogt, Enrollment Services	John Beard, Associate Provost

Absent:

Sandra Nelson, Education

Guests:

Caroline Madden, Admissions	Greg Thornburg, Financial Aid and Scholarships
Michael Latta, Business	Barbara Ritter, Business
Deborah Vrooman, Science	Robert Sheehan, Provost
Nelljean Rice, University College	Don Sloan, Music
Julinna Oxley, Humanities	Dan Ennis, Humanities

A. Call to Order

1. The minutes from the January 10, 2012, meeting were approved as written.

B. Chair Report

1. Fall 2012 Academic Affairs meeting dates:

- ✚ Tuesday, September 11, 10-12, EHFA 164
- ✚ Tuesday, October 9, 10-12, EHFA 164
- ✚ Tuesday, November 13, 10-12, EHFA 164
- ✚ Tuesday, December 11, 10-12, EHFA 164

C. New Business

1. Government Financial Aid Requirements Regarding Repeatable Courses (Greg Thornburg)

- ✚ *Effective July 1, 2011, A student is able to receive federal Title IV aid* for a previously passed course **only one more time**. * Federal Title IV Aid consists of: Pell, SEOG, Stafford Loans, PLUS Loans, Perkins Loans, TEACH Grants and Federal Work Study. (The South Carolina Need Based Grant is not federal aid but follows all federal Title IV regulations.)*
- ✚ With this new regulation, the difficulty is found in courses that can be taken, or must be taken, multiple times for a degree. An example of this issue can be found within the Music Department where students are required to complete multiple hours of a course that hold the same number (MUS 125) but teach different content each semester.
- ✚ At this time the Department of Financial Aid and Scholarships is working on a case-by-case basis reviewing student's transcripts that have these multiple courses listed, verifying course content.
- ✚ With the initiation of this new regulation, the Federal Government is urging Universities to renumber their courses to more accurately reflect course content. However, several national associations have urged Universities and Colleges NOT to renumber their courses.
- ✚ The Department of Financial Aid and Scholarships is currently working within Datatel to notify students, who are repeating a course for the third time, that their financial aid will not cover the cost of the course.
- ✚ Dr. Rob Sheehan, Provost, recommended that a list of repeatable courses be generated where a new course number sequence could be created to alleviate this issue. Dr. Sheehan stated that the Academic Affairs Committee needs to identify any course that is repeatable and identify what can be done if it is repeated more than twice. Examples were given to fix this problem such as: lower division /upper division level course numbering; adding an alpha designation after a course number.
- ✚ A recommendation to have this list generated through the Dean's and Department Chair's offices' was made. Agreeance was made by the visiting Dean, Dr. Dan Ennis.

2. Proposal for Faculty Admissions Committee (Dan Ennis)

Background: The Faculty Admissions Committee currently reviews applicants who do not meet standing university entry requirements but may nonetheless be worthy of admission. Typically, the committee reviews applicants who have met one standard (for example, high school GPA) but failed to meet another (such as the SAT score). Some applicants are missing required high school coursework, others have unusual pre-college backgrounds.

The committee's role in admitting students on a probationary basis is described in the *Coastal Carolina University Catalog*:

The Faculty Admissions Committee may grant applicants consideration for probationary admission if the academic credentials provided do not meet admission criteria but demonstrate the applicant's potential for success. The probationary student may enroll for a maximum of 13 credit hours for one semester. In order to continue after the initial semester, the probationary student must earn a grade of C or higher in each course attempted to be considered for regular admissions.

The Faculty Admissions Committee is not named in the *Faculty Manual*, but faculty participation in the admissions process is delineated in the charge of the Academic Affairs Committee, which states that the committee will "evaluate educational policies, admission standards and new programs of instruction."

Therefore, this proposal is submitted to the Academic Affairs Committee with a request that it be endorsed and forwarded to the Faculty Senate.

Proposal

1. Replace the *Catalog* paragraph above with the following text:

The Faculty Admissions Committee may grant applicants consideration for alternative admission status if the academic credentials provided do not meet admission criteria but demonstrate the applicant's potential for success. Alternative admission status may include deferred and/or probationary admission. The probationary student may enroll for a maximum of 13 credit hours for one semester. In order to continue after the initial semester, the probationary student must earn a grade of C or higher in each course attempted to be considered for regular admissions.

2. Instruct the Faculty Admissions Committee employ an alternative admission policy that allows for applications which do not meet standing university entry requirements to be acted upon in one of four ways:

- a. Admission
- b. Probationary Admission
- c. Deferred Admission
- d. Deferred Probationary Admission
- e. Denied Admission
- f. Referral to the Bridge Program
- g. Hold for additional information

The committee is urged to couple offers of deferred admission with conditions likely to increase student success upon matriculation, such as enrollment in remedial coursework at a local two-year institution.

2. Insert the following charge in the *Faculty Manual* (Section III.E.6)

Faculty Admissions Committee

Membership: Five deans or designees (one from each College), one Academic Affairs liaison (elected from the Academic Affairs Committee); Ex-Officio: Vice President of Enrollment Services or designee. The Chair of the Faculty Admissions Committee will be elected from among the serving deans/designees.

Purpose: The Faculty Admissions Committee monitors admission standards and advises the Academic Affairs committee regarding admissions policy. The Admissions Committee makes recommendations to Academic Affairs regarding admission standards and collaborates with Enrollment Services on effective admissions policies. The committee also reviews some undergraduate applicants who do not meet standing university entry requirements and may recommend alternative admission decisions. Once per academic year the Chair of the Faculty Admissions Committee will make a report to the Faculty Senate on current admissions standards and practices.

Rationale

Parts (1) and (2) of this proposal are intended to give under-qualified applicants who wish to enroll in Coastal Carolina University time in the fall semester to address academic deficits that may hinder them upon matriculation. The deferral of admission for these “at-risk” students to Spring semester will allow for intensive advising, the construction of student schedules that will take full advantage of academic support services, and the implementation of targeted retention initiatives.

Part (3) of this proposal is designed to bring the Faculty Admissions Committee under Faculty Senate governance, to subordinate the Faculty Admissions Committee to the Academic Affairs committee, and to better coordinate the work of both committees. The addition of an Academic Affairs liaison to the Faculty Admission Committee will allow for regular communication between the appointed members of the Faculty Admissions Committee and the elected members of the Academic Affairs Committee.

Committee action: Proposal was approved as written with minor editorial changes. Dr. Ennis will make the requested changes and will email corrected version to Jim Solazzo.

3. Form C – Proposals for new undergraduate courses

i. College of Humanities and Fine Arts - Department of Visual Arts

ARTS 383 Multiples, Molding and Casting

Number of credits: 3 **Prerequisite(s):** ARTS 208 **Co-requisite(s):** none **Course restrictions:** None

This course may be used as an elective or cognate. **Proposed catalog description:** ARTS 383 Multiples, Molding and Casting (3). (Prereq: ARTS 208) This course will investigate multiplicity, both in terms of quantity and variety. Students will experiment with scale, format, materials and media options, with an emphasis on the creation of multiples. Investigations involving mold-making and casting will play a significant role in this course. **Justification:** Great addition to sculpture offerings in visual arts department. Our current offerings confine mold-making and casting methods to a very short introductory lesson in ARTS 208. Many students have enjoyed this opportunity and would like to expand their skills in this arena. The additional exploration of multiples and use in sculptural pieces and installations gives context to these skills. **Impact on existing academic programs:** This course will complement both the sculpture and ceramics classes already offered. It will allow students to explore the possibilities of multiples and casting. **Method of delivery:** Classroom, Lab **Semesters offered:** Fall, Spring **Date change is to be effective:** Fall 2012

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

ii. College of Humanities and Fine Arts – Department of History

HIST 289L History Lab: Careers

Number of credits: 1 **Prerequisite(s):** none **Co-requisite(s):** none **Course restrictions:** None. This course may be used as an elective. **Proposed catalog description:** HIST 289L History Lab: Careers (1). This laboratory introduces students to various fields of historical work and potential career opportunities in history through a possible combination of hands-on projects, readings, discussions, field trips, and invited speakers. It assists students in understanding their personal academic and career goals and helps to train students in the skills necessary to navigate their goals. **Justification:** This lab aims to introduce history majors and minors, but really any student with an interest in history, to the full range of career options in history-based fields. Some of this work has been done informally in such workshops as “What to Do with Your History Degree” sponsored by the History Club. The Department of History, however, has recognized a need to do this work more formally within a semester-long course that carefully addresses misconceptions about graduate school, complex applications for internships, jobs, and graduate programs, and careers in both private and public sectors. Since this course has a practical immediacy and a hands-on aspect, we hope it will help with our recruitment and retention of majors. It culminates in a final project that each student will design in consultation with the instructor that assists the student in determining her or his future after graduation. Moreover, as the job market grows increasingly competitive, it behooves us to begin preparing our students to address potential employees. **Impact on existing academic programs:** Since it is a 200-level lab, it is an elective for history majors and other students. With that in mind, it is designed as a complement to the existing undergraduate program in history. Required courses in the department focus on historical research and writing, like HIST 250 and HIST 498, but there is no space within these courses to do this type of career-oriented, hands-on exploration. The lab provides training in an entirely new set of skills: those of identifying pertinent careers and

navigating the job market. It offers both practical and hands-on knowledge for students who enjoy history but have a difficult time seeing its application in the current job market. **Method of delivery:** Lab **Semesters offered:** Fall semesters **Date change is to be effective:** Fall 2012 **Committee action:** Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

4. Form B – Proposals for changes in undergraduate programs

i. College of Humanities and Fine Arts – Department of Communication

B.A. Communication

Proposed changes: Four new concentrations in Communication have been approved by CHE and the following proposal details the requirements for each concentration.

Proposed catalog description:

COMMUNICATION MAJOR (120 Credits)

I. CORE CURRICULUM (34-41 Credits) 34-41

II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)

Minimum grade of C is required.

UNIV 110 The First-Year Experience 3

UNIV 110 is required for all new entering freshmen and for new transfer students with fewer than 12 transfer credit hours unless the transfer student has satisfactorily completed a college transition course.

III. FOUNDATION COURSES (24 Credits)

COMM 101 Introduction to Communication 3

COMM 140 Oral Communication 3

JOUR 201 Foundations in Journalism and Mass Communication..... 3

COMM 275 Communication Theory 3

COMM 276 Communication Research..... 3

COMM 491 Communication Capstone: Thesis or COMM 492

Communication Capstone: Project 3

Choose two COMM or JOUR courses at 300-400 level: (6 Credits) 3

IV. CONCENTRATION REQUIREMENT (18 credits)

Choose one of the four concentrations:

Communication Studies Concentration (18 credits)

COMM 274 Organizational Communication3

Choose five COMM designated courses15

Health Communication Concentration (18 credits)

COMM 311 Health Communication3

COMM 340 Media Effects3

COMM 411 Health and the Media3

COMM 412 Interpersonal Health Communication3

JOUR 309 Introduction to Public Relations	3
Select one COMM, JOUR or HPRO course at 300-400 level	3
Interactive Journalism Concentration (18 credits)	
COMM 330 Communication and Technology	3
COMM 340 Media Effects	3
JOUR 304 Journalism Writing for Magazines.....	3
JOUR 305 Journalism News Writing and Reporting for Media	3
JOUR 314 Introduction to Video Production or JOUR 489 Special Topics	3
JOUR 450 Senior Seminar	3
Public Relations/Integrated Communication Concentration (18 credits)	
COMM 274 Organization Communication	3
JOUR 304 Journalism Writing for Magazines.....	3
JOUR 305 Journalism News Writing and Reporting for Media	3
JOUR 314 Introduction to Video Production or JOUR 489 Special Topics	3
JOUR 450 Senior Seminar	3
Public Relations/Integrated Communication Concentration (18 credits)	
COMM 274 Organization Communication	3
JOUR 304 Journalism Writing for Magazines.....	3
JOUR 309 Introduction to Public Relations	3
JOUR 312 Writing for Mass Media	3
JOUR 319 Public Relations Practice	3
JOUR 419 Strategic Communication Campaigns	3
V. MINOR REQUIREMENTS (18 Credits)	18
Students will select a minor in consultation with their advisers. They will choose from any minors listed in the Coastal Carolina University catalog, including, but not limited to the following: Art History, Art Studio, Biology, Business Administration, Chemistry, Computer Science, Dramatic Arts, Economics, English, Environmental Science, Fitness, French, German, Graphic Design, Health Promotion, History, Global Studies, Journalism, Latin American Studies, Mathematics, Marine Science, Music, Philosophy, Physics, Political Science, Pre-Law, Psychology, Sociology, Spanish, Statistics, Women's and Gender Studies.	
VI. ELECTIVES (9-17 Credits)	9-17
TOTAL CREDITS REQUIRED	120

Justification: The four new concentrations were approved by CHE. The proposed program changes detail the new foundation requirements for the major as well as the requirements for each concentration. **Impact on existing academic programs:** Rather than the current "choose eight" requirements, students can select six specific classes to complete a concentration. Additional faculty were hired over the last two years to handle the course load increase. **Date change is to be effective:** August 2012

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

ii.College of Science – Department of Computer Science and Information Systems

B.S. Information Systems

Proposed changes: We are making some small changes to make the IS program more flexible for students wishing to specialize and more adaptable to the inevitable changes in the field. The following four changes are reflected in the proposed catalog description (we also had to update foundation credit hours based on 3-4 credit options):

Change

ENGL 390 Business and Professional Communication 3

To

Communication: Choose one from the following: (3 Credits) 3

ENGL 290 Introduction to Business Communication (3)

ENGL 390 Business and Professional Communication (3)

COMM 140 Oral Communication (3)

Change

CBAD 291 Business Statistics 3

To

Statistics: Choose one from the following: (3-4 Credits) 3-4

CBAD 291* Business Statistics (3)

STAT 201/STAT 201L* Elementary Statistics/Laboratory (4)

PSYC 225/PSYC 225L* Psychological Statistics/Laboratory (4)

Change

MATH 160* Calculus I 4

To

Calculus: Choose one from the following: (3-4 Credits) 3-4

MATH 160* Calculus I (4)

MATH 132* Calculus for Business and Social Science (3)

Change:

CBAD 201 Financial / Managerial Accounting I 3

CBAD 202 Financial / Managerial Accounting II 3

CBAD 291 Business Statistics 3

CBAD 350 Marketing 3

CBAD 371 Management and Organizations 3

CBAD 393 or RTMA 393 Management Information Systems 3

ECON 101 Survey of Economics or ECON 201 Macroeconomics 3

To:

Minor or Approved Cognate Courses18

Proposed catalog description:

INFORMATION SYSTEMS MAJOR

Degree: Bachelor of Science

INFORMATION SYSTEMS MAJOR (120 Credits)

I. CORE CURRICULUM (34-41 Credits)	34-41
II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)	
Minimum grade of C is required.	
UNIV 110 The First-Year Experience	3
UNIV 110 is required for all new entering freshmen and for new transfer students with fewer than 12 transfer credit hours unless the transfer student has satisfactorily completed a college transition course.	
III. FOUNDATION COURSES (50-65 Credits)*	
ENGL 211* Introduction to Technical and Professional Writing	3
Communication: Choose one from the following: (3 Credits)	
ENGL 290* Introduction to Business Communication (3)	
ENGL 390 Business and Professional Communication (3)	
COMM 140 Oral Communication (3)	
Statistics: Choose one from the following: (3-4 Credits)	
CBAD 291* Business Statistics (3)	
STAT 201/STAT 201L* Elementary Statistics/Laboratory (4)	
PSYC 225/PSYC 225L* Psychological Statistics/Laboratory (4)	
Calculus: Choose one from the following: (3-4 Credits)	
MATH 160* Calculus I (4)	
MATH 132* Calculus for Business and Social Science (3)	
MATH 174 Introduction to Discrete Mathematics	3
MATH 215 Introduction to Operations Research	3
BINF 101/101L Introduction to Bioinformatics/Laboratory	4
Science: Choose one from the following: (4 Credits)	
BIOL 121/121L* Introductory Biology I/Laboratory (4)	
CHEM 111/111L* General Chemistry/Laboratory (4)	
GEOL 111/111L* Physical Geology/Laboratory (4)	
MSCI 111/111L* Introduction to Marine Science/Laboratory (4)	
PHYS 211/211L* Essentials of Physics I/Laboratory (4)	
CSCI 130*/130L Introduction to Computer Science/Laboratory	4
CSCI 140/140L Introduction to Algorithmic Design I/Laboratory	4
CSCI 150/150L Introduction to Algorithmic Design II/Laboratory	4
CSCI 170 Ethics in Computer Science	1
CSCI 203 Introduction to Web Application Development	3
CSCI 225 Computer Organization and Programming	3
Minor or Approved Cognate Courses	18

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.

IV. MAJOR REQUIREMENTS (25 Credits)	
CSCI 330 Systems Analysis & Software Engineering	3
CSCI 335 Software Project Management	3
CSCI 370 Data Communication Systems and Networks	3
Choose four CSCI courses numbered 300 or higher (except CSCI 399 Independent Study or CSCI 497 Computer Science Internship)	12
CSCI 400 Senior Assessment	1
CSCI 495 Information Systems Capstone Course and Project	3
V. ELECTIVES (0-11 credits) 0-11	
TOTAL CREDITS REQUIRED	120

Justification: The latest curriculum recommendations from ABET and ACM encourage programs to require an application domain, but not necessarily business as was historically the only option. **Impact on existing academic programs:** We anticipate many IS students will continue to take the business courses, but some may choose minors in Graphic Design, National Security, or others, while some students may create a collection of courses related to newer specialties that don't yet have minors, like GIS. **Date change is to be effective:** Fall 2012
Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

iii. College of Business – Department of Management and Decision Sciences

BSBA (MGMT / Decision Sciences)

Addition of courses to program: CBAD 120: Introduction to the Global Culture of Business

Proposed catalog description: None provided. **Justification:** We feel CBAD 120 will be of interest to business majors and other students interested in learning about, and thinking critically about, global issues. While this course is most attuned to core goal 5B, we also feel that this course will assist in the achievement of several other related outcomes in the core curriculum such as critical thinking and communication. In this regard, students will benefit from an additional course offering that is able to integrate important university core student learning outcomes, including critical thinking and communication, in the context of the study of other cultures. According to the Core Curriculum Assessment Report in 2009, for example, data from the Measure of Academic Proficiency and Progress test (MAPP) test suggest that 80% of our students are not proficient in critical thinking (T. Burns, 2009). In addition, according to the 2010-2011 assessment reports in Teal Online, data from the core curriculum suggest that students score "poor or fair" in the majority of areas measuring oral and written communication. According to this report, students also express a broad interest in learning about other cultures. In terms of the College of Business, this course fits well with the student learning objectives specified as important for all business majors to obtain before graduation. These student learning objectives include critical thinking, oral and written communication, and ethical awareness. This course will be the only CBAD course available under core goal 5B and we would like to offer this as an option for students interested in a greater understanding of global business issues. In addition, we would like to include a business course early in the curriculum to interest and energize students about the topic area. For business majors, this course will help prepare them for what to expect in later classes and better understand their major. Finally, industry and socio-cultural trends suggest that more emphasis is needed on the global aspects

of the business environment as people, organizations, and countries increasingly become subject to the effects of contemporary accelerated globalization. **Impact on existing academic programs:** This will broaden the opportunity for students interested in business to take a business course early in their college curriculum. This will also offer the opportunity for students who expect to major in business to fulfill the global core requirement with a class that pertains to their major. This course will assist the College of Business in improving and expanding our curriculum based on assessment data. If approved by the core curriculum committee, this course will fulfill Core Curriculum goal 5B. Currently, the Business core curriculum consists of 39 credit hours. Specific majors have credit hour requirements that range from 15 credits (Management) to 24 credits (Accounting). Increasing the required credits in the Business core curriculum by adding CBAD 120 will reduce the number of elective hours available to the student by 3 credits (free electives currently ranging from 8-17 credits). This range is not outside of a normal range as compared to other majors. A Chemistry major, for example, allows for 9 elective credits. An Early Childhood Education major allows for 2 free elective credits. If students chose to take CBAD 120 to fulfill university core goal 5B, they will retain the 3 credits as general electives.

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

BSBA (MGMT/Decision Sciences)

Proposed changes: Number of credits from: 15 to: 18; Change in required courses; Addition of courses to program; Other: Addition of concentration options to the Management Degree. Including Entrepreneurial Management, Human Resource Management, International Management, and Operations and Technology Management

Appendix 1: Requested Changes to Catalog for the Updated College of Business Core

Please find below the current catalog description (Section 1) and proposed changes to catalog description (Section 2). **Highlighted** materials show information that is new or changed.

Current Catalog Description, 2011 – 12 Wall College of Business majors

MANAGEMENT MAJOR

Degree: Bachelor of Science in Business Administration

Management is the art and science of directing the operations of both individuals and organizations to achieve desired marketplace outcomes. Specifically, the overall function of management is often broken down into four general categories: planning, leading, organizing, and controlling. The overall effectiveness and efficiency of operations is generally credited to the management and its interface with other organizational stakeholders (such as Accounting, Finance, Marketing, etc).

MANAGEMENT MAJOR (120 Credits)

I. CORE CURRICULUM (34-41 Credits) 34-41

II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)

Minimum grade of C is required.

UNIV 110 The First-Year Experience 3

UNIV 110 is required for all new entering freshmen and for new transfer students with fewer than 12 transfer credit hours unless the transfer student has satisfactorily completed a college transition course.

III. FOUNDATION COURSES (6-12 Credits)*

Minimum grade of C is required in all foundation courses.

CSCI 110 Enterprise Business Applications	3
ENGL 290* Business and Professional Communication	3
MATH 132*+ Calculus for Business and Social Science	3
PHIL 318 Business Ethics	3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.

+ A C or better is required in MATH 130 College Algebra or MATH 130I Intensive Study or placement test.

IV. BUSINESS CORE REQUIREMENTS (36-39 Credits)*

Minimum grade of C is required in all business core courses.

Lower Level Business Core (15-18 credits)

CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II	6
CBAD 291* Business Statistics and CBAD 292 Decision Analysis	6
ECON 201 Macroeconomics and ECON 202 Microeconomics	6

Upper Level Business Core (21 credits)

CBAD 344 Legal Environment of Business	3
CBAD 350 Marketing	3
CBAD 363 Business Finance	3
CBAD 371 Management and Organizations	3
CBAD 393 Management Information Systems	3
CBAD 475 Production/Operations Management	3
CBAD 478 Strategic Management	3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.

V. MAJOR REQUIREMENTS (15 Credits)

Minimum grade of C is required in major requirements.

CBAD 372 Organizational Theory & Behavior	3
CBAD 374 Human Resource Management	3
CBAD 471 Leadership in Project Management	3
Choose one from the following: (3 Credits)	3
CBAD 402 Study Abroad in International Business (3) or	
CBAD 472 Cross-Cultural Management (3)	
Choose one from the following: (3 Credits)	3
CBAD 473 Initiation and Management of New Business Enterprise (3) or	
CBAD 474 Quality Process Management (3)	

VI. ELECTIVES (10-23 Credits) 10-23

TOTAL CREDITS REQUIRED 120

MARKETING MAJOR

Degree: Bachelor of Science in Business Administration

The Marketing function exists to bring buyers and sellers together in the marketplace to allow each party to realize their desired outcomes. For buyers, this means solutions to their problems. For sellers, this typically means increasing market share, revenue, profitability, and other outcomes. Marketers create items of value (goods, services, ideas, etc) that are priced, promoted, and distributed in a competitive and dynamic marketplace. Marketers must align marketing strategy with the needs of consumers in the marketplace.

MARKETING MAJOR (120 Credits)

I. CORE CURRICULUM (34-41 Credits) 34-41

II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)

Minimum grade of C is required.

UNIV 110 The First-Year Experience 3

UNIV 110 is required for all new entering freshmen and for new transfer students with fewer than 12 transfer credit hours unless the transfer student has satisfactorily completed a college transition course.

III. FOUNDATION COURSES (6-12 Credits)*

Minimum grade of C is required in all foundation courses

CSCI 110 Enterprise Business Applications 3

ENGL 290* Business and Professional Communication 3

MATH 132*+ Calculus for Business and Social Science 3

PHIL 318 Business Ethics 3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.

+ A C or better is required in MATH 130 College Algebra or MATH 130I Intensive Study or placement test.

IV. BUSINESS CORE REQUIREMENTS (36-39 Credits)*

Minimum grade of C is required in all business core courses.

Lower Level Business Core (15-18 credits)

CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II 6

CBAD 291* Business Statistics and CBAD 292 Decision Analysis 6

ECON 201 Macroeconomics and ECON 202 Microeconomics 6

Upper Level Business Core (21 credits)

CBAD 344 Legal Environment of Business 3

CBAD 350 Marketing 3

CBAD 363 Business Finance 3

CBAD 371 Management and Organizations 3

CBAD 393 Management Information Systems	3
CBAD 475 Production/Operations Management	3
CBAD 478 Strategic Management	3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.

V. MAJOR REQUIREMENTS (15 Credits)

Minimum grade of C is required in major requirements.

CBAD 351 Consumer Market Analysis.....	3
CBAD 357 Marketing Research	3
CBAD 458 Marketing Strategy	3
Choose two from the following: (6 Credits)	6
CBAD 401 International Business (3)	
CBAD 451 Retailing Management (3)	
CBAD 453 Integrated Marketing Communications (3)	
CBAD 454 International Marketing (3)	
CBAD 455 Personal Selling & Sales Management (3)	

VI. ELECTIVES (10-23 Credits 10-23

TOTAL CREDITS REQUIRED 120

2. Requested Changes in Catalog Description to Accommodate the new courses in the College of Business for 2012 – 2013

MANAGEMENT MAJOR

Degree: Bachelor of Science in Business Administration

Management is the art and science of directing the operations of both individuals and organizations to achieve desired marketplace outcomes. Specifically, the overall function of management is often broken down into four general categories: planning, leading, organizing, and controlling. The overall effectiveness and efficiency of operations is generally credited to the ability to manage various organizational stakeholders successfully. (such as Accounting, Finance, Marketing, etc).

Although students may choose to pursue a general management major, and all management students share a common core set of management classes, students pursuing the management major may focus their attention into one of four concentrations to support their personal and professional goals: Entrepreneurial Management, Human Resource Management, International Management, or Operations and Technology Management.

Entrepreneurial Management: This concentration enables the student to gain the necessary knowledge and abilities to be innovative and take action in starting a new business, joining a family or existing business, or helping to run a funds-generating enterprise in a non-profit or governmental agency. The courses that constitute the Entrepreneurial Management curriculum cover four key areas; entrepreneurial/innovation mindsets, opportunity/innovation

implementation, entrepreneurial/innovation action-taking & entrepreneurial/innovation personal skill development.

Human Resource Management: This concentration focuses on the skills and knowledge necessary to effectively utilize human capital to maximize organizational productivity, teaching students how to acquire, develop, and keep a talented, satisfied, and motivated workforce in small, medium, and large firms. Courses cover the fundamentals of employment law, staffing, training, leadership development, performance management, labor and employee relations, and total reward systems.

International Management: This concentration enables majors to develop a broader understanding of the management of people, processes, and systems in a global economy. Students completing the International Management concentration will be required to study abroad to complete program requirements. In addition, students completing this concentration will be ineligible to complete the International Business Studies Minor. Students taking this concentration are, however, encouraged, but not required, to complete a cognate within global studies, Asian Studies, foreign language or other minor area of study to complement their learning.

Operations and Technology Management: This concentration focuses on the development and use of quantitative modeling techniques, in combination with business technology components and computer systems, for the purpose of solving complex business problems in order to make better managerial decisions. Students choosing the Operations and Technology Management concentration learn the appropriate information technology (IT) and computing skills, along with operations and supply chain management modeling techniques, necessary to develop and implement sophisticated business-related computer Decision Support Systems. It is designed to prepare students for careers in such fields as: business analyst, consultant, business consultant, systems analyst, systems developer, management analyst, project analyst, database developer, or operations manager, among others.

MANAGEMENT MAJOR (120 Credits)

I. CORE CURRICULUM (34-41 Credits) 34-41

II. FRESHMAN GRADUATION REQUIREMENT (0-3 Credits)

Minimum grade of C is required.

UNIV 110 The First-Year Experience 3

UNIV 110 is required for all new entering freshmen and for new transfer students with fewer than 12 transfer credit hours unless the transfer student has satisfactorily completed a college transition course.

III. FOUNDATION COURSES (6-12 Credits)*

Minimum grade of C is required in all foundation courses.

CSCI 110 Enterprise Business Applications 3

ENGL 290* Introduction to Business Communication 3

MATH 132*+ Calculus for Business and Social Science 3

PHIL 318 Business Ethics 3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the

major.

+ A C or better is required in MATH 130 College Algebra or MATH 130I Intensive Study or placement test.

IV. BUSINESS CORE REQUIREMENTS (39-45 Credits)*

Minimum grade of C required in all business core courses.

Lower Level Business Core (15-21 Credits)

CBAD 120* Introduction to the Global Culture of Business.....3

CBAD 201 and CBAD 202 Financial/Managerial Accounting I and II 6

CBAD 291* Business Statistics and CBAD 292 Decision Analysis 6

ECON 201 Macroeconomics and ECON 202 Microeconomics 6

Upper Level Business Core (24 Credits)

CBAD 301 Management and Organizations 3

CBAD 393 Management Information Systems 3

CBAD 344 Legal Environment of Business 3

CBAD 350 Marketing 3

CBAD 363 Business Finance 3

CBAD 364 Operations Management 3

CBAD 373 Business Integration and Application.....3

CBAD 478 Strategic Management 3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.

V. MAJOR REQUIREMENTS (18 Credits)

Minimum grade of C is required in major requirements.

Management Major Requirements (if no concentration is selected)

1. MGMT 306: Organizational Theory & Behavior (3)

2. MGMT 307: Fundamentals of Human Resource Management (3)

3. MGMT 480: Leadership in Project Management (3)

4. MGMT International Selective (Choose one from: CBAD 402, MGMT 423, MGMT 461, OR MGMT 482) (3)

5. MGMT General Selectives (Choose two from: Any MGMT course, 300 or above, not already used to satisfy degree requirements) (6)

Concentration Requirements

Entrepreneurial Management (EM) Concentration

MGMT 306: Organizational Behavior (3)

MGMT 307: Fundamentals of Human Resource Management (3)

MGMT 320: Entrepreneurial Leadership (3)

MGMT 421: Initiation and Management of New Business Enterprise OR MGMT 422: Managing Family and Small Business Growth and Innovation (3)

EM Selective (Choose one from: MGMT 429: Practicum in Entrepreneurship and Innovation, MGMT 423: Study Abroad in Entrepreneurship and Innovation, OR CBAD 497: Business Internship) (3)

EM Selective (Choose one from: MGMT 420: Current topics in Entrepreneurship and Innovation OR any Wall College of Business course, 300 or above, not already used to satisfy degree requirements *with department chair approval*. (3)

Human Resource Management (HRM) Concentration

1. MGMT 306: Organizational Theory & Behavior (3)
2. MGMT 307: Fundamentals of Human Resource Management (3)
3. MGMT 340: Attracting and Acquiring Talent (3)
4. MGMT 341: Managing Talent and Developing 21st Century Leaders (3)
5. MGMT 440: Retaining Talent and Maximizing the Value of Human Capital (3)
6. HRM Selective (Choose one from: CBAD 402: Study Abroad in International Business OR MGMT 461: Cross-cultural Management) (3)

International Management Concentration

1. MGMT 306: Organizational Theory & Behavior (3)
2. MGMT 307: Fundamentals of Human Resource Management (3)
3. CBAD 401: International Business (3)
4. CBAD 402: Study Abroad in International Business OR an approved course transferred from a study abroad experience in international management. (3)
5. MGMT 461: Cross-cultural Management (3)
6. MGMT 482: Global Supply Chain Management (3)

Operations and Technology Management (OTM) Concentration

1. MGMT 306: Organizational Theory & Behavior (3)
2. MGMT 307: Fundamentals of Human Resource Management (3)
3. MGMT 483: Business Process Management (3)
4. MGMT 480: Leadership in Project Management (3)
5. MGMT 481: Quality Process Management (3)
6. OTM Selective (Chose one from: MGMT 482: Global Supply Chain Management, MGMT 484: Decision Support Systems, OR MGMT 485: Process Planning and Control) (3)

VI. ELECTIVES (7-23 Credits) 7 -23

TOTAL CREDITS REQUIRED 120

Justification: Currently, the Management Major is very general and does not direct a student to any particular career path in management. The addition of concentration options is needed to give students a more specialized option. A needs analysis conducted in the Fall of 2011 suggested that students were very interested in broadening their options as related to the Management Degree. Feedback from the College of Business Board of Visitors also supported and validated the concentrations proposed, suggesting community need for these types of specialized degree options. Finally, a survey of our peer and aspirant institutions found that we are the only Management Degree in this sample without a broader range of options for students. The general management degree is also being increased to 18 (versus 15) credit hours to bring it in line with requirements for the concentrations. **Impact on existing academic programs:** We are proposing 4 concentrations in addition to the general Management degree, which is already offered. This will allow students greater choice in their degree. We expect most

majors will come from the College of Business (probably current Management majors that will choose a new concentration). **Date change is to be effective:** Fall 2012

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

Academic Affairs Consent Calendar

Form A – Proposal for changes in, restoration of, or removal of an undergraduate course

i. College of Science – Department of Kinesiology, Recreation, and Sport Studies

EXSS 413 Exercise and Sport Nutrition

Proposed changes: **Change in prerequisites from:** None **to:** HPRO 121 or EXSS 122; **Change in course number from:** EXSS 413 **to:** EXSS 310 **Proposed catalog description:** None given.

Justification: Lower course number to more accurately reflect depth and level of course; addition of prerequisite to assure students have had recent exposure to basic, foundational content. **Impact on existing academic programs:** None. **Semesters offered:** Fall and Spring **Date change is to be effective:** October 2011

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

Form B – Proposal for changes in an undergraduate program

i. Women's and Gender Studies

Women and Gender Studies Minor

Proposed changes: **Change number of credits from:** 21 **to:** 18; **Addition of courses to program:** ANTH 316, ENGL 351, ENGL 409; **Change in catalog description**

Proposed catalog description: The Women's and Gender Studies Program is dedicated to the interdisciplinary study of gender and sexuality as economic, political, and cultural constructs. Courses within the minor rigorously investigate the gendered nature of knowledge, institutional structures, and cultures to promote active learning and engaged citizenship among all CCU students-male and female- through various feminist theories and methodologies.

The Women's and Gender Studies minor is available to all undergraduates, in any major. Students pursuing a minor must consult with their major adviser and with the WGST Program Director to select courses that meet the program requirements. As a part of the application for the minor, students must meet all the course prerequisites. In addition to the two courses required for all WGST minors, students must select at least four (4) additional courses from the electives list below. Other appropriate courses may be added to the minor at the discretion of the Program Director. Courses used to count toward the minor cannot be used to satisfy major requirements.

REQUIRED COURSES (6 Credits)

WGST 103 Introduction to Women's and Gender Studies.....3
WGST 498 Capstone Seminar3

ELECTIVES (12 Credits)

Choose at least four courses from the following:

ANTH 316 Sex, Gender & Culture.....	3
COMM 304 Gender Communication	3
ENGL 351 Language, Gender, and Power.....	3
ENG 409 Theories of Gender and Sexuality.....	3
ENGL 443 Studies in Women Writers	3
ENGL 444 Women Writers of the South.....	3
ENGL 489 Gender and Sexuality in Literature	3
HPRO 310 Issues in Family Life and Sexuality	3
HPRO 480 Women's Health Issues.....	3
HIST 386 History of American Women	3
HIST 403 Gender and Sexuality in the Early Church, c. 30-600 CE.....	3
JOUR 365 Women and Media.....	3
PHIL 322 Philosophical Issues in Feminism	3
POLI 327 Women in the Middle East.....	3
POLI 372 Women and Public Policy.....	3
PSYC 300 Human Sexual Behavior	3
PSYC 301 Psychology of Marriage.....	3
PSYC 310 Psychology of Women.....	3
RELG 360 Women and World Religions	3
SOC 301 Gender and Society	3
SOC 305 Sociology of the Family	3
SOC 309 Social Inequality.....	3
SOC 450 Victimology.....	3
WGST 325 Civic Engagement.....	3
WGST 399 Independent Study	3
WGST 495 Women's and Gender Studies Internship	3
 TOTAL CREDITS REQUIRED	 18

Justification: CHANGE #1 – Number of Credits: Change WGST Minor from 21 to 18 Hours
Over the last three years, a number of students have wanted to declare the Women's and Gender Studies Minor. But many second semester Juniors and Seniors are often unable to declare the WGST minor because it requires 21 hours. Most of the other minors offered in COHFA (where the majority of WGST minors are majors) are 18 hours. I thus propose to change the number of hours required for the WGST Minor from 21 to 18.

This recommendation comes with unanimous approval by the WGST Faculty Advisory Committee. The faculty agreed that lowering the number of hours required for the Minor would serve students well and would boost enrollment in the Minor. (Several students are informally doing women's and gender studies focus by taking WGST course offerings. It would be good for these students to receive recognition for their work.) The number of Minors has more than tripled in the last three years due to greater awareness of and interest in the minor. CHANGE #2 – Addition of Courses to Program: The addition of these courses adds existing courses (from a variety of disciplines) that count toward the minor. CHANGE #3 – Catalog Description: the new description states the new amount of hours, clarifies that a course may not count toward both the minor and the student's major, and provides an up-to-date list of the courses that currently count toward the minor. **Impact on**

existing academic programs: Higher enrollment in EGST courses and courses with WGST Faculty affiliates. **Date change is to be effective:** Fall 2012

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.

Form E – Proposal for minor changes in or removal of multiple courses within the same program

i. College of Business – Department of Marketing/Resort Tourism Management

CBAD 458 Marketing Strategy

Proposed revisions: Change in prefix to: MKTG

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the March, 2012 meeting.