

AGENDA
General Faculty Meeting

October 14, 2010 – Chapman Auditorium

I. Call to Order

II. Approval of Minutes from the April 13, 2010

III. Election

Faculty Life Committee – 1 position from the School of Business

- 1. Neil F. Riley**
- 2.**
- 3.**

IV. Executive Report

- 1. Report from Teresa Johnson Ramey; Vice President and Dean of Students**

V. Report of the Senate (*See attachment for proposals. See the appendix for supporting materials.*)

1. Department of Mass Communications

Item A. concerns the addition of one course to requirements in several tracks in the major. Item B. concerns the addition of MCOM 240, Social Media Impact on Journalism. Items C. and D. concern catalog changes relative to Items A and B.

2. English, Modern Languages, and Philosophy

Item A. concerns a course title change for PRS 300.

3. Military Science

Items A. and B. concern the creation of a Military Science minor.

4. School of Business

Items A. – H. concerns changes in prerequisites in a number of Accounting courses. Item I. concerns changes to the Bachelor of Business Administration Program description and course listings.

Item J. concerns changes in the Business Administration Four Year Plan based on previous changes

Item K. concerns changing the math requirement from Math 140 to Match 134 for students seeking the B.A. in Business Administration.

Items L. and M. concern the addition of BUS 305 and the deletion of BUS 205.

Item N. concerns changes to the requirements for entry into the School of Business. Item O. concerns changes in course listings for students seeking the Bachelor of Business Administration.

Items P. – W. concern catalog changes related to the addition of BUS 305 and the deletion of BUS 205.

IV. Old Business

V. New Business

VI. Announcements

VII. Adjournment

Attachment to the Faculty Agenda – October 14, 2010

1. Proposal from the Department of Mass Communication:

A. **MODIFY** Section 2 under heading **MAJOR** on page 116 of the current catalogue.

FROM:

2. 12 semester hours in one track option:

- a) Print Journalism: MCOM 417 and nine additional hours from the Print Journalism list, each approved by faculty adviser.
- b) Broadcast Journalism: MCOM 321 and nine additional hours from the Broadcast Journalism list, each approved by faculty adviser.
- c) Convergence Journalism: MCOM 440 and three other courses from the Convergence Journalism list, each approved by faculty adviser.
- d) Public Relations: MCOM 310 and nine additional hours from the Public Relations list, each approved by faculty adviser.
- e) Sports Journalism: MCOM 330 and nine additional hours from the Sports Journalism list, each approved by faculty adviser.

TO:

2. 12 semester hours in one track option:

- a) Print Journalism: MCOM 417 and **MCOM 401**, plus six additional hours from the Print Journalism list, each approved by faculty adviser.
- b) Broadcast Journalism: MCOM 321 and **MCOM 421**, plus six additional hours from the Broadcast Journalism list, each approved by faculty adviser.
- c) Convergence Journalism: **MCOM 402** and MCOM 440 plus six additional hours from the Convergence Journalism list, each approved by faculty adviser.
- d) Public Relations: MCOM 310 and **MCOM 410** plus six additional hours from the Public Relations list, each approved by faculty adviser.
- e) Sports Journalism: MCOM 330 and **MCOM 475** plus six additional hours from the Sports Journalism list, each approved by faculty adviser.

Rationale: While providing students more options to complete their area of specialty remains important, the faculty primarily teaching in each of the five tracks agrees that the current configuration is not serving the students best interest. Knowledge necessary for careers in the professions has been subordinated by students who have opted for courses less essential. The faculty identified the course most critical in their respective track that ought to be required rather than optional. The change would allow students the option to meet their individual interest to choose half of the courses in completing their track.

B. **ADD**, on page 117 of the current catalog:

240 Social Media Impact on Journalism (3) (Prerequisite: MCOM 110)

This course will present an in-depth examination of the increasing use of social networking web sites by journalists and news organizations. The focus of the course is on analyzing how various sites, such as Facebook and Twitter, can help journalists to be more effective in communicating news and information to the general public. The study also examines potential negative effects of new media.

Rationale: Any college student today who wishes to enter the field of mass communication must have an understanding of how social networking sites have changed the way that consumers get their news, and how journalists perform their jobs. Industry professionals say that young people entering this field must be aware of the influence of social media, and as journalists, they must also be able to use social networking sites ethically and responsibly. This course offers an in-depth study of the impact of social media on the field of journalism, and a basic mastery of social networking skills.

C. **ADD**, on page 116 of the current catalog, under the **Print Journalism, Broadcast Journalism, Public Relations, and Sports Journalism** tracks

240 Social Media Impact on Journalism.

d. **DELETE**, on page 116 under the heading:

Print Journalism

401 Feature Writing

Broadcast Journalism

421 Advanced Broadcast Journalism:

Reporting and Producing

Convergence Journalism

402 Online Journalism

Public Relations

410 Advanced Public Relations

Sports Journalism

475 Sports, Media, and Society

2. Proposal from the Department of English, Modern Languages, and Philosophy:

A. CHANGE, on page 104 of the current catalog, the course title for **PRS 300**

From:
Religions of the East

To:
Religions of Asia

Rationale: The “East” collectively refers to cultural, ethnic and national groupings of people who do not necessarily identify themselves as associated with this colonial construct since the independence movements of the Twentieth century. Hence, the use of “East” can lead to inaccurate assumptions concerning their geographic location, ethnicity, customs, history, and rituals and beliefs. In the field of Religious Studies, these cultures and their practices are more accurately identified as being a part of Asia and its geography.

3. Proposal from the Department of Military Science:

A. CHANGE, on page 181 of the current catalog, the last sentence of the “Overview” section:

From:
There is no major, minor or collateral in Military Science.

To:
There is no major or collateral in Military Science. A minor is available to students who complete the prescribed program of study and receive commissions as officers in the U.S. Army.

B. ADD, on page 182 of the current catalog, a new heading between the “Professional Military Education Program” section and the list of Military Science Courses:

MINOR

A minor in military science consists of at least 18 semester hours including HIST 406/MS 406. The minor is open only to students who complete all program requirements and receive commissions through the Army Reserve Officer Training Corps (ROTC).

Rationale: Students in the Francis Marion ROTC program currently must complete both a major and minor or two collaterals in addition to taking between 19 and 29 hours of military science coursework. The result is a de facto total hour requirement well in excess of the 120 credits normally required for graduation. Such an expectation is problematic, especially in light of the many extra-curricular requirements that ROTC cadets must satisfy. To cite a few examples, cadets must participate in an ongoing, organized physical training program and also are required to attend a month long Leadership Development Assessment Course at Fort Lewis, Washington, prior to the start of the senior year. This proposal is designed to offer some relief to cadets who qualify for commissions by bringing the total credit hour expectation into line with other programs on campus. The proposal would apply only to those students who complete the prescribed military science curriculum through the 400 level and receive and accept a commission through the ROTC program.

4. Proposal from the School of Business:

A. **CHANGE**, on page 151 of the current catalog, the following, under
ACCOUNTING COURSES (ACTG)

From:

201 Financial Accounting (3) (Prerequisite: Math 111 or higher, CS150) F, S, SU. The conceptual approach . . .

To:

201 Financial Accounting (3) F, S, SU. The conceptual approach . . .

Rationale

The Accounting Faculty believes that the foundation competencies of ACTG 201 are not served by either Math 111 or CS 150. Accordingly, neither Math 111 nor CS 150 should be named as prerequisites to ACTG 201.

B. **CHANGE**, on page 153 of the current catalog, the following, under
ACCOUNTING COURSES (ACTG)

From:

320 Accounting Information Systems (3) (Prerequisite: 202) F, SU. An introduction . . .

To:

320 Accounting Information Systems (3) (Prerequisite: 201) F, SU. An introduction . . .

Rationale

The Accounting Faculty believes that the foundation competencies of ACTG 320 are not served by ACTG 202 (managerial accounting). Instead, the foundation competencies of ACTG 320 are served by ACTG 201. Accordingly, ACTG 201 should be substituted for ACTG 202, as the prerequisite for ACTG 320.

C. **CHANGE**, on page 153 of the current catalog, the following, under

ACCOUNTING COURSES (ACTG)

From:

323 Financial Reporting I (3) (Prerequisite: 202 with grade of C or higher) F, SU.
Reviews the . .

To:

323 Financial Reporting I (3) (Prerequisite: 201 with grade of C or higher) F, SU.
Reviews the . . .

Rationale

The Accounting Faculty believes that the foundation competencies of ACTG 323 are not served by ACTG 202. Instead, the foundation competencies of ACTG 323 are served by ACTG 201. Accordingly, ACTG 201 should be substituted for ACTG 202, as the prerequisite for ACTG 323.

D. **CHANGE**, on page 153 of the current catalog, the following, under

ACCOUNTING COURSES (ACTG)

From:

328 Federal Taxation I (3) (Prerequisite: 202 with a grade of C or higher or permission of the school) F. Emphasizes the study of . . .

To:

328 Federal Taxation I (3) (Prerequisite: 201 with a grade of C or higher or permission of the school) F. Emphasizes the study of . . .

Rationale

The Accounting Faculty believes that the foundation competencies of ACTG 328 are not served by ACTG 202. Instead, the foundation competencies of ACTG 328 are served by ACTG 201. Accordingly, ACTG 201 should be substituted for ACTG 202, as the prerequisite for ACTG 328.

E. **CHANGE**, on page 153 of the current catalog, the following, under

ACCOUNTING COURSES (ACTG)

From:

421 Concepts of Auditing (3) (Prerequisite: 320, 324 with grade of C or higher and Management 308) F. The various concepts . . .

To:

421 Concepts of Auditing (3) (Prerequisite: 320, 324 with grade of C or higher) F. The various concepts . . .

Rationale

The Accounting Faculty believes that the foundation competencies of ACTG 421 are not served by MGMT 308. Accordingly, MGMT 308 should not be named as a prerequisite to ACTG 421.

F. **CHANGE**, on page 153 of the current catalog, the following, under

ACCOUNTING COURSES (ACTG)

From:

423 Accounting for Governmental and Not-for-Profit Organizations (3) (Prerequisites: 323 and 324) An in-depth study . . .

To:

423 Accounting for Governmental and Not-for-Profit Organizations (3) (Prerequisite: 324) An in-depth study . . .

Rationale

The Accounting Faculty believes that identifying both ACTG 323 and ACTG 324 as prerequisites for ACTG 423 is duplicative, since ACTG 323 is a prerequisite for ACTG 324. Accordingly, ACTG 323 should be eliminated as a prerequisite to ACTG 423.

G. **CHANGE**, on page 153 of the current catalog, the following, under

ACCOUNTING COURSES (ACTG)

From:

424 Accounting Theory and Practice (3) (Prerequisite: 324 with grade of C or higher) S.
Study of the concepts and principles underlying the procedures and methods used in accounting. Also includes discussion of governmental and not-for-profit accounting.

To:

424 Special Topics in Accounting (3) (Prerequisite: 324 with grade of C or higher) S.
Using web-based research materials, an in-depth examination of three topical areas in law, tax and accounting, with special relevance to graduating seniors.

Rationale

The Accounting Faculty believes that the Course Description of ACTG 424 should be modified to accommodate an alternative learning strategy. More specifically, as an alternative learning strategy, instead of a survey course entirely related to a sub-discipline of accounting, three topical areas in law, tax and accounting, with special relevance to graduating seniors, are the subject of an in-depth examination using web-based research materials.

H. **CHANGE**, on page 153 of the current catalog, the following, under

ACCOUNTING COURSES (ACTG)

From:

429 Tax Research (3) (Prerequisites: 328 or permission of the school) F. Focuses on . . .

To:

429 Tax Research (3) (Prerequisite: 328 or concurrent registration in 328 or permission of the school) F. Focuses on . . .

Rationale

The Accounting Faculty believes that students who are graduating at the end of the academic year should have the opportunity to complete ACTG 429 before they graduate.

I. **CHANGE**, on page 150 of the current catalog, the following, under

BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

From:

4. Major Requirements	18 to 27 hours
a) Accounting	27 hours
ACTG 320 Accounting Information Systems	3
ACTG 323 Financial Reporting I	3
ACTG 324 Financial Reporting II	3
ACTG 325 Cost Accounting	3
ACTG 328 Federal Taxation I	3
ACTG 421 Concepts of Auditing	3

ACTG 422 Financial Reporting III	3
ACTG 423 Accounting for Governmental and Not-for-Profit Organizations	3
or	
ACTG 424 Accounting Theory and Practice	
or	
ACTG 428 Federal Taxation II	
or	
ACTG 429 Tax Research	
School Elective	3
TOTAL REQUIRED HOURS.....	129

Each applicant for the Certified Public Accountant (CPA) examination in South Carolina must hold a baccalaureate degree and a minimum of 150 semester hours from a college or university recognized by the South Carolina Board of Accountancy. The 150 hours must include a minimum of 30 hours in accounting and 24 hours in administration courses other than accounting courses. Individuals planning to sit for professional accountancy exams, including graduates at other institutions, should consult with an accounting adviser to prepare a plan for acquiring the necessary courses and hours of credit.

To:

4. Major Requirements	18 to 27 hours
a) Accounting	27 hours
ACTG 320 Accounting Information Systems	3
ACTG 323 Financial Reporting I	3
ACTG 324 Financial Reporting II	3
ACTG 325 Cost Accounting	3
ACTG 328 Federal Taxation I	3
ACTG 421 Concepts of Auditing	3
ACTG 428 Federal Taxation II	3
ACTG 422 Financial Reporting III	3
or	
ACTG 423 Accounting for Governmental and Not-for-Profit Organizations	
or	
ACTG 424 Accounting Theory and Practice	
or	
ACTG 429 Tax Research	
School Elective	3
TOTAL REQUIRED HOURS.....	129

To become licensed as a Certified Public Accountant (CPA) examination in South Carolina, an individual must hold a baccalaureate degree and have a minimum of 150 semester hours from a college or university with at least 36 hours in accounting. The CPA licensing requirements for other states are similar. Individuals planning to sit for either the CPA exam or one of the other professional examinations in accounting should develop a plan of study in consultation with their adviser.

Rationale

The Accounting Faculty believes that the student learning objectives and competencies developed in ACTG 428 (Federal Taxation of Business Entities) are more relevant to the graduating senior in Accounting than those related to ACTG 422 (Consolidations). Accordingly, ACTG 428 should be changed from elective status to required status and (2) ACTG 422 should be changed from required status to elective status (i.e., ACTG 428 should be substituted for ACTG 422, as a REQUIRED course for the major – Accounting).

In addition, the Accounting Faculty believes that the description of CPA Exam and Licensure requirements must be updated.

J. **CHANGE**, on page 152 of the current catalog, the following, under

FOUR-YEAR PLAN FOR ACCOUNTING MAJORS**From:****Senior Year**

	Fall		Spring
Course	Sem. Hrs.	Course	Sem. Hrs.
ACTG 421	3	BUS 458	3
<i>ACTG 422</i>	3	<i>ACTG Elec: 423, 424, 428 or 429</i>	3
ACTG 328	3	<i>BUS Elec: ACTG 423*, 424*, 428* or 429*, or BUS 306</i>	3
FIN 341	3	Humanities Elective	3
MKT 331	3	Non-Bus Elective	3
Total Credits	15	Total Credits	15

To:**Senior Year**

	Fall		Spring
Course	Sem. Hrs.	Course	Sem. Hrs.
ACTG 421	3	BUS 458	3
<i>ACTG Elec: 422, 423, 424 or 429</i>	3	<i>ACTG 428</i>	3
ACTG 328	3	<i>BUS Elec: ACTG 422*, 423*, 424* or 429*, or BUS 306</i>	3
FIN 341	3	Humanities Elective	3
MKT 331	3	Non-Bus Elective	3
Total Credits	15	Total Credits	15

Rationale

The Accounting Faculty believes that *The Four-Year Plan for Accounting Majors* must be changed to conform to the change in Part I, above.

- K.** **CHANGE**, on page 150 of the current catalog, the requirement for seeking the Bachelor of Business Administration degree

From:

1. General Education Requirements.....51 hours
Includes requirements of Mathematics 140 (or 201)
and Economics 203 and 204

To:

1. General Education Requirements.....51 hours
Includes requirements of Mathematics 134, CS 150 and Economics 203 and 204

Rationale: The change to Math 134 (Probability and Statistics) from Math 140 (Applied Calculus) is recommended in order for students to have additional coursework in statistics before more applied study of statistical applications in business. Discussions with faculty and a review of School of Business courses indicate that Mathematics 140, Calculus for Business, is not needed as a foundation course. The material covered in Math 134 is critical for developing the quantitative skills needed for successful completion of 300 and 400 level courses in the Bachelor of Business Administration program. Discussion has occurred with the Department of Mathematics and the elimination of this course would not adversely impact that department. The inclusion of CS 150 is to correct clerical errors in the catalog.

- L.** **ADD**, on page 153, of the current catalog,

305 Applied Statistics for Economics and Business (3) (Prerequisite: Mathematics 134) F, S, SU. Covers basic probability distributions including binomial, normal, uniform and exponential, confidence intervals, tests of hypothesis, chi-square and simple linear regression.

Rationale: The change of prerequisite to Math 134 (Probability and Statistics) from Math 140 (Applied Calculus) for this course allows the faculty to focus more on the statistical tests and less on probability. Bus 305 will build on the foundation of Math 134.

- M.** **DELETE**, on page 153 of the current catalog,

205 Statistical Methods for Economics and Business (3) (Prerequisite: Mathematics 140) F, S, SU. Covers basic statistical concepts with methodology using probability theory with emphasis on the normal and binomial distributions, confidence intervals, tests of hypothesis, and simple linear regression. Use of computer software to solve problems.

Rationale: The change of prerequisite to Math 134 (Probability and Statistics) from Math 140 (Applied Calculus) eliminates the need for this course.

- N. **CHANGE**, on page 150, the requirement for entry into the school of Business as described below

From:

Students seeking a B.B.A degree must make a formal application to the School of Business for admission to the Bachelor of Business Administration Program prior to taking 300 and 400 level business courses. Application for admission should be filed during the semester in which 36 hours of general education credit and Accounting 201, 202, Business 150, 205, Economics 203 and 204 are completed. Students must have a GPA of 2.0 or higher in these courses or have permission of the school to enroll in the 300 or 400 level courses.

To:

Students seeking a B.B.A degree must make a formal application to the School of Business for admission to the Bachelor of Business Administration program. Admission to the Bachelor of Business Administration program is a prerequisite for enrollment in any 300 or 400 level business course.

REQUIREMENTS FOR ADMISSION TO THE BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

1. Completion of Accounting 201, Business 150 and Economics 203 with an average of 2.0 or higher in these courses.
2. Completion of 36 hours of undergraduate credit.
3. A cumulative GPA of at least 2.0 for all undergraduate credit taken at Francis Marion University.

Application for admission should be filed during the semester in which the requirements are being completed.

Rationale: The admission process for the School of Business is to assure that students are of sufficient overall quality and is an expectation of the School's specialized accrediting body. The current admission process requires six courses. A review by the faculty indicates that the material included in Accounting 202 and Economics 204 is not necessary for many of the 300 level business courses. For the 300 courses which require Accounting 202 or Economics 204 as a foundation course the prerequisite process would insure the appropriate sequences of courses. (Note: Proposed structure for information is similar to that used by the School of Education, see page 168 of catalog.)

- O. **CHANGE**, on page 150, the requirement for seeking the Bachelor of Business Administration degree

From:

b) Accounting, Management Information Systems and Quantitative Methods.....	18 hours
ACTG 201.....	3
ACTG 202 Managerial Accounting.....	3
BUS 205 Statistics Methods for Economics and Business.....	3
CS 150 Microcomputers & Software Applications I (In General Education)	
MIS 327 Information Systems Fundamentals.....	3
MGT 355 Production and Operations Management.....	3

To:

b) Accounting, Management Information Systems and Quantitative Methods.....	15 hours
ACTG 201.....	3
ACTG 202 Managerial Accounting.....	3
BUS 305 Applied Statistics for Economics and Business.....	3
MIS 327 Information Systems Fundamentals.....	3
MGT 355 Production and Operations Management.....	3

Revisions for catalog due to above changes.

P. **CHANGE**, on page 153, the prerequisite for Business Course as described below

From:

458 Strategic Management (3) (Prerequisite: MIS 327, MGT 308 and 351, MKT 331, FIN 341) F, S, SU.

To:

458 Strategic Management (3) (Prerequisite: MIS 327, MGT 351, MKT 331, FIN 341) F, S, SU.

Q. **CHANGE**, on page 157, the prerequisite for Business Course as described below

From:

308 Management Science and Operations Management (3) (Prerequisite: BUS 205) F, S, SU

To:

308 Management Science and Operations Management (3) (Prerequisite: BUS 305) F, S, SU

R. **CHANGE**, on page 157, the prerequisite for Business Course as described below

From:

355 Production and Operations Management (3) (Prerequisite: BUS 205) F, S, SU

To:

355 Production and Operations Management (3) (Prerequisite: BUS 305) F, S, SU

S. **CHANGE**, on page 162, the prerequisite for Business Course as described below

From:

333 Marketing Research (3) (Prerequisite: 331 and Business 205) F, S

To:

333 Marketing Research (3) (Prerequisite: 331 and BUS 305) F, S

T. Pages 152, 154, 156, 158, 160, 161, 163 and 165 of the current catalog **CHANGE** the **Math 140** in Freshman year Spring Semester of Four Year Plan for Accounting, General Business, Business Economics, Finance, Management, Management Information Systems, Marketing and Economics Majors to **Math 134**

- U. Pages 152, 154, 156, 158, 160, 161, and 163 of the current catalog
CHANGE the **BUS 205** in Sophomore year Fall Semester of Four Year Plan for Accounting, General Business, Business Economics, Finance, Management, Management Information Systems, and Marketing Majors to **BUS 206**
- V. Pages 152, 154, 156, 158, 160, 161, and 163 of the current catalog
CHANGE the **BUS 206** in Sophomore year Spring Semester of Four Year Plan for Accounting, General Business, Business Economics, Finance, Management, Management Information Systems, and Marketing Majors to **BUS 305**
- W. Page 165 of the current catalog
CHANGE the **BUS 205** in Sophomore year Spring Semester of Four Year Plan for Economics Majors to **BUS 305**