

**Minutes  
Faculty Senate Meeting  
September 28, 2010**

**I. Call to Order – Chair Best called the meeting order at 3:45 p.m.**

**II. Roll Call – Senators Present: Bausmith, Broughton, Carpenter, Dittman, Engelhardt, Flannagan, Fry, Gourley, Grubbs, Kiely, Larsen, McWayne, Nagata, Ramey, Sacash, Shannon, Singleton, Smolen-Morton, Stoeckmann, Ward, Warters, West, Whitmire, Zahnd**  
**Senators Absent: Clabo (sabbatical), Meetze (excused)**  
**Also Present: Kennedy (Parliamentarian)**

**III. The minutes from the April 20, 2010 meeting were approved as posted.**

**IV. Reports from Committees**

**A. Executive Committee**

Chair Best explained that the Academic Affairs General Education Assessment Response (see appendix pages 15 – 16) was for informational purposes.

Perry Wilson has been appointed as the new Director of Admissions.

**B. Academic Affairs**

**1. Department of Mass Communications**

Item a concerning the addition of one course to requirements in several tracks in the major. Item b concerns the addition of MC 240, Social Media Impact on Journalism.

Items c and d concern catalog changes relative to Items A and B. – passed as corrected

**2. English, Modern Languages, and Philosophy**

Item a. concerning a course title change for PRS 300 - passed

**3. Military Science**

Items a. and b. concerning the creation of a Military Science minor - passed

**4. School of Business**

Item a. concerning changing the math requirement from Math 140 to Match 134 for students seeking the B.A. in Business Administration - passed

Items b. and c. concerning the addition of BUS 305 and the deletion of BUS 205 – passed

Item d. concerning changes to the requirements for entry into the School of Business – passed with the passing of the following friendly amendment – delete the following sentence on page 6 of the attachment: Admission to the Bachelor of Business

Administration program is a prerequisite for enrollment in any 300 or 400 level business course. Replace with: Permission of the school is required to enroll in 300 or 400 level business courses.

Item e. concerns changes in course listings for students seeking the Bachelor of Business Administration.

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

**V. There was no Old Business**

**VI. There was no New Business**

**VII. Announcements – various announcements were made concerning upcoming campus meetings and events.**

**VIII. Adjournment – The meeting adjourned at 3:59 p.m.**

## Attachment to the Faculty Senate Agenda – September 28, 2010

### 1. Proposal from the Department of Mass Communication:

- a. **MODIFY** Section 2 under heading **MAJOR** on page 115 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 116 of the current catalog:

**240 Social Media Impact on Journalism (3) (Prerequisite: MC 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:**

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

	<b><u>From:</u></b>
Religions of the East	
	<b><u>To:</u></b>
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:

	<b><u>From:</u></b>
There is no major, minor or collateral in Military Science.	

	<b><u>To:</u></b>
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 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.

- b. **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.

- c. **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.

- d. **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. Permission of the school is required to enroll in 300 or 400 level business courses.

**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.)

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

**From:**

c) 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:**

c) 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.

- f. **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.

- g. **CHANGE**, on page 159, 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

- h. **CHANGE**, on page 159, 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

- i. **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

- j. 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**

- k. 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**

**l.** 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**

**m.** 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**