

AGENDA
Faculty Senate Meeting
September 24, 2020

- I. Call to order**
- II. Approval of minutes from the March 3, 2020 meeting**
- III. Elections**
 - a. Vice-Chair of the Faculty**
 - b. Secretary of the Faculty**
- IV. Report from the Executive Committee**
- V. Report from the Academic Affairs Committee** (*See the attachment for complete proposals. See the appendix for supporting materials*).
 - 1. Proposal from the School of Business**
 - A. Add Network Management Track
 - B. Modify Healthcare Informatics Major
 - C. Modify course description of MKT 339
 - D. Add MKT 336 and MKT 337
 - E. Modify Marketing or Sports Marketing Track
 - 2. Proposal from the Department of History**
 - A. Modify the description of History Secondary Education
 - B. Add statement regarding licensure to teach history
 - C. Add HIST 358
 - 3. Proposal from the General Studies Program**
 - A. Modify the number of credit hours in Educational Studies
 - 4. Proposal from the Office of Institutional Effectiveness – for informational purposes only**
 - A. Presentation of the 2018-2019 General Education Report– *see appendix for complete report*
 - 5. Proposal from the General Education Ad Hoc Committee – for informational purposes only**
 - A. Response to the 2018-2019 General Education Report
- VI. Report from the Graduate Council** (*See the attachment for complete proposals. See the appendix for supporting materials*).

1. **Proposal from the School of Business**
 - A. Modify course descriptions 505, 506, and 509
 - B. Add 501, 502, 503, 504, 507, and 508 back to catalog

- VII. **Old Business**
- VIII. **New Business**
- IX. **Announcements**
- X. **Adjournment**

Attachment to the Faculty Senate Agenda – September 24, 2020

V. Report from the Academic Affairs Committee

1. Proposal from the School of Business

- A. **ADD** Page 130 of the 2019-2020 catalog below the information about Systems Design Track

Network Management Track*

*Students who have completed an Associates in Applied Sciences in Network Systems Management are eligible for the BBA-MIS-Network Management Track. They will take 63 credit hours in Francis Marion to complete their General Education and Business Core classes to graduate.

RATIONALE

Network Systems Management degree is a professional degree that provides skills in network architecture, network design, and LAN/WAN services and support, among others. These valuable skills enable graduates to work in IT for small businesses, public and private corporations, and in private practice. The Management Information Systems: Network Management Track provides a path for these students who have already completed 57 or more credits in Information Systems a pathway to complete their four-year degree. Please see example plan for Horry-Georgetown Technical College and Florence Darlington Technical College

FTDC AAS in NSM to FMU BBA MIS-NSM

Prefix	No.	Name	Hours	FMU Transfer	Transfer
General Education Courses					
ENG	101	English Composition I	3	ENG 101	3
ENG	260	Advanced Technical Communications	3	ENG 305 Waiver	3
MAT	120	Probability and Statistics	3	MATH 134	3

Prefix	No.	Name	Hours	FMU Transfer	Transfer
XXX	XXX	Elective: Social/Behavioral Science	3	Political Science	3
XXX	XXX	Elective: Humanities/Fine Arts	3	Humanities Elective	3
Totals:			15		15
Required Major Core Courses					
CPT	240	Internet Programming with Databases	3	MIS 1	3
CPT	242	Databases	3	MIS 2	3
IST	201	Cisco Internetworking Concepts	3	MIS 3	3
IST	202	Cisco Router Configuration	3	MIS 4	3
IST	203	Advanced Cisco Router Configuration	3	MIS 5	3
IST	204	Cisco Troubleshooting	3	MIS 6 or Bus Elec	3
Totals:			18		18
Other Courses Required for Graduation					
CPT	162	Introduction to Web Page Publishing	3	Free Elective 1	3
CPT	168	Programming Logic and Design	3	Free Elective 2	3
CPT	163	Introduction to Multimedia for Web Pages	3	Free Elective 3	3
CPT	238	OR Internet Scripting	3		
IST	290	OR Special Topics in Information Sciences	3		
CPT	257	Operating Systems	3	Free Elective 4	3
CPT	285	PC Hardware Concepts	3	Free Elective 5	3
IST	161	Introduction to Network Administration	3	CS 150 Waiver	3
IST	190	Linux Essentials	3	BUS 150 Waiver	3
IST	257	LAN Network Server Technologies	3	MIS 327 Waiver	3
IST	291	Fundamentals of Network Security I	3		
IST	295	Fundamentals of Voice Over IP	3		
Totals:			30		24
Required Minimum Credit Hours:			63		57

For the BBA, FTDC students will have to take

Semester 1	Semester 2	Semester 3	Semester 4
ACTG 201	ACTG 202	MGT 351	MGT 355
ECON 203	ECON 204	MKT 331	BUS 206
Math 132 or 137	BUS 305	English Lit	BUS 458
ENG 102	SPCO 101	FIN 341	History
PSY 206/216	Physical Science	Biology	Art, Music, Theatre
16 hours	16 hours	16 hours	15 hours

HGTC AAS in NSM to FMU BBA MIS-NSM

Prefix	No.	Name	Hours	FMU Transfer	Transfer
General Education Courses					
ENG	101	English Composition I	3	ENG 101	3
MAT	110	College Algebra	3	MATH 111	3
PHI	110	Ethics	3	Humanities Elec	3
SPC	205	Public Speaking	3	SPCO 101	3
PSY	201	General Psychology	3	PSY 206	3
Totals:			15		15
Information Systems Courses					
CPT	168	Programming Logic and Design	3	Bus. Elec	3
CPT	209	Computer Systems Management	3	MIS 327 (Waiver)	3
CPT	278	Computer Software Applications	3	CS 150 (Waiver)	3
CPT	242	Database	3	MIS 1	3
CPT	364	Systems and Procedures	3	MIS 2	3
CPT	280	SCWE in Computer Technology (Int)	3	BUS 150 (Waiver)	3
Totals:			18		18
Network Systems Management Courses					
IST	201	Cisco Internetworking Concepts	3	MIS 3	3
IST	190	Linux Essentials	3	MIS 4	3
IST	202	Cisco Router Configurations	3	MIS 5	3
IST	203	Advanced Cisco Router Configuration		Free Elec 1	
IST	162	Introduction to Workstation Network Administration	3	Free Elec 2	3
IST	192	Linux Network Applications	3	Free Elec 3	3
IST	165	Implementing and Administering Windows Directory Services	3	Free Elec 4	3
IST	204	Cisco Troubleshooting	3	Free Elec 5	3
IST	291	Fundamentals of Network Security I	3		3
IST	261	Advanced Network Administration	3		
IST	295	Fundamentals of Voice Over IP	3		
IST	290	Special Topics in Information Sciences	3		
IST	292	Fundamentals of Network Security II	3		
Totals:			30		24
Required Minimum Credit Hours:			66		57

For the BBA, HGTC students will have to take

Semester 1	Semester 2	Semester 3	Semester 4
ACTG 201	ACTG 202	MGT 351	MGT 355
ECON 203	ECON 204	MKT 331	BUS 206

Math 134	BUS 305	FIN 341	BUS 458
ENG 102	English Lit	POL 101/103	ENG 305
History	Physical Science	Biology	Art/Music/Theatre
PSY 216			
16 hours	16 hours	16 hours	15 hours

B. MODIFY Page 140 of the 2020 – 2021 catalog

FROM

MAJOR

A major in Healthcare Informatics requires:

1. 48 hours of General Education requirements which include PSY 206/216 as one of the science requirements.
2. 16 hours of Introductory Healthcare and Information Science courses, which include **NURS 211, SOC 201**, SOC/IPHC 375, POL/IPHC 215, PSY/IPHC 314, and MIS 225.
3. 39 hours of core courses which include BUS 305, MIS 327, MIS 337, MGT 351, MGT 355, MGT 356, MGT 357, MGT 373, IPHC 450, PSY 302, IPHC 301, IPHC 334, IPHC 457.
4. Majors in **Healthcare Informatics Information Management (HCIM)** track are required to take 18 hours of MGT 352, MGT 353, ECON 341, IPHC 448, FIN/IPHC 451, MGT/IPHC 456, and IPHC 445.
5. Majors in **Healthcare Informatics Information Technology (HCIT)** track are required to take 18 hours of CS 190, CS 226, CS 227, CS 313, CS 340, MIS 347, MIS 447 and MIS 467.

ADMISSION REQUIREMENTS

Students seeking a degree of Healthcare Informatics enter as pre-HCI students. This type of program is often called a 2 + 2 program because applicants must complete 64 semester hours of coursework to apply to the HCI program. Admission into the final two years of study in the Healthcare Informatics program is competitive. The HCI Admission committee will review applicants for overall academic success. Students must meet the following requirements to be accepted into the HCI program:

- Completion of 64 hours of course work, including 48 hours of General Education **and 16** hours of Introductory Healthcare and Information Science courses, with a GPA of **2.5** or better.
- Cumulative GPA of 2.5 on a 4.0 scale for all courses taken at FMU
- Three positive, signed professional references (preferably instructors or employers)

TO

MAJOR

A major in Healthcare Informatics requires:

1. 48 hours of General Education requirements which include PSY 206/216 as one of the science requirements, **ECON 203 and SOCI 201 as social science requirements**.
2. 15 hours of Introductory Healthcare and Information Science courses, which include **CS 150**, SOC/IPHC 375, POL/IPHC 215, PSY/IPHC 314, and MIS 225.

3. 39 hours of core courses which include BUS 305, MIS 327, MIS 337, MGT 351, MGT 355, MGT 356, MGT 357, MGT 373, IPHC 450, PSY 302, IPHC 301, IPHC 334, IPHC 457.
4. Majors in **Healthcare Informatics Information Management (HCIM)** track are required to take 18 hours of MGT 352, MGT 353, ECON 341, IPHC 448, FIN/IPHC 451, MGT/IPHC 456, and IPHC 445.
5. Majors in **Healthcare Informatics Information Technology (HCIT)** track are required to take 18 hours of CS 190, CS 226, CS 227, CS 313, CS 340, MIS 347, MIS 447 and MIS 467.

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- Completion of 64 hours of course work, including 48 hours of General Education and **15 hours** of Introductory Healthcare and Information Science courses, with a GPA of **2.0** or better.
- Cumulative GPA of 2.5 on a 4.0 scale for all courses taken at FMU
- Three positives, signed professional references (preferably instructors or employers)

RATIONALE

1. NURS 211 (1 credit hour) requirement has been removed for Healthcare Informatics majors. The course in medical terminology is more suited for nursing students than informatics students. It also brings the requirements for graduation from 121 hours to 120 hours.
2. ECON 203 and SOCI 201 will be moved as part of the General Education social science requirement so that CS 150 is added to the introductory courses. This allows Healthcare Informatics students to take both SOCI 201 and CS 150 which are pre-requisites for other classes in the major without having to take extra classes. This is the same reasoning behind adding ECON 203 to the general education social science requirement because it is a prerequisite for ECON 341.
3. We are changing the admissions requirements for the Healthcare Informatics major to be on par with the Healthcare Administration as all Healthcare Informatics majors are automatic double majors in Healthcare Administration.

C. **MODIFY** on page 139 of the 2019-20 catalog

FROM

339 Marketing Communications (3) (Prerequisite: 331 or permission of school) F. **In-depth examination of marketing communication tools as they relate to marketing management.**

Particular topics to be covered include attitude and persuasion strategies, advertising management, direct marketing, and sales promotion.

TO

339 Marketing Communications (3) (Prerequisite: 331 or permission of school) A study of integrated marketing communication tools. Students will learn the process for designing, implementing, and evaluating the various promotion tools used to communicate with target audiences.

RATIONALE

Modifying the catalog description is the result of discussions with employers, discussion with students, reviewing the discipline of marketing, and comparing our program to the competition.

D. **ADD** on page 138 of the 2019-20 print catalog

336 Digital Marketing (3) (Prerequisite: MKT 331 or permission of school) A study of digital marketing used for effective marketing communication. Students will learn the related creative, legal, ethical, and managerial issues affecting the use of digital marketing. Visual and audio media will be created and applied to web and mobile based platforms.

337 Digital Marketing Analytics (3) (Prerequisite: MKT 331 or permission of school) A study of digital marketing analytics. Students will learn the process for identifying, integrating, and evaluating digital marketing metrics for managerial decision-making.

RATIONALE

The increasing use of digital marketing in all organizations requires our students to have this knowledge and these skills. The addition of these two courses is in response to discussions with employers, discussion with students, reviewing the discipline of marketing, and comparing our program to the competition. It will also allow more options for students with the digital marketing track.

E. **MODIFY** on pages 132 – 133 of the 2019-20 print catalog

FROM

c) Marketing.....	18 hours
Eighteen semester hours in one track option: Marketing or Sports Marketing	
Marketing Track	18
Marketing 333 Marketing Research	3
Marketing 334 Consumer Behavior	3
Marketing 335 International Marketing	3
Marketing 432 Marketing Management.....	3
Marketing Elective.....	3

School Elective.....	3
Sports Marketing Track	18
Marketing 333 Marketing Research	3
Marketing 338 Personal Selling and Sales Management	3
Marketing 339 Marketing Communications	3
Business 467 The Business of Sports.....	3
Business 496 Sports Industry Capstone	3
School Elective ¹	3
TOTAL REQUIRED HOURS.....	120

¹ School Elective for Sports Marketing Track can be any of the business electives or Sociology 381, Mass Communication 225, Mass Communication 475, and Physical Education 319. Other tracks require the School Electives to be Business Electives.

TO

c) Marketing.....	18 hours
Eighteen semester hours in one track option: Marketing Strategy, Sports Marketing, or Digital Marketing	
Marketing Strategy Track.....	18
Marketing 333 Marketing Research	3
Marketing 334 Consumer Behavior	3
Marketing 339 Marketing Communications.....	3
Marketing 432 Marketing Management.....	3
Marketing Elective.....	3
School Elective.....	3
Sports Marketing Track	18
Marketing 334 Consumer Behavior	3
Marketing 338 Personal Selling and Sales Management	3
Marketing 339 Marketing Communications	3
Business 467 The Business of Sports.....	3
Business 496 Sports Industry Capstone	3
School Elective ¹	3
Digital Marketing Track	18
Marketing 334 Consumer Behavior	3
Marketing 336 Digital Marketing	3
Marketing 337 Digital Marketing Analytics	3
Marketing 339 Marketing Communications	3
Marketing 432 Marketing Management.....	3
School Elective ²	3

TOTAL REQUIRED HOURS.....120

¹School Elective for Sports Marketing Track can be any of the business electives or Sociology 381, Mass Communication 225, Mass Communication 475, or Physical Education 319. Other tracks require the School Electives to be Business Electives.

²School Elective for Digital Marketing Track can be any of the business electives or Art 206, Eng 307 or Eng 411.

RATIONALE

Renaming the marketing track to marketing strategy track better describes the track. The modification of the required course for the marketing strategy track, the modification of the sports marketing track, and the addition of the digital marketing track is in response to discussions with employers, discussion with students, reviewing the discipline of marketing, and comparing our program to the competition.

2. Proposal from the Department of History

A. MODIFY, on page 98 of the current catalog, under **History Secondary Education**

FROM

The Department of History provides the knowledge base for students licensing to teach **Social Studies** in the state of South Carolina. The department supports and encourages the conceptual framework strands in the School of Education: critical thinking, collaboration, and reflection. Students must schedule a conference with the School of Education to discuss the Professional Education Program and must successfully complete the History courses listed for licensure in secondary education by the School of Education.

TO

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B. ADD, on page 99 of the current catalog, under **History Secondary Education**

FROM

TOTAL HOURS REQUIRED FOR GRADUATION 123

TO

TOTAL HOURS REQUIRED FOR GRADUATION 123

To qualify for licensure to teach History at the secondary level, one must pass the Praxis exam in World and U.S. History. For more information, go to <https://www.ets.org/praxis/prepare/materials/5941>.

RATIONALE (for A and B)

When the track in Secondary Education was added to History Department's curriculum, students had to take the Praxis exam in Social Studies. About year ago, the state of South Carolina changed the required exam to that in World and U.S. History. The language in the catalog, however, may give students the impression that instead of taking the World and U.S. History exam, they should take the Praxis in Social Studies (which remains available but is no longer the test required by the state). This modified language in A and additional information in B are designed to clarify for students which exam they must take for licensure.

C. **ADD** on page 101 of the 2020-2021 online catalog:

358 The History of the Future (3) (Prerequisites: One 100-level history course or permission of department) How might the 1960s TV show *Star Trek* have reflected, on the one hand, a futuristic world and, on the other hand, contemporary race and gender relations? What did the 1984 movie *The Terminator* have to say about the perils of artificial intelligence? How was the 1939 World's Fair both a reaction to the Great Depression and a vision of an America that relied almost solely on the automobile? How did the fear that communism might spread worldwide permeate the book *1984*? This course will address these and many other questions by examining how past visions of the American future since the late 1800s reflected the times in which those visions appeared. We will develop this theme by looking at visions of the future through a wide variety of lenses, including architecture, city planning, health care, domestic and foreign politics, military strategy, race, gender, ethnicity, the internet, and social media. Additionally, we will consider what the future might hold for Americans. One 100-level history course or permission of department is prerequisite to all history courses above the 299 level.

RATIONALE

This course was originally taught as an Honors course. The strong level of student interest exhibited in the class has led the department to add it to its permanent offerings.

3. Proposal from the General Studies Program

A. **MODIFY** on page 163 of current print catalog

FROM

f. Educational Studies:

Must include the following **12** credit hours of education: **EDUC 305 Foundations of Curriculum and Instruction**, EDUC 310 Using Technology Effectively in the Classroom, EDUC 311 Foundations of Instructional Planning and Assessment, EDUC 420 Introduction to the Exceptional Learner; and must include **18** credit hours from the following: ENG 300 Foundations for Literary Studies, ENG 310 Modern English Grammar, ENG 313 Literature for Young Children OR ENG 315 Literature for Children, ENG 340 Theories of Writing, ENG 341 Advanced Composition for Teachers, MATH 370 Intuitive Geometry, PSY 304 Brain and Behavior, PSY 306 Pediatric Psychology, PSY 315 Child Behavior: Growth and Development, PSY 316 Adolescent Behavior: Growth and Development, PSY 317 Applied

Behavior Analysis, PSY 318 Educational Psychology, PSY 334 Life Span Development, or other appropriate courses approved by the coordinator of the B.G.S. Program.

TO

f. Educational Studies:

Must include the following 9 credit hours of education: EDUC 310 Using Technology Effectively in the Classroom, EDUC 311 Foundations of Instructional Planning and Assessment, and EDUC 420 Introduction to the Exceptional Learner; and must include 21 credit hours from the following: ENG 300 Foundations for Literary Studies, ENG 310 Modern English Grammar, ENG 313 Literature for Young Children OR ENG 315 Literature for Children, ENG 340 Theories of Writing, ENG 341 Advanced Composition for Teachers, MATH 370 Intuitive Geometry, PSY 304 Brain and Behavior, PSY 306 Pediatric Psychology, PSY 315 Child Behavior: Growth and Development, PSY 316 Adolescent Behavior: Growth and Development, PSY 317 Applied Behavior Analysis, PSY 318 Educational Psychology, PSY 334 Life Span Development, or other appropriate courses approved by the coordinator of the B.G.S. Program.

RATIONALE

The School of Education has developed a Teacher Cadet II course for dual credit, EDUC 192, which is equivalent to EDUC 305. EDUC 305 will not be taught in future semesters. This change will align the BGS Educational Studies requirements with the School of Education requirements.

4. Proposal from the Office of Institutional Effectiveness – for informational purposes only

A. **Presentation** of the 2018-2019 General Education Report– *see appendix for complete report*

5. Proposal from the General Education Ad Hoc Committee – for informational purposes only

A. **Response** to the 2018-2019 General Education Report - After a review of the 2018-2019 General Education Report, the Academic Affairs Committee finds that the General Education goals are presently being met under the current model of assessment. However, the committee will be pursuing revisions to the assessment model based upon the recommendations stated in the report.

VI. Report from the Graduate Council

1. Proposal from the School Business

A. **MODIFY AND MOVE FROM** page 133 of the 2020-2021 print catalog **TO** page 179 of the 2020-2021 print catalog (before MASTER OF BUSINESS ADMINISTRATION)

FROM

505 Principles of Financial Management (2) (Prerequisite: Admission to the M.B.A. Program or approval of the Dean of the School of Business) SU. An introduction to basic financial tools and techniques used in corporate financial management, including planning, assets management, capital budgeting, capital markets, and international finance. These courses will also be available for seniors from non-business majors. Business 501-Business 507 are to be used to satisfy foundation requirements for entrance into the M.B.A. Program. Business 508 is a topics course designed to allow instructors flexibility in offering electives for the M.B.A. Program.

TO

505 Financial Management Topics (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). Study of the contemporary tools and techniques used in corporate financial management for planning, assets management, capital budgeting, capital markets, and international finance. Students can take these classes more than once.

FROM

506 Principles of Information Systems (2) (Prerequisite: Admission to the M.B.A. program or approval of the Dean of the School of Business) SU. Study of the organizational and management issues related to the application of information systems technology into the firm and the management of information systems technology in business organization. These courses will also be available for seniors from non-business majors. Business 501-Business 507 are to be used to satisfy foundation requirements for entrance into the M.B.A. Program. Business 508 is a topics course designed to allow instructors flexibility in offering electives for the M.B.A. Program.

TO

506 Information Systems Topics (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). Study of the organizational and management issues related to the application of information systems technology into the firm and the management of information systems technology in business organization. Students can take these classes more than once.

FROM

509 Principles of Marketing (2) (Prerequisite: Admission to M.B.A. program or approval of the Dean of the School of Business) SU. An introduction to the core concepts of marketing and its key role in development and implementation of business strategy and tactics. These courses will also be available for seniors from non-business majors. Business 501-Business 507 are to be used to satisfy foundation requirements for entrance into the M.B.A. Program. Business 508 is a topics course designed to allow instructors flexibility in offering electives for the M.B.A. Program.

TO

509 Marketing Topics (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). Study of the current marketing issues in development and implementation of business strategy. Students can take these classes more than once.

B. Reintroduce with modifications the following classes from the 2010 – 11 catalog and add on Page 179 of the 2019 - 2020 printed catalog (before MASTER OF BUSINESS ADMINISTRATION)

501 Accounting Topics (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). Study of the topics relating to the financial and managerial accounting processes relevant to the organization's decisions. Students can take these classes more than once.

502 Economics Topics (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). Study of contemporary microeconomics and macroeconomics topics within the context of a free enterprise economy, such as unemployment, inflation, environmental issues, international trade, and money and banking. Students can take these classes more than once.

503 Business Analytics Topics (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). An introduction to the basic concepts and methodology in data analytics including descriptive analytics, predictive analytics and prescriptive analytics. Students can take these classes more than once.

504 Topics of Business Law (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). Review of the important aspects of common law, contract law, and the other legal aspects affecting companies and businesses. Students can take these classes more than once.

507 Management Topics (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business). A review of the concepts of management and its role in the development and implementation of business strategy. Students can take these classes more than once.

508 Special Topics in Business (1), (2), or (3) (Prerequisite: Approval of the Dean of the School of Business) A study of the current research findings and management practices in a specific area of business administration. Students can take these classes more than once.

Rationale for A and B

The School of Business has expanded its executive education offerings to serve the Florence Pee Dee Region for training and development. These courses will serve as part of the continuing education and corporate training efforts from the School of Business. These courses are considered as graduate courses, not undergraduate.

BUS 505, 506 and 509 have been listed in the undergraduate courses, thus need to be relocated correctly. BUS 501, 502, 503, 504, 507 and 508 were classes which were available for students until 2009 – 2010 catalog. In academic year 2010 – 2011 they were removed from the catalog as they were not needed anymore. We would like to reintroduce. Minor changes to the descriptions have been made to provide more options for students and for executive education and to reflect currency with business terminology.

The Registrar confirms that this is not new course creation, modification is appropriate.