MINUTES
General Faculty Meeting
October 13, 2020

I. Meeting was called to order by Chair Gourley at 3:48 pm

II. Minutes from the April 7, 2020 meeting were approved as posted

III. Elections

*Academic Affairs Committee at Large*

Kay Poston (School of Business) (2023)
Shawn Smolen-Morton (English) (2023)
Timothy Shannon (Biology) (2021)

*Academic Affairs Committee (School of Health Sciences)*

Deborah Hopla (School of Health Sciences) (2023)

*Academic Affairs Committee (School of Education)*

Cindi Nixon (School of Education) (2023)

*Academic Affairs Committee (College of Liberal Arts)*

Kristin Kiely (Spanish) (2023)

*Academic Freedom and Tenure Grievance*

Mike Hughes (School of Business) (2023)
Erik Lowry (School of Education) (2023)

*Admissions, Advising, and Retention*

Brittany Baker (Physics and Engineering) (2023)
Rahul Renu (Physics and Engineering) (2023)

*Faculty Grievance*

Bernadette Johnson (Rogers Library) (2023)
Shawn Smolen-Morton (English) (2023)

*Faculty Life (School of Business)*

Johnathan Munn (School of Business)
Faculty Life (Humanities)
Meredith Reynolds (English)

Grade Appeals
Tracy George (School of Health Sciences) (2023)

Graduate Council (Psychology)
Chris Bullock (Psychology)

Graduate Council (School of Business)
Hari Rajagopalan (School of Business) (2023)

Graduate Council (School of Education)
Cindi Nixon (School of Education) (2023)

Graduate Council at Large
Jo Angela Edwin (English) (2023)
Meredith Love-Steinmetz (English) (2023)
Lisa Pike (Biology) (2023)

Information Technology
Dan Brauss (Mathematics) (2023)
Brett Shields (Physics and Engineering) (2023)

Institutional Effectiveness
Ethan Andersen (Biology) (2023)
Jason Doll (Biology) (2023)
Larry Engelhardt (Physics and Engineering) (2023)
Kevin LoPresto (Mathematics) (2023)
Kim McCuiston (School of Education) (2022)
Tiffany Pressley (School of Health Sciences) (2021)

Nominating
Anna Katherine Townsend (School of Health Sciences) (2023)
Sophia Waymyers (Mathematics) (2023)
IV. Report from the Executive Committee

Commencement will be held on Saturday, December 12 as scheduled. It will be virtually the same format as the celebration held earlier this semester, with the exception that all will take place on that Saturday. Dr. Warters and the Registrar Ms. Williams are still working on the numbers and the schedule of departments and schools will be released in the near future. The Saturday, December 12 times are 9 am – 12 noon – 3 pm – 6 pm. While it was originally thought that all State Colleges and Universities would be canceling their Spring Breaks, some have decided to proceed with their original schedules (which includes the school having a spring break). The university has held its first Cultural conversation this past Friday, be looking for more invitations to come. The PAC will begin their outdoor concerts this coming Thursday. Even though there is no admission charge, you need to call and make a reservation as seating/attendance is limited.

V. Report from the Faculty Senate (See the attachment for complete proposals. See the appendix for supporting materials).

1. General Education Program Evaluation Report was received by the Faculty Senate.
   This is presented as information only.
2. Proposal from the School of Business – All items passed as written.
   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
   F. Modify course descriptions 505, 506, and 509
   G. Add 501, 502, 503, 504, 507, and 508 back to catalog

3. Proposal from the Department of History – All items passed as written.
   A. Modify the description of History Secondary Education
   B. Add statement regarding licensure to teach history
   C. Add HIST 358

4. Proposal from the General Studies Program – Item passed as written.
   A. Modify the number of credit hours in Educational Studies

VI. Candidates for Professor Emeritus/a (2020) – Both candidates were approved.

   Dr. Lynn Hanson: Professor of English, 1998-2020
   Dr. Pamela Rooks: Professor of English, 1989-2020

Criteria: The title Emeritus/a will be conferred on Assistant, Associate, or Full professors upon retirement from a minimum of twelve years’ full-time faculty service. Emeritus/a candidates will be identified by department chairs or deans, forwarded to the chairperson of the general faculty, presented for approval by simple majority vote at a meeting of the general faculty, and submitted for concurrence to the president of the university. These criteria are retroactive: faculty having already retired are eligible for this title provided they meet these criteria.

VII. Old Business - None
VIII. New Business - None
IX. Announcements – Various upcoming events and activities were discussed.
   X. Meeting was adjourned by Chair Gourley at 4:43

Attachment to the General Faculty Meeting Agenda – October 13, 2020

V. Report from the Faculty Senate

  1. General Education Program Evaluation Report
This was presented to the Faculty Senate as information only.

2. 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

<table>
<thead>
<tr>
<th>Prefix</th>
<th>No.</th>
<th>Name</th>
<th>Hours</th>
<th>FMU Transfer</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG</td>
<td>101</td>
<td>English Composition I</td>
<td>3</td>
<td>ENG 101</td>
<td>3</td>
</tr>
<tr>
<td>ENG</td>
<td>260</td>
<td>Advanced Technical Communications</td>
<td>3</td>
<td>ENG 305 Waiver</td>
<td>3</td>
</tr>
<tr>
<td>MAT</td>
<td>120</td>
<td>Probability and Statistics</td>
<td>3</td>
<td>MATH 134</td>
<td>3</td>
</tr>
<tr>
<td>XXX</td>
<td>XXX</td>
<td>Elective: Social/Behavioral Science</td>
<td>3</td>
<td>Political Science</td>
<td>3</td>
</tr>
<tr>
<td>XXX</td>
<td>XXX</td>
<td>Elective: Humanities/Fine Arts</td>
<td>3</td>
<td>Humanities Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>15</strong></td>
<td></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prefix</th>
<th>No.</th>
<th>Name</th>
<th>Hours</th>
<th>FMU Transfer</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPT</td>
<td>240</td>
<td>Internet Programming with Databases</td>
<td>3</td>
<td>MIS 1</td>
<td>3</td>
</tr>
<tr>
<td>CPT</td>
<td>242</td>
<td>Databases</td>
<td>3</td>
<td>MIS 2</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>201</td>
<td>Cisco Internetworking Concepts</td>
<td>3</td>
<td>MIS 3</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>202</td>
<td>Cisco Router Configuration</td>
<td>3</td>
<td>MIS 4</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>203</td>
<td>Advanced Cisco Router Configuration</td>
<td>3</td>
<td>MIS 5</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>204</td>
<td>Cisco Troubleshooting</td>
<td>3</td>
<td>MIS 6 or Bus Elec</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>18</strong></td>
<td></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>
### Other Courses Required for Graduation

<table>
<thead>
<tr>
<th>Prefix</th>
<th>No.</th>
<th>Name</th>
<th>Hours</th>
<th>FMU Transfer</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPT</td>
<td>162</td>
<td>Introduction to Web Page Publishing</td>
<td>3</td>
<td>Free Elective 1</td>
<td>3</td>
</tr>
<tr>
<td>CPT</td>
<td>168</td>
<td>Programming Logic and Design</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPT</td>
<td>163</td>
<td>Introduction to Multimedia for Web Pages</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPT</td>
<td>238</td>
<td>Internet Scripting</td>
<td>3</td>
<td>Free Elective 3</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>290</td>
<td>Special Topics in Information Sciences</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPT</td>
<td>257</td>
<td>Operating Systems</td>
<td>3</td>
<td>Free Elective 4</td>
<td>3</td>
</tr>
<tr>
<td>CPT</td>
<td>285</td>
<td>PC Hardware Concepts</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IST</td>
<td>161</td>
<td>Introduction to Network Administration</td>
<td>3</td>
<td>CS 150 Waiver</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>190</td>
<td>Linux Essentials</td>
<td>3</td>
<td>BUS 150 Waiver</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>257</td>
<td>LAN Network Server Technologies</td>
<td>3</td>
<td>MIS 327 Waiver</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>291</td>
<td>Fundamentals of Network Security I</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IST</td>
<td>295</td>
<td>Fundamentals of Voice Over IP</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>30</strong></td>
<td><strong>24</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Required Minimum Credit Hours:

- **63**
- **57**

For the BBA, FTDC students will have to take

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

### HGTC AAS in NSM to FMU BBA MIS-NSM

<table>
<thead>
<tr>
<th>Prefix</th>
<th>No.</th>
<th>Name</th>
<th>Hours</th>
<th>FMU Transfer</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG</td>
<td>101</td>
<td>English Composition I</td>
<td>3</td>
<td>ENG 101</td>
<td>3</td>
</tr>
<tr>
<td>MAT</td>
<td>110</td>
<td>College Algebra</td>
<td>3</td>
<td>MATH 111</td>
<td>3</td>
</tr>
<tr>
<td>PHI</td>
<td>110</td>
<td>Ethics</td>
<td>3</td>
<td>Humanities Elec</td>
<td>3</td>
</tr>
<tr>
<td>SPC</td>
<td>205</td>
<td>Public Speaking</td>
<td>3</td>
<td>SPCO 101</td>
<td>3</td>
</tr>
<tr>
<td>PSY</td>
<td>201</td>
<td>General Psychology</td>
<td>3</td>
<td>PSY 206</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Totals:</strong></td>
<td><strong>15</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Information Systems Courses

<table>
<thead>
<tr>
<th>Prefix</th>
<th>No.</th>
<th>Name</th>
<th>Hours</th>
<th>FMU Transfer</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPT</td>
<td>168</td>
<td>Programming Logic and Design</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPT</td>
<td>209</td>
<td>Computer Systems Management</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPT</td>
<td>278</td>
<td>Computer Software Applications</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CPT</td>
<td>242</td>
<td>Database</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Network Systems Management Courses

<table>
<thead>
<tr>
<th>Prefix</th>
<th>No.</th>
<th>Name</th>
<th>Hours</th>
<th>FMU Transfer</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>IST</td>
<td>201</td>
<td>Cisco Internetworking Concepts</td>
<td>3</td>
<td>MIS 3</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>190</td>
<td>Linux Essentials</td>
<td>3</td>
<td>MIS 4</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>202</td>
<td>Cisco Router Configurations</td>
<td>3</td>
<td>MIS 5</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>203</td>
<td>Advanced Cisco Router Configuration</td>
<td></td>
<td>Free Elec 1</td>
<td></td>
</tr>
<tr>
<td>IST</td>
<td>162</td>
<td>Introduction to Workstation Network Administration</td>
<td>3</td>
<td>Free Elec 2</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>192</td>
<td>Linux Network Applications</td>
<td>3</td>
<td>Free Elec 3</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>165</td>
<td>Implementing and Administering Windows Directory Services</td>
<td>3</td>
<td>Free Elec 4</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>204</td>
<td>Cisco Troubleshooting</td>
<td>3</td>
<td>Free Elec 5</td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>291</td>
<td>Fundamentals of Network Security I</td>
<td>3</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>IST</td>
<td>261</td>
<td>Advanced Network Administration</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IST</td>
<td>295</td>
<td>Fundamentals of Voice Over IP</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IST</td>
<td>290</td>
<td>Special Topics in Information Sciences OR</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IST</td>
<td>292</td>
<td>Fundamentals of Network Security II</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Totals:</td>
<td>30</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

**Required Minimum Credit Hours:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**For the BBA, HGTC students will have to take**

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTG 201</td>
<td>ACTG 202</td>
<td>MGT 351</td>
<td>MGT 355</td>
</tr>
<tr>
<td>ECON 203</td>
<td>ECON 204</td>
<td>MKT 331</td>
<td>BUS 206</td>
</tr>
<tr>
<td>Math 134</td>
<td>BUS 305</td>
<td>FIN 341</td>
<td>BUS 458</td>
</tr>
<tr>
<td>ENG 102</td>
<td>English Lit</td>
<td>POL 101/103</td>
<td>ENG 305</td>
</tr>
<tr>
<td>History</td>
<td>Physical Science</td>
<td>Biology</td>
<td>Art/Music/Theatre</td>
</tr>
<tr>
<td>PSY 216</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 hours</td>
<td>16 hours</td>
<td>16 hours</td>
<td>15 hours</td>
</tr>
</tbody>
</table>

**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.

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 **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

voielective 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.

**F. 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.

G. 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 F and G**
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.

3. 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**

The Department of History provides the knowledge base for students licensing to teach History 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.

**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.

4. Proposal from the General Studies Program

A. MODIFY on page 163 of current print catalog

FROM

f. Educational Studies:
Must include the following 42 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 48 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.