All changes are effective Fall 2014.

**Academic Affairs** (moved and seconded out of committee)

Proposals for program/minor changes:

**COLLEGE OF BUSINESS**

1. **Department of Finance and Economics**

   a. change(s) to the Economics (BSBA) degree.

**Proposed changes:** Other: Creation of two concentrations: Applied Economic Analysis and Economic Theory.

**Proposed catalog description:**

V. MAJOR REQUIREMENTS (18 Credits)
   - Minimum grade of C is required in major courses.
   - ECON 301 Intermediate Macroeconomic Theory ........................................3
   - ECON 302 Intermediate Microeconomic Theory ..........................................3
   - ECON 495 The Service Learning Experience in Economics ........................3

Choose one of the two concentrations:

**Applied Economic Analysis Concentration (9 Credits)**
- ECON 331 Economic Analysis of Sports ......................................................3
- ECON 340 Economics of Entrepreneurship .................................................3
- Choose one from the following: (3 Credits) ............................................3
  - ECON 330 Economics of Tourism (3)
  - ECON 351 International Economic Policy (3)
  - ECON 352 Economics of Development (3)
  - ECON 460 Introduction to Econometrics (3)
  - ECON 497 Economics Internship (3)
- Additional courses may be selected with the approval of the Department Chair.

**Economic Theory Concentration (9 Credits)**
- Choose one from the following: (3 Credits) ............................................3
  - ECON 332 Labor Economics (3)
  - ECON 333 Economics of Energy (3)
- ECON 375 Economics and National Security ...........................................3
- Choose one from the following: (3 Credits) ............................................3
  - ECON 310 Money and Banking (3)
  - ECON 320 Environmental and Natural Resource Economics (3)
  - ECON 351 International Economic Policy (3)
ECON 460 Introduction to Econometrics (3)
ECON 497 Economics Internship (3)
Additional courses may be selected with the approval of the Department Chair.

Students intending to pursue full-time employment immediately after the baccalaureate degree are encouraged to choose the Applied Economic Analysis Concentration. Students intending to pursue graduate studies in law, economics, or other social sciences are encouraged to choose the Economic Theory Concentration.

b. change(s) to the Finance degree.

Proposed changes: Number of credits: from: 18 to: 24.
Required course(s): from: FIN 401, FIN 402, and choice of 12 hour concentration to: FIN 401, FIN 402, FIN 403, FIN 404, and choice of 12 hour concentration.
Addition of course(s): FIN 463.
Other: Change in the title of the "Financial Services" concentration to the "Banking and Consumer Finance" concentration.

Proposed catalog description:
V. MAJOR REQUIREMENTS (48 24 Credits)
Minimum grade of C is required in major requirements.

REQUIRED COURSES (12 Credits)
FIN 401 Corporate Finance .................................................................3
FIN 402 Investment Analysis .............................................................3
FIN 403 Financial Institutions and Markets .......................................3
FIN 404 Business and Financial Analysis .......................................3

Choose one of the three concentrations:

Financial Services Banking and Consumer Finance Concentration (12 Credits)
FIN 462 Real Estate Finance and Investment ..................................3
FIN 403 Financial Institutions and Markets (3)
FIN 493 Financial Institutions Management ...................................3
Choose one two from the following: (6 Credits) .............................6
  ECON 310 Money and Banking (3)
  FIN 421 Multinational Corporate Finance (3)
  FIN 441 Financial Derivatives (3)
  FIN 463 Risk Management and Insurance (3)
  FIN 497 Finance Internship (3)
  Additional courses may be selected with the approval of the Department Chair.

Financial Management Concentration (12 Credits)
ACCT 333 Cost Accounting ............................................................3
FIN 491 Advanced Corporate Finance ...........................................3
Choose two from the following: (6 Credits) .................................6
  ACCT 330 Intermediate Accounting I (3)
ACCT 434 Controllership (3)
FIN 421 Multinational Corporate Finance (3)
FIN 441 Financial Derivatives (3)
FIN 463 Risk Management and Insurance (3)
FIN 497 Finance Internship (3)
Additional courses may be selected with the approval of the Department Chair.

Wealth Management Concentration (12 Credits)
FIN 463 Risk Management and Insurance.........................................................3
FIN 492 Portfolio Management .............................................................................3
FIN 404 Business and Financial Analysis (3)
Choose two from the following: (6 Credits).....................................................6
    ACCT 339 Individual Income Taxation (3)
    ECON 460 Introduction to Econometrics (3)
    FIN 441 Financial Derivatives (3)
    FIN 442 Retirement and Estate Planning (3)
    FIN 497 Finance Internship (3)
    MATH 329 Introduction to Financial Mathematics (3)
Additional courses may be selected with the approval of the Department Chair.

VI. ELECTIVES (1-14 Credits).............................................................................. 1-14

2. Department of Management and Decision Sciences

   a. change(s) to the Accounting, Economics (BSBA), Finance, Management, Hospitality, Resort, and Tourism Management, and Marketing degrees.

Proposed changes: Required course(s): from: ENGL 290 to: ENGL 290 or CBAD 290.
Addition of course(s): CBAD 290 Integrated Business Communication as an option in the Foundation requirements.

Proposed catalog description:
III. FOUNDATION COURSES (6-12 Credits)*
    Minimum grade of C is required in all foundation courses, except for PDA 110B, PDA 120B, PDA 130B, and PDA 140B, which require an “S” grade.
PDA 110B Exploring Major and Career Options in Business.........................0
PDA 120B Exploring Experiential Opportunities in Business.....................0
PDA 130B Building a Professional Profile .........................................................0
PDA 140B Transitioning from Student to Professional .................................0
CSCI 110 Enterprise Business Applications..................................................3
Choose one from the following: (3 Credits) .....................................................3
    ENGL 290* Business and Professional Communication (3)
    CBAD 290* Integrated Business Communication (3)
    MATH 132*+ Calculus for Business and Social Science......................... 3
    PHIL 318 Business Ethics........................................................................... 3

*Credits for courses taken as part of the Core Curriculum are not counted elsewhere in the major.
A C or better is required in MATH 130 College Algebra or MATH 130I College Algebra Intensive Study or the Mathematics Placement Test.

**Academic Affairs** *(moved and seconded out of committee)*

Proposals for new courses and course changes:

**COLLEGE OF BUSINESS**

1. **Department of Accounting**

   a. **ACCT 330 Intermediate Accounting I**

   **Proposed revision(s):** Course change(s).

   **Change in prerequisite(s):** from: Average grade of B or better in CBAD 201 and CBAD 202 to: A grade of C or better in CBAD 201 and CBAD 202.

   **Proposed catalog description:** ACCT 330 *Intermediate Accounting I*. (3) (Prereq: A grade of C or better in CBAD 201 and CBAD 202) Theoretical foundation of generally accepted accounting principles, review of the accounting cycle leading to preparation of financial statements, accounting recognition of assets with special emphasis on cash, receivables, inventories, property, plant and equipment, and the time value of money. F, S, Su.

2. **Department of Finance and Economics**

   a. **CBAD 478 Strategic Management**

   **Proposed revision(s):** Course change(s).

   This course is to be considered for the QEP (Quality Enhancement Plan): All sections of this course (Q designation in the catalog).

   **Proposed catalog description:** CBAD 478 *Q Strategic Management*. (3) (Prereq: Grade of C or better in CBAD 301, CBAD 350, CBAD 363, and CBAD 373) Analysis of case problems dealing with the formulation and implementation of organizational strategy and policy, including appraisal of the external environment, top management, marketing, finance, operations, human resources, and the organizational structure. F, S, Su.

   b. **ECON 301 Intermediate Macroeconomic Theory**

   **Proposed revision(s):** Course change(s).

   **Change in prerequisite(s):** from: Grade of C or better in ECON 201 and ECON 202 to: A grade of C or better in ECON 201 and ECON 202, or a grade of C or better in ECON 101.

   **Change title of course:** from: Intermediate Macroeconomic Theory to: Intermediate Macroeconomic Theory and Analysis.

   **Proposed catalog description:** ECON 301 *Intermediate Macroeconomic Theory and Analysis*. (3) (Prereq: A grade of C or better in ECON 201 and ECON 202, or a grade of C or better in ECON 101) An advanced view of the macroeconomy. Role of inputs and technology in economic growth, study of differing schools of thought with respect to macroeconomic behavior. F.
c. ECON 302  Intermediate Microeconomic Theory

Proposed revision(s): Course change(s).
Change in prerequisite(s): from: Grade of C or better in ECON 201 and ECON 202 to: A grade of C or better in ECON 201 and ECON 202, or a grade of C or better in ECON 101.

Proposed catalog description: ECON 302 Intermediate Microeconomic Theory and Analysis. (3) (Prereq: A grade of C or better in ECON 201 and ECON 202, or a grade of C or better in ECON 101) Microeconomic study of how consumers and firms make choices. Consumer theory is used to derive market demand, theory of the firm to derive market supply, and game theory to analyze interaction among agents. S.

d. ECON 331  Economics of Sports

Proposed revision(s): Course change(s).
Change in prerequisite(s): from: Grade of C or better in ECON 101 or ECON 202 to: A grade of C or better in ECON 201 and ECON 202, or a grade of C or better in ECON 101.
Change title of course: from: Economics of Sports to: Economic Analysis of Sports.

Proposed catalog description: ECON 331 Economic Analysis of Sports. (3) (Prereq: A grade of C or better in ECON 201 and ECON 202, or a grade of C or better in ECON 101) An economic analysis of participatory sports and amateur and professional team sports. Topics include professional sports franchises as business enterprises, economics of sports stadiums, economics of professional sports labor markets, impact of Title IX on collegiate athletic programs, and economic impact of professional team sports and participatory sports on the Grand Strand economy. F.

e. ECON 495  The Service Learning Experience in Economics

Proposed revision(s): Course change(s).
Add cross-listing: ECON 490 Senior Research Seminar.

Proposed catalog description: ECON 495 Advanced Economic Theory and Analysis. (3) (=ECON 490) (Prereq: A grade of C or better in ECON 301 and ECON 302) Capstone course intended to teach students how to conduct original research in economics. Guidance and practice in formulating economic hypotheses, gathering data, analyzing the data, and effectively communicating the results orally and in writing. F, S.

f. FIN 463  Risk Management and Insurance

Proposal for a new undergraduate course.

Number of credits: 3
Prerequisite(s): A grade of C or better in FIN 301.
Corequisite(s): None.
Primary Goal: This course is required for a major.

Proposed catalog description: FIN 463 Risk Management and Insurance. (3) (Prereq: A grade of C or better in FIN 301) Introduction to the concepts of risk and its management through the use of insurance. The student will become familiar with different types of risks and the solutions that are delivered by various organizations. F.

Estimated enrollment: 22
Prior enrollment in course (if applicable): 13.
Method of delivery: Classroom and Laboratory.
Semester(s) offered: Fall.
3. Department of Management and Decision Sciences
   
a. CBAD 290  Integrated Business Communication  
   Proposal for a new undergraduate course.  
   Number of credits: 3  Prerequisite(s): None. Corequisite(s): None. This course is to be considered for the core curriculum: Primary Goal 1: Knowledge of Effective Communication, Part B. Primary Goal: This course is required for a major.  
   Proposed catalog description: CBAD 290 Integrated Business Communication. (3) The course examines methods of business communication with key stakeholders and provides practical applications for written, oral, and interpersonal communications. F, S.  
   Estimated enrollment: 225 per semester. Method of delivery: Classroom. Semester(s) offered: Fall and Spring.

4. Department of Marketing and Resort Tourism
   
a. CBAD 297 Q  Internship Experience  
   Proposal for a new undergraduate course.  
   Number of credits: 0-12  Prerequisite(s): CBAD 120. Corequisite(s): None. This course is to be considered for the QEP (Quality Enhancement Plan): all sections of this course are to be considered for the QEP as Q designation in the catalog. This course is repeatable for credit with the following restrictions: course may be repeated up to three (3) times. Primary Goal: This course may be used as an elective.  
   Proposed catalog description: CBAD 297 Q Internship Experience. (0-12) (Prereq: CBAD 120) The Internship Experience is a supervised work experience in a business setting. The specific work environment and student’s job responsibilities must be approved, in advance, by supervising faculty. Students will be required to establish specific learning goals, keep track of their hours and/or activities, complete a final project or reflective essay regarding the experience, and will have their performance evaluated by their workplace supervisor. Students must work a minimum of sixty (60) hours in the internship environment per credit hour earned. Students may receive from zero to twelve (0 – 12) credit hours for the Internship Experience course. F, S, Su.  
   Estimated enrollment: 5. Method of delivery: Distance Learning. Semester(s) offered: Fall, Spring, and Summer.

COLLEGE OF HUMANITIES AND FINE ARTS

1. Department of English
   
a. ENGL 102  Composition and Critical Reading  
   Proposed revision(s): Course change(s).  
   Remove course from the core; core goal 1, Part B.  
   Other: We request that English 102 be removed from core goal 1B but still remain in core goal 1A. English 211 was removed from core goal 1A, so students must take English 101 and English 102 as part of Core Goal 1A. Therefore, English 102 cannot be a choice under 1B as students cannot take English 102 twice for credit.
2. Department of History

   a. HIST 126 Introduction to the East Asian Civilization

   Proposed revision(s): Restore course to the catalog and Course change(s).
   Course is to be considered for the core curriculum: add to core goal 5: Knowledge of the Cultures, Languages and Social Structures of Other Countries of the World, Part B: Global Studies Awareness.
   Change title of course: from: Introduction to the East Asian Civilization to: Modern East Asia.
   Proposed catalog description: HIST 126 Modern East Asia. (3) This course examines the historical foundations of the social, political, and cultural evolution of China, Korea, and Japan with a focus on the 19th and early 20th century experience. F, S.

3. Department of Politics and Geography

   a. POLI 101 Introduction to World Politics

   Proposed revision(s): Course change(s).
   Other: course description change, see proposed catalog description below.
   Proposed catalog description: POLI 101 Introduction to World Politics. (3) An introduction to global politics connecting the ideas, cultures, and policies of individual countries to the international level. Students will examine conflict and cooperation on the planet in the areas of security, the environment, economic development, financial institutions, and human rights toward a better understanding of global citizenship in the 21st Century. F, S.

COLLEGE OF SCIENCE

1. Department of Computer Science and Information Systems

   a. CSCI 210 Computer Organization and Programming

   Proposed revision(s): Course change(s).
   Change in prerequisite(s): from: CSCI 140/140L with a grade of C or better to: CSCI 140/140L and MATH 174 with a grade of C or better.
   Change in corequisite(s): from: MATH 174 to: None.
   Proposed catalog description: CSCI 210 Computer Organization and Programming. (3) (Prereq: CSCI 140/140L and MATH 174 with a grade of C or better) Logical basis of computer structure, machine representation of information, flow of control, instruction codes, arithmetic and logical operations, indexing, indirect addressing, input-output, sub-routines, linkages, macros. Interpretive and assembly systems, and pushdown stacks. F.
Graduate Council: (moved and seconded out of committee)

Proposal for change(s) in graduate course(s):

COLLEGE OF BUSINESS

1. Department of Accounting

   a. ACCT 639 Advanced Topics in Taxation

   Proposed revision(s): Course change(s).
   Change course number: from: ACCT 639 to: ACCT 620.

   Proposed catalog description: ACCT 620 Tax Research and Communication. (3) A study of the tax research process emphasizing documentation and presentation of the research. Students prepare cases and research briefs using an online tax service and other sources, and communicate research results both orally and in writing. F.

Proposal for new graduate course(s):

COLLEGE OF HUMANITIES AND FINE ARTS

1. Department of English

   a. ENGL 569 Literary Magazine Production. (3) (Prereq: Admission to the M.A. in Writing program) Provides an in-depth practical and theoretical understanding of literary magazine editing and production using a combination of readings and hands-on, experiential practice. Students will serve as editorial assistants on Waccamaw, CCU’s literary magazine.

COLLEGE OF SCIENCE

1. Department of Kinesiology, Recreation, and Sport Studies

   a. SM 515 Legal Issues in the Sport Industry. (3) This Sport Law course is designed to enable sport business management graduate students to expand their knowledge of some of the laws, rules and regulations that apply to the sport business industry and that impact the work setting of sport organizations. Students will learn about and analyze substantive legal concepts in the following core areas of law: constitutional, employment, antitrust, labor, intellectual property, agency, and contract and business law. The purpose of the course is to provide graduate students with an understanding of the legal issues involved in the operation and management of organizations in the sport business industry, and to equip students with the skills and strategies needed to effectively work with business executives and lawyers to resolve these issues.
b. **SM 530 Leadership Theory and Application in Sport Settings.** (3) This course is designed to provide students with an overview of contemporary organizational leadership theories and concepts. Special emphasis will be on effective leadership principles and practices applicable to the sport management profession. Students will analyze topics such as leadership theory, motivation, organizational communication, conflict management, organizational culture, strategic planning, and professional ethics.

c. **SPT 501 The Sport Industry.** (3) This course is intended to provide students with an introduction to the field of sport management. Special emphasis is placed on the history of sport management, management constructs, organizational theory, levels of sport opportunities, and trends within the field. Students will be acquainted with issues through discussions of pertinent theories and through experiential studies of sport practitioners.

d. **SPT 510 Governance and Policy in Sport.** (3) This course is designed to provide knowledge and awareness of the rules, regulations, and/or policies governing various sport organizations. The course will specifically highlight the mission, membership, financial and organizational structure related to professional sport, international sport, intercollegiate sport, scholastic sport and amateur sport. An understanding of the differences in how sport is governed is critical to the continued growth of the industry.

e. **SPT 512 Issues in Intercollegiate Athletics.** (3) This course is intended to provide students with comprehensive coverage of issues present in intercollegiate athletics with an emphasis on theoretical and practical applications of sport governance and leadership. Special emphasis is placed on the history of intercollegiate sport, governance, race, and gender in intercollegiate athletics. Students will be acquainted with issues through discussions of pertinent theories and through experiential studies of intercollegiate athletic governance.

f. **SPT 520 Game Theory and Strategic Thinking in Sport Operations.** (3) This course is designed to provide a basic introduction to the concept of game theory as a manner of developing strategic and logic based thinking to be applied to the sport industry. Topics will include inductive reasoning, dominance, rationalizability, Nash Equilibrium, competition, negotiation, and risk.

g. **SPT 550 Facility Management and Sport Venue Operations.** (3) This course is designed to develop practical competencies necessary to effectively manage sporting facilities and events. The course is a combination of theoretical discussions and hands-on practical experience.

h. **SPT 560 Understanding Sport Fan Behavior.** (3) This course is intended to provide students with comprehensive coverage of sport spectator consumer behavior with an emphasis on theory development, review of research, and marketing applications. Special emphasis is placed on various models and paradigms relevant to sport spectator consumption behavior. Students will be acquainted with issues through discussions of pertinent theories and through experiential studies of sport consumers.
i. **SPT 565 Revenue Generation and Fiscal Management in Sport.** (3) This course is designed to examine both economic and fiscal theories as they are applied to the sport management industry. Various economic and fiscal issues will be explored with a focus on making effective fiscal decisions.

j. **SPT 580 Research Methods in Sport.** (3) The purpose of this course is to provide students with the appropriate skills and perspectives to conduct effective research on problems facing the decision-makers in the sport industry. Basic methodological approaches to research, how to use data tools and programs commonly used in a business and/or research setting, and how to analyze data using basic statistical techniques common in sport management research will also be discussed.

k. **SPT 590 Graduate Internship.** (3-6) The purpose of an internship or experiential learning experience is to allow students to gain valuable work experience related to Sport Management. This experience is designed to complement the course work by combining practical and theoretical applications as related to the field. As such, this course is designed to provide a rigorous, comprehensive hands on learning in order expand students work experience. The internship is a closely supervised field experience which requires a rigorous time and energy commitment from students. Students may opt to take internship in lieu of research thesis.

l. **SPT 595 Special Topics.** (3) This course will be centered on current topics and trends specifically related to Sport Management. The course will include reading and research on selected topics and issues related to the special nature of the course. The course may be repeated one time for credit.

m. **SPT 599 Research Thesis.** (3-6) (Prereq: Completion of 18 hours of graduate coursework) This course focuses on developing the understanding of how to use research to solve problems for entities or organizations. Specifically, students will learn how to identify a problem, analyze the situation, gather relevant information, interpret the information, and propose a solution.