PRESENT: John Marcis, Dennis Edwards, Richard Costner, Gib Darden, Sandra Nelson, Julia Orri, Donald Rockey, Sherer Royce, Maria Bachman, Lee Bollinger, Shannon Stewart for Arne Flaten, Linda Kuykendall, Claudia McCollough, John Navin, Michael Ruse, Jose Sanjines, Linda Schwarz, Dan Ennis for Jill Sessoms, Renee Smith, Philip Whalen, Menassie Ephrem, Jonathan Burnick, Richard Dame, Darlene Slusher for Dennis Dinge, Dave Evans, Bill King, Prashant Sansgiry, Steve Sheel, Sylvia Snyder, James Solazzo, Linda Vereen, Sallie Clarkson, Dennis Wiseman

ABSENT: Bob Burney, Pattie Edwards, William Hamilton, Greg London, Pam Martin, Phil Schneider, Kevin Godwin, Andrew Incognito, Rich Koesterer, Joan Piroch, Michael Lackey

APPROVAL OF MINUTES: A motion was made by Lee Bollinger, seconded by John Marcis to accept the March 2, 2005 minutes as emailed. The motion passed.

EXECUTIVE COMMITTEE REPORT: None

PROVOST AND OTHER ADMINISTRATIVE REPORTS: Senate Chair, David Evans, reported that Drs. Barr and Horner have received a report from the Faculty Welfare and Development Committee regarding salary issues. In September an ad hoc committee will work on other salary issues.

COMMITTEE REPORTS: The proposal from Building and Grounds Committee was presented to the Senate. There were no comments.

Dennis Wiseman, Graduate Council, presented the following items that were approved at the March 2, 2005, meeting of the Graduate Council. This is for Senate information.

College of Natural and Applied Sciences

Recommendations for New Courses

MSCI 576  Marine Plankton. (3) (Coreq: MSCI 576L) Study of the structure and function of planktonic communities. The role of phytoplankton, zooplankton and bacteria are examined in detail. Concepts such as mineral cycling, energy flow, predatory/prey relationships, tropic interactions as well as spatial and temporal dynamics are investigated in lecture, discussion, and an integrated laboratory setting. A review paper on a selected topic will be assigned. Offered every other year in spring.

MSCI 576L Marine Plankton Laboratory. (3) (Coreq: MSCI 576) The laboratory will demonstrate the topics and principles presented in lecture. The laboratory consists of a field or laboratory study dealing with planktonic processes in estuarine or marine environments and may require weekend commitments. Graduate students will be responsible for selecting and moderating the discussion of a series of research papers associated with the research topic of the semester. Offered every other year in spring.

Rationale: The upper level undergraduate course MSCI 476 has been taught for 10 years and is popular with students. The course can be made more rigorous for graduate students and represents an area of study that is highly marketable and interdisciplinary with the other marine science subdisciplines.

CMWS 670 Watershed Science and Management. (3) An interdisciplinary survey of watershed science, covering essentials of hydrology, geology, biogeochemistry, ecosystem structure and function, watershed modeling, and ecological economics. Current trends in watershed management are covered from the perspective of the USEPA’s Watershed Approach which relies on development and implementation of watershed management plans. Other tools
for watershed protection will be addressed, such as the Clean Water Act, stormwater best management practices, Better Site Design, habitat conservation, and public outreach strategies.

Rationale: The course covers a large and growing field related to coastal marine and wetland studies and provides a background in the science of watersheds as well as current trends in management. Employment opportunities in both arenas are significant.

**Spadoni College of Education**

Recommendation for Concentration in Music in the M.Ed. in Secondary Education

The purpose of the M.Ed. in Secondary Education is to offer certified teachers the opportunity for professional growth and development at the graduate level. In completing program requirements, students at this point are expected to identify a concentration of study in one of the following areas: English, mathematics, natural science, social studies and Spanish. The Spadoni College recommends that music be added to the list of concentrations available to students at the same level of credit hour requirements, i.e., 9 credit hours, as are required in the other available concentrations.

Rationale: Area teachers have requested that a concentration in music be made available to them within the M.Ed. in Secondary Education. Additionally, with adoption of the Master of Arts in Teaching (MAT) degree in music, a growing number of graduate courses have been added to the Coastal graduate curriculum to support this program. Many of the same courses in music can benefit both certified teachers and students who desire to become certified teachers. The addition of music to the listing of available concentrations follows the same step taken two years ago in adding Spanish to the listing.

**E. Craig Wall College of Business Administration**

Master of Business Administration (MBA) Requirements

Regular admission to the Master of Business Administration is met by satisfactorily meeting the following criteria:

1. Completion of an application form and payment of the application fee.
2. Submission of an official undergraduate transcript from each post-secondary school or college previously attended, including any graduate study previously undertaken.
3. Evidence of having received a baccalaureate degree from a regionally accredited institution in this country or its equivalent at a foreign institution based on a four-year degree.
4. Completion of the Graduate Management Admissions Test [GMAT] within the last five years with a score of at least 500. International students whose native language is not English must also submit scores on the Test of English as a Foreign Language [TOEFL] of at least 575.
5. Submission of two letters of recommendation from individuals familiar with the academic ability, level of responsibility, and work ethic of the candidate.
6. Completion of prerequisites with an average grade of B or better during the last five years. Prerequisites required for admission are:

   - Financial and Managerial Accounting: 6 hours
   - Macro and Micro Economics: 6 hours
   - Finance: 3 hours
   - Statistics: 3 hours
Marketing 3 hours
Management 3 hours

Significant work experience providing evidence of professional competence may be considered. Candidates for admission to the MBA program who demonstrate competence in prerequisite areas should consult the MBA director.

Admission decisions are made when all evidence of the candidate’s ability to succeed in graduate studies has been submitted. The decision is based on the following formula:

\[(\text{GPA} \times 200) + \text{GMAT score} = 1050 \text{ or more.}\]

**Provisional Admission**

Applicants may receive provisional admission to the MBA if they do not meet the stated admission requirements. The decision to offer provisional admittance to the program is made by the MBA director. Students who are provisionally admitted are limited to 12 hours of course work. Upon satisfactory completion of this coursework with a B or better in each course, provisional status may be lifted.

**Degree Requirements**

The Master of Business Administration requires:

1. Successful completion of an approved program of study with a minimum of 36 graduate hours;
2. A minimum grade point average of 3.0 (B) on all course work;
3. Completion of all requirements for the degree during a six-year period;
4. A record of professional performance and integrity during all phases of the program of study.

**Required Courses (36 Credits)**

The MBA degree program at Coastal Carolina University requires 36 graduate credit hours for completion.

**Core Courses (12 Credits)**

- CBAD 630 Financial and Managerial Accounting (3)
- CBAD 631 Fraud Examination (3)
- ECON 720 Economic Strategy (3)
- CBAD 700 Corporate Responsibility (3)

**Required Courses (15 Credits)**

- CBAD 725/CSCI 725 Database Management and E-commerce (3)
- CBAD 750 Service Marketing Management (3)
- CBAD 760 Financial Management (3)
- CBAD 774 Human Behavior in Business (3)
- CBAD 778 Strategic and International Issues in Management (3)

**Selective (3 Credits)**

Choose one:
- CBAD 665 Financial Statement Analysis (3)
- CBAD 772 Service Operations Management (3)
- CBAD 773 Project Management (3)

**Research Component (6 Credits)**

- CBAD 691 Applied Research Methods (3)
- CBAD 798 Research Project (3)
**Accounting Concentration**

Students wishing to pursue the accounting concentration within the MBA program must present evidence of successful completion of the baccalaureate degree with a major in accounting in addition to satisfying the admission requirements listed above. The undergraduate program must include at least 120 credit hours and include study of financial accounting, managerial or cost accounting, business law, accounting information systems, and taxation.

Required courses for the accounting concentration include 36 credit hours as follows:

### General MBA Requirements (18 Credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 720</td>
<td>Economic Strategy</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 760</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 700</td>
<td>Corporate Responsibility</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 778</td>
<td>Strategic and International Issues in Management</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 691</td>
<td>Applied Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 798</td>
<td>Research Project</td>
<td>3</td>
</tr>
</tbody>
</table>

### MBA Selective (3 Credits)

Choose one:

- CBAD 725/CSCI 725 Database Management and E-commerce (3)
- CBAD 750 Service Marketing Management (3)
- CBAD 772 Service Management (3)
- CBAD 773 Project Management (3)
- CBAD 774 Human Behavior in Business (3)

### Accounting Requirements (12 Credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBAD 533</td>
<td>Governmental and Not-for-profit Accounting</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 535</td>
<td>Advanced Accounting</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 537</td>
<td>Auditing</td>
<td>3</td>
</tr>
<tr>
<td>CBAD 639</td>
<td>Special Topics in Taxation</td>
<td>3</td>
</tr>
</tbody>
</table>

### Accounting Selective (3 Credits)

Choose one:

- CBAD 632 Advanced Managerial Accounting (3)
- CBAD 636 Advanced Accounting Information Systems (3)
- CBAD 665 Financial Statement Analysis (3)

### New Courses in Support of the Master of Business Administration (MBA)

**CBAD 630 Financial and Managerial Accounting.** (3) Study of managerial and financial accounting, with emphasis on the preparation and use of budgets, business plans, the accounting cycle, and financial statement analysis in the service sector. Online research into important accounting topics and presentation of findings is required.

**CBAD 631 Fraud Examination.** (3) Study of the principles and methodology of fraud detection and deterrence. The course includes such topics as asset misappropriation schemes (e.g., skimming, cash larceny, check tampering, etc), corruption, fraudulent financial reporting, internal control, and deterrence.

**CBAD 632 Advanced Managerial Accounting.** (3) The process of using accounting information for long-and short-term decision making is addressed. The course presents advanced concepts helpful for understanding internal accounting as a tool to generate information for strategic managerial planning and control. It surveys fundamental managerial accounting, develops an operational understanding of elementary cost systems, capital and operating
budgeting concepts, incremental analysis, transfer pricing, performance evaluation, and quantitative techniques for assisting managers in the planning and control functions.

CBAD 636 Advanced Accounting Information Systems. (3) Study of database design theory and principles unique to accounting information systems. Students create and design accounting information systems using sound database design theory and mid-level accounting software.

CBAD 639 Advanced Topics in Taxation. (3) Tax planning in the business environment. Students prepare cases and research briefs using an online tax service and other sources. Topics include planning for business organization and sale or liquidation, distributions, mergers and acquisitions, employee compensation and retirement plans, and the gift and estate tax. Alternatives to the income tax are considered.

CBAD 665 Financial Statement Analysis. (3) An advanced case course which includes an in-depth study into the analysis of the profitability and viability of a commercial enterprise. Primary focus is given to the analysis of a firm's accounting practices and financial statements from the framework of overall business analysis. The case method is utilized.

CBAD 691 Applied Research Methods. (3) Building on students' knowledge of statistics and elementary data analysis, the course focuses on definition of the research problem, sampling and data collection, entry and storage of data, application of appropriate analysis techniques to test assumptions and hypotheses, and reporting and interpretation of results.

CBAD 700 Corporate Responsibility. (3) An interdisciplinary examination of the role of the corporation in the United States and the world over the long term. The relationship between the corporation and its constituencies is considered in the context of ethics, economics, and politics. Case studies and formal debates required.

CBAD 725/CSCI 725 Database Management and E-commerce. (3) Structure and function of E-commerce database systems; design options and implementation of database management systems in E-commerce; hands-on laboratory practice and term project includes use of a widely used database software application to deliver E-commerce applications on the Internet; case readings including implications of database technologies to E-commerce.

CBAD 750 Service Marketing Management. (3) Analysis of marketing problems of business firms and other types of organizations through readings and case studies. Attention focuses on the influence of the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels, and communication strategies; and the organization's system for planning and controlling its marketing effort. Special attention is focused on the marketing of services.

CBAD 760 Financial Management. (3) An advanced case course focusing on financial theory and techniques for the analysis and solution of financial problems dealing with valuation theory and investment, financing, and dividend decisions of the firm.

CBAD 772 Service Management. (3) An understanding of the important marketing and operational characteristics of service businesses. These include service process design, quality management and control, facility design, capacity management, human resource selection and training, technologies in services, and defining the exchange process in terms of marketing parameters of product, price, place, and promotion.

CBAD 773 Project Management. (3) The purpose of this course is to explore the project management environment in business and technology today. Students will acquire new software skills and the methodology on how to successfully manage a project. The goal is to provide the student with a framework to understand the current issues and challenges of the project management environment today as it applies to industry, software development, or service management.

CBAD 774 Human Behavior in Business. (3) An overview of worker and consumer behavior in a discussion format. Emphases are on (1) the dynamic interactions of people working in organizations (2) application of various managerial concepts, models, theories, and tools for identifying, diagnosing, and solving organizational problems, (3) social and psychological influences on buyer behavior, and (4) application of consumer behavior models to marketing decision-making processes. Topics include theories of individual and group behavior, motivation, leadership, and ethical decision making.
CBAD 778  Strategic and International Issues in Management. (3) Seminar in strategic management designed to integrate business functions and examine issues that develop in the relationship between organizations and their changing environments, both global and domestic. The course concentrates on modern analytical approaches and on applying successful strategic practices in a team-based, asynchronous, diverse learning environment.

CBAD 798  Research Project. (3) An applied research project in the student’s discipline or area of special interest. Requires presentation of research results orally and in writing.

ECON 720  Economic Strategy. (3) Applications of economic theory, techniques, and tools of analysis to decision-making at the firm/organization level. The course is designed to develop students’ understanding of how to efficiently achieve the goals of the firm and their ability to recognize how economic forces affect the organization.

Rationale: Faculty and administrative support, community and student interest, and the discontinuation of the availability of the Winthrop University MBA on the CCU campus, all combine to reinforce the institutional readiness for CCU to move forward with its own MBA degree at this time.

A motion was made by Claudia McCollough, seconded by Linda Schwarz to accept the recommendation from Academic Affairs as follows: The motion passed.

Edwards College of Humanities and Fine Arts
Department of English/Journalism

1. **Proposal for a new Undergraduate Major.** B.A. degree in Communication. Proposed Catalog description: The program is designed to examine communication behaviors as they occur in social contexts, such as public addresses, written rhetoric, nonverbal behaviors of individuals and groups, interactions within organization, and, on a more personal level, relational or interpersonal communication patterns. **Justification:** The objectives of the proposed program promote CCU’s mission to provide a rational view of the world and human experience through student-centered participatory learning and to help students make intelligent and informed decisions as free and active citizens in modern society.

2. **Proposal for a New Undergraduate Course:** COMM 402, Research + Thesis Communication. (4) (Prereq: COMM 101, 274 and 401). Proposed Catalog description: This is the capstone course for the major and introduces students to research methods used to study communication. Students are engaged in discussions about and applications of research methods using experimental, survey, message analysis and ethnographic approaches. The culmination of the course is in the development of a thesis based on the collection of data (qualitative and quantitative) and interpretation of results. **Justification:** For any major to graduate without a solid understanding of the value that critical research plays in the workplace, and in graduate school, is a disservice to that student. There is no creditable piece of information that is not backed by solid research. Students, especially in the communication major, need to have a clear understanding of the difference between a one-to-one interview and codification of a survey. Teaching especially ethical research methods is the essence of this course.

3. **Request for change in and undergraduate course:** THEA 140, Oral Communication. Add cross-listing to COMM 140. **Justification:** Public speaking is an essential part of all communication majors and therefore must be included in the requirements for the new major.

4. **Request for change in undergraduate course:** THEA 334, Small Group Communication. Add Prerequisite(s) THEA 140/COMM 140. Add cross-listing to COMM 334. **Justification:** Small group communication is an integral part of any communication major and since this course already exists as a theater course, it is practical to request the cross-listing.

5. **Request for change in undergraduate course:** THEA 341, Advanced Public Speaking. Delete prerequisite(s) THEA 140/COMM 140. Add cross-listing to COMM 341. **Justification:** Public presentations are an integral part if all communication majors; this course will allow for more in-depth analysis of public speeches and delivery methods.
PENDING BUSINESS: None

NEW BUSINESS: Evans distributed a memo from the Student Life Committee. This recommendation will be officially presented at the May 4th Faculty Senate meeting. See memo on page 7.

ANNOUNCEMENTS: Dr. Hunt announced that on Thursday, April 7th, beginning at 7:00 pm, the College of Education is having its first annual Spadoni symposium on Ethics in Education. Dr. Asa Hilliard, Professor of Urban Education at Georgia State University will deliver the keynote address. Every one is invited.

Dr. Evans was asked if he had received any response from Benedict College. Evans said he has not received any response.

Dr. Nelson announced that the College of Natural and Applied Sciences will have a seminar presentation on Bio-Ethics on April 12th, beginning at 3:30 pm in Edwards 249. The speaker is Dr. John Bryant, Professor of Bio-Chemistry at Exeter University. Every one is invited to attend.

GOOD OF THE ORDER: None

ADJOURNMENT: The meeting adjourned at 4:45 PM.

Respectfully submitted,

Approved by Steve Sheel
Faculty Senate Secretary

Janet Straub
Faculty Senate Recorder

Incl: Recommendation from the Student Life Committee
To: Faculty Senate, c/o Dr. Dave Evans
From: Michael Gilbert, Chair, Student Life Committee
Re: Recommendation from the Student Life Committee
Date: April 1, 2005

Last spring, the Faculty Senate approved a recommendation from the Student Life Committee to look into the development of an “academic manual,” to include a more detailed discussion of plagiarism and other information related to academic integrity. The Student Life Committee has discussed this project during the 2004-05 academic year and concluded for several reasons that the project is an important one for our campus as a whole.

First, national campus reports continue to describe increasing incidences of academic dishonesty and there is no data to suggest that our campus is isolated from this national phenomenon. Second, while some areas on campus have developed academic integrity statements, the Committee feels that the campus would benefit from a single document that applies to all students, regardless of major or program affiliation.

Therefore, the Student Life Committee recommends that the Faculty Senate create a special committee, to include representatives from the faculty, administration, and student body, for the purpose of developing:

1) a statement of core values for the University as they apply to academic integrity;
2) an expanded text on plagiarism and cheating; and
3) a predictable and effective process for educating students about these matters (e.g., an academic manual, a new section in the Student Handbook, a Website, etc.).

In addition, the committee may wish to develop other recommendations that foster a campus culture that support high standards of academic conduct.