COASTAL CAROLINA UNIVERSITY
AY 2004-2005
FACULTY SENATE AGENDA
October 6, 2004
Wall Building, Room 317
4:15 PM

I. CALL TO ORDER – Dave Evans

II. ROLL CALL – Steve Sheel

III. APPROVAL OF September 1, 2004 Minutes

IV. EXECUTIVE COMMITTEE REPORT

The Executive Committee of the Faculty Senate moves that the following change in the Faculty Manual be made:

2004-2005 Faculty Manual, pg. 25, change “Membership: Seven tenured Faculty” to “Membership: Seven faculty”

Rationale: The need to be tenured came from the Faculty Budget Advisory membership requirements, not the Long Range Planning membership requirements, prior to last year’s merger. Since the activities of this merged committee lay largely on the planning side, the Executive Committee, at the request of the ad hoc Committee on Faculty Senate Membership, feels that wider representation will be more helpful to this committee’s activities.

V. PROVOST AND OTHER ADMINISTRATIVE REPORTS

VI. COMMITTEE REPORTS

Academic Affairs Executive Committee Report (Pages 2 - 4)
Buildings & Grounds Annual Report for AY 2003-04 (Pages 5–7)
Calendar Committee Annual Report for AY 2003-04 (Pages 8)
Campus Judicial Annual Report for AY 2003-04 (Page 9)
Graduate Council, Proposal for establishment of a Bachelor of Science in Business Administration degree in Resort Tourism Management (Pages 10 – 24)

VII. PENDING BUSINESS

VIII. NEW BUSINESS

IX. ANNOUNCEMENTS

X. GOOD OF THE ORDER

XI. ADJOURNMENT
Academic Affairs Annual Report for AY 2003-04
Micheline Brown, Chair

Members of the Academic Affairs Committee for AY 2003/04 were:
College of Natural and Applied Sciences:
   Constance Edwards
   Prashant Sansgiry (Secretary 2002)
Edwards College of Humanities and Fine Arts:
   Dan Ennis (Secretary 2003)
   Jose Sanjines
Library:
   Micheline Brown (Chair)
Spadoni College of Education
   John Farrelly
   Nancy Ratcliff
Wall College of Business:
   Taylor Damonte
   Carl Dresden

Ex-Officio
   Office of the Provost
   Office of the Registrar
   Director of Admissions
   SGA student member (never attended though committee documents were provided)
   SGA student member (never received notification of 2nd SGA appointment)

The Committee met 10 times on the following dates:
   2003:  August 13, September 17, October 15, November 19, & December 8
   2004:  January 16, February 6, March 10, April 16, & May 7

The Agenda and Minutes of these meetings are appended to the report filed in the Library.

The Academic Affairs Committee reviewed 288 proposals; approved 6 new programs (2 majors, 2 minors, 1 emphasis, 1 concentration); 121 new courses; 32 program changes; and 127 course changes. A spreadsheet of the proposals is appended to the report filed in the Library and can be accessed on the f drive – f:public/Academic Affairs.

Listed below are additional business matters discussed and/or approved by the Committee:

1. The Committee approved new proposal forms that had been submitted by its ad hoc task force (formed in December 2002). Changes to the forms include:
   - requesting more information than previously requested so that Committee Members can analyze the economic impact of the proposals before committee meetings;
   - requesting that the Provost’s Program Planning Summary and SCCHEs Final Proposal be attached to New Program proposals;
   - the library signature will not be required on Course Changes or Deletions and on Program Changes;
   - a request that New Courses being proposed for a New Program be presented at the same time to the Committee;
   - an additional signature line for the Department’s Curriculum Committee Chair to sign for Cross-listed courses;
for Program Changes, a stipulation was made that if the changes affected another department, that department’s chair must also sign the proposal in order to signify notification of the proposed change; and

- an additional signature line for the Chair of Core Curriculum (which had previously been approved by the 1996/97 Academic Affairs Committee).

The Committee authorized accepting both the old and new forms throughout the academic year in order to make additional changes to the new forms before submitting the final versions to ITS for converting them to electronic forms. The final versions were approved and have been given to ITS for online access on CCUs intranet. They will be presented to Faculty Senate in the fall. The ad hoc task force will continue to develop a Manual explaining the proposal process and instructions on completing the new forms.

The Ad Hoc Task Force for Forms is going to continue working on a set of Guidelines for completing AAC forms that will include definitions that are on the forms Changes in Major and Changes in Minors and will include a timeline of the approval process for New Courses, Revised Courses, Minor Changes in Programs, and New Programs. Once approved, the Guidelines will be an online document with hyperlinks to the forms.

2. Discussion ensued about whether or not all 500 level courses should be moved from the Undergraduate Catalog to the Graduate Catalog. After consultation with Dr. Wiseman, Director of Graduate Programs, the Committee was informed that some Undergraduate 500 courses will also be Graduate level courses and that it is a Departmental decision regarding which catalog the 500 level courses are to be listed. The Provost has distributed a list to the Deans to analyze course numbering and Graduate/Undergraduate status.

3. The Committee also discussed whether or not CCU needs a stricter policy for cross-listing courses. It was decided that a strict policy would not be developed by the Committee due to the varying numbers of hours required within the disciplines and it could be a disadvantage for students applying for graduate school (because their transcript needs to show courses within their discipline).

4. Guidelines for reviewing syllabi were presented to Committee Members in order to focus on the intent for requesting syllabi to be presented with new courses. These guidelines included:

- Does the syllabus reflect the right number of credit hours for the number of contact hours and for the amount of work by students?
- Does the syllabus include the grading system for the course?
- Are the topics covered appropriate for the course purpose?
- Does the course overlap with existing courses? If so, is this justified?
- Are there likely to be objections from other departments or programs?
- Are there likely to be benefits to other departments or programs?

5. Because it is AACs responsibility to evaluate Distance Education Courses (and because this is also a SAC requirement), Dr. Wiseman presented a report to the Committee regarding student evaluations of distance learning courses. This charge will continue to be evaluated in academic year 2004/05.

6. The Committee had been asked to consider creating policies designed to increase retention. However, it was decided that this is the responsibility of the Student Retention and Assessment Committee.
7. The Academic Affairs Committee approved the Probation and Suspension Policy that was prepared by the Student Retention and Assessment Committee.

8. The Committee reviewed a proposed revision of the Repetition of Course Work Policy (often called the Grade Repeat Forgiveness Policy). Dr. Colleen Lohr presented an overview of the student petition process (as requested by the Committee as they reviewed the proposed Policy). The Committee requested the proposed Policy be reviewed and be re-submitted Fall, 2004.

9. The Committee was informed that Administrative Action 01 was modified to re-charge the Core Curriculum Committee for designating Writing Intensive course. Due to a problem with a proposed Writing Intensive Course form, the Committee is recommending that the Core Curriculum Committee add signature lines for both the Department Chair and the College Dean to signify approval by the respective Department and College and to ask ITS to create the form online as a pdf document.

Recommendations from the Chair:

Voting Privileges as stated in 2004/05 Faculty Manual, IV. F. 5 (page 30) are ambiguous. It could be interpreted that ex-officio members serving on the Academic Affairs Committee are prohibited from voting. I have clarified with Jill Sessoms (who proposed the change in this section) that the intent of the change was to exclude ex-officio members on all committees and students who are on AAC from voting privileges. Therefore I propose that the text be changed to: “All members as described herein, except students serving on the Academic Affairs Committee and ex-officio members on all committees, have voting privileges.”

Subsequent to committee discussion, I also recommend that the sentence regarding election of the chair of AAC (as found in the 2004/05 Faculty Manual, IV, E. 1.) be deleted; and that the eligibility of the chairmanship be the same as that stated in “Committee Chair Responsibilities” (see 2004/05 Faculty Manual, V. F. 6.).

Respectfully submitted by Micheline Brown, Academic Affairs Committee Chair, 2003/04

Addendum: Proposals submitted for review AC 2003/04
Buildings & Grounds Annual Report for AY0304

Members:
Faculty: Chris Hill, Susan Libes, John Reddic, Philip Whalen, Sallie Clarkson (Chair)
SGA members: Kris Kiernan, Lisa Sharpe
Ex officios: Stan Godshall, Rein Mungo, Richard Weldon

The committee met formally six times during AY0304. The chair and others also participated in the Extended Campus Master Plan Steering Committee meetings from January 2004 through August 2004.

Agenda items:
- Student Life committee resolution (April 2002) to Faculty Senate on the Intramural fields (Senate forwarded to B&G after July 9, 2003 meeting): Summer 2003- Jody Davis, Director, Campus Recreation reported that a drainage system was installed on the Spur recreation field and that the level of the field will remain the same

- Spadoni Park renovation: Remodeling began Summer 2003. Final completion expected September 2004. Renovation includes new sidewalks, fountain, landscaping, bell tower. Renovation will eliminate several parking places along the park where the bell tower will be placed.

- Litchfield campus: Committee was not asked for input regarding the development of the Litchfield site but was informed somewhat of the building progress. Susan Libes was asked by community members for information regarding the building and environmental concerns. She requested plans and environmental reports related to parking in particular. The parking had already been completed. The committee fully supports Susan that Coastal Carolina University should be a model and forerunner in the community regarding environmental issues.

- Highway 501/University Blvd. intersection: Extended master plan is considering putting in a 4-way light on 501 and continue University Blvd. straight across the street over to the CCU Atlantic Center buildings. Plan includes straightening out University Blvd. to free up a larger and more functional contiguous block of land for potential future CCU buildings, use, etc.

- Bursar’s office: Now on Chanticleer Dr. facing Kingston Hall. Renovation began Fall 2003 and completed Spring 2004. Pine trees were removed from the back of the building to save hard woods in front of the building.

- Security:
  New emergency pullboxes installed in more accessible areas, Spring 2004

University Place (Report from Don Brook, Chief, Public Safety):
Parking is a problem at University place. There are not enough parking spaces [at University Place] for the number of students with cars… Facilities has asked that students not park on the grass either by the dorms or academic buildings. Facilities can not get their equipment on the grass and vehicles are damaging the irrigation systems. Any female student arriving late can ask the officer at the security building for an escort. An officer will follow the female student to a parking space and then drive her back to her dorm building and make sure that she safely enters the building….Security building at U.P. is operational from 9pm to 5am. An officer is assigned to the checkpoint and another officer is assigned to patrol the area. A new security checkpoint is being built at University place, and there are now Police on-site 24 hours a day, 7 days per week.
• Speeding:
  Campus police have been assigned to give special attention to the crosswalks at peak volume times.

• Parking:
  Survey/poll:
    Facilities informal survey
    SGA parking survey
    Campus safety survey
    B&G parking poll for faulty staff, & students
    Extended Campus Master Plan Steering Committee
    Student Affairs parking plans ad hoc committee
    SGA sponsored parking forum
  Short –term and long- term possibilities:
    Parking gates, booting, tickets & fines, parking alternatives, shuttle system, parking conflicts re:at-home football games, acreage & space allocation, pedestrian/bicycle plan, residential parking, University Place parking, Vehicle Towing and Immobilization Policy (Public Safety), extended class schedules, marking fire/emergency lanes.

  The committee forwarded survey results/recommendations on the parking issue to the Senate Chair to forward to the administration. See attached.

The administration approved and implemented some of the B&G recommendations. Fall 2004 will see improved/increased parking and traffic regulations. The administration approved increased fines for improper parking. Mandatory decals will be enforced by the Department of Public Safety, and towing and booting will be allowed. A copy of the 2004-2005 regulations is attached. There were approximately 85 new parking spaces created for Fall 2004 on the main campus, as well as an additional 300+ parking spaces at the new Coastal Science Center at the Atlantic Center. There will be an increase in the number of shuttles running and an improved, shorter route schedule (one shuttle from University Place to various stops on campus, then a separate shuttle from the Atlantic Center and to the Student Center.)

**Recommendations:**

The charge of this committee is to oversee the design, landscaping, and maintenance of campus buildings and grounds…consider the planning and allocation of parking facilities, classroom maintenance and housekeeping, campus beautification, traffic, safety and other special requests involving the physical plant of the University. In order to meet this charge, the committee must be kept informed by the administration and Facilities Management regarding all proposed projects related to the charge, particularly on the main campus and the Atlantic Center, and to continue to be involved in the planning of those projects. Prior information has not come forward to the committee concerning a number of campus projects, including but not limited to:

  - Cutting trees
  - Moving the bursars office
  - Original shuttle schedule
  - Conflicting parking schedules such as Wheelwright events and football games
  - Memorials on campus
  - Garden dedicated by class of 2003

The committee also recommends that Facilities Management strive to provide information to the campus community about pending projects, possibly through and e-newsletter and/or through articles in the Chanticleer and On Campus. This could help with the possible backlash toward actions seen as detrimental to the campus, but that are actually beneficial, i.e., notification of cutting down of trees due to insect damage.
Pending business for the committee for AY:

- Extended Campus master planning committee with DDC/LandArt-final plan
- Resolution for CCU to be a proactive and responsible community model for environmental planning
- SGA purchase of bike racks
- Memorials on campus
  - Campus policy?
  - Responsibility?
- Covered and lighted areas for campus shuttle stops
- Parking lot resurfacing schedules
- HVAC information/update for each building on campus
  - Scheduled shutdowns in what buildings
  - Replacements?

Submitted by:
Sallie Clarkson
B&G Chair, AY0304
Calendar Committee for Academic Year 2003-2004

Linda Schwartz, Chair (elected by the faculty)
Füsun Akman, Secretary (elected by the faculty)
Doug Smith (appointed by the Chair of the Faculty Senate)
Steve Berkowitz (elected by the faculty)
Christina Gladmon (Student Representative)
Annie Silva (Student Representative)
Brenda Sawyer, Registrar (Ex-officio, Non-voting)
Scott Callahan, Bursar (Ex-officio, Non-voting)

This year the Calendar Committee designed and submitted to the Faculty Senate the academic calendar for 2009-2010, extending Coastal’s five-year calendar by an additional year. The 2009-2010 calendar was approved by the Faculty Senate on December 3, 2003.

Because Coastal’s enrollment will be increasing in future semesters while the number of available classrooms and laboratories will remain relatively fixed, the committee proposed that the Faculty Senate approve the following additional class time slots to facilitate the university’s anticipated growth:

1. 1:30-2:20 p.m. MWF
2. 6:00-8:45 p.m. Mondays
3. 6:00-8:45 p.m. Tuesdays
4. 6:00-8:45 p.m. Wednesdays
5. 6:00-8:45 p.m. Thursdays
6. 9:00-11:45 a.m. Saturdays
7. 12:30-3:15 p.m. Saturdays

The above new class time slots were approved by the Faculty Senate on December 3, 2003.

Respectfully submitted,

Linda Smoak Schwartz,
Chair, Calendar Committee
Campus Judicial Report for AY 2003/04

Members:

Elected Faculty: Virginia Levsen; Jeffrey Linder; Jo-Ann Morgan; Sherer Royce; Eric Wright;
Appointed Faculty/Staff: Robert Burney; Pat Singleton-Young; Sam Wathen;
Students: Drew Bird; Allison Byrd, Leanne Birdsall; Erin Prince; Emma Sellers; Amanda Silva

Meetings:
Members of the Campus Judicial Board met for the following functions during AY 2003-2004:
• Two judicial hearings;
• Training sessions for members of the board;
• Meetings with potential Dean of Student candidates.


Submitted by
Eric Wright
Chair, Campus Judicial Board AY03-04
Coastal Carolina University
Conway, South Carolina

Proposal to the
South Carolina Commission on Higher Education to establish
a
Bachelor of Science in Business Administration degree in
Resort Tourism Management

October, 2004

__________________________________
Ronald R. Ingle
President
CLASSIFICATION

Name of Proposed Program: Resort Tourism Management
Academic Unit: Department of Management, Marketing, and Law
E. Craig Wall, Sr. College of Business Administration
Designation of Degree: Bachelor of Science in Business Administration
Proposed Date of Implementation: Summer, 2005
CIP Code: 52.0906
Identification of Program as New or Modification: New

JUSTIFICATION

Overall Program Goal and Objectives of the Program

**Overall Program Goal:** Through coursework, internships, research, and other scholarly activities, the Bachelor of Science in Business Administration degree program in Resort Tourism Management (RTM) will provide students with opportunities to study, analyze, evaluate, and successfully participate in local and worldwide tourism growth.

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>ACTION PLANS</th>
<th>ASSESSMENT METHODOLOGIES/BENCHMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Students will understand specialized hospitality and tourism services technologies.</td>
<td>1-a. Students will gain knowledge of basic skills in service production and delivery. 1-b. Students will gain an understanding of service technology designs.</td>
<td>Successful completion of all RTM coursework and requirements.</td>
</tr>
<tr>
<td>2. Students will understand and create processes by which hospitality and tourism services are continuously perfected, standardized, and replicated.</td>
<td>2-a. Students will have access to opportunities for field applications of theory. 2-b. Students will have access to opportunities for classroom reflection on the myriad challenges in hospitality and tourism services design, productivity, and delivery.</td>
<td>Satisfactory performance in internships, overall RTM coursework, and ETS exit exam.</td>
</tr>
<tr>
<td>3. Students will apply hospitality and tourism business models within the context of the regulatory environment and in a resort destination area.</td>
<td>3-a. Students will develop an understanding of multiple stakeholders’ perspectives in the natural, social, and economic environments of a tourism host community.</td>
<td>Satisfactory performance in overall RTM coursework, and ETS exit exam.</td>
</tr>
</tbody>
</table>
The Wall College of Business Administration is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. The RTM major will comply with AACSB standards that seek to assure quality and promote excellence and continuous improvement in business education.

**Need for the program in the state**

The RTM major will enhance the mission of Coastal Carolina University (CCU) and the Wall College of Business Administration by creating a closer connection between the needs of the community and the design of the curriculum. Tourism is the largest industry in South Carolina and the Myrtle Beach area accounts for approximately one third of all tourism revenues in the State. Yet, CCU is the only four-year university located in a key tourism tax revenue producing county in South Carolina that does not have a major in hospitality or tourism.

Tourism is the most important sector of the Grand Strand economy and a primary driver of the community’s national and international image. Because the region has just recently become a Metropolitan Statistical Area, it has only in the last few years become an attractive area for professionally managed national chains to invest. This trend is only beginning. These businesses will further increase the demand for trained professionals. In order for local businesses to compete, and for CCU graduates to succeed, the university must strengthen its efforts in preparing its graduates to provide leadership in the face of this higher level of competition.

**Centrality of the program to the mission of the institution**

The University seeks to be “a major resource in the economic and intellectual development of the region.” The Wall College of Business Administration seeks to meet the “business education needs of the community” (CCU Catalog 2004-2005, pp.16, 111). The RTM major will enhance the mission of CCU and the Wall College of Business Administration by creating a closer tie between the resort destination community’s need to develop core competency in creating and delivering superior quality hospitality and resort tourism services, and the institution’s focus on creating intellectual resources within that discipline.

The RTM major will further the University’s and the College’s missions through offering students opportunities to study, analyze, and participate through internships and other external activities in the local tourism industry. By involving students in internships and applied research that benefits the region, the RTM major will help achieve the University’s mission to provide “a comprehensive educational experience
that renders students competitive for entry-level jobs or graduate and professional training leading to practical and productive careers in business…” (p. 24).

**Relationship of the proposed program to other related programs within the institution**

Students in the RTM major will be required to complete the University’s liberal arts and sciences core curriculum and the business foundation courses. CCU is accredited by the Southern Association of Colleges and Schools (SACS). The Wall College of Business Administration is also accredited by AACSB International. Since RTM students will be required to complete all SACS- and AACSB-approved coursework provided by CCU humanities, sciences, and business faculty, the RTM major will satisfy all of the requirements of the accrediting bodies.

Three of the RTM courses, one elective and two required, may be taught by non-RTM faculty. The elective, a junior-level course dealing with the economics of tourism, will be taught by the faculty of the Department of Accounting, Finance, and Economics within the Wall College of Business Administration. A required sophomore-level seminar in food and beverage management will be provided by faculty of the Department of Hospitality and Tourism at Horry Georgetown Technical College (HGTC). A senior-level required course in commercial real estate finance will be taught by a faculty member from the Department of Accounting, Finance, and Economics in the Wall College of Business Administration.

**Similarities and differences between the proposed program and those with like objectives offered at other institutions**

There are four hospitality or tourism programs located in four-year and graduate universities within South Carolina. Only one of the programs, located at the College of Charleston (COC), is housed within a College of Business. COC’s program is a broad based hospitality and tourism major. There is a comprehensive undergraduate and graduate school of hotel, restaurant and tourism management at the University of South Carolina (USC), Columbia, in the College of Hospitality, Retail, and Sport Management which offers both a M.S. and a B.S. in Hotel, Restaurant, and Tourism Management. At USC-Beaufort, there is also a new undergraduate program in hospitality. Clemson University’s College of Health, Education, and & Human Development offers undergraduate, graduate, and doctoral degrees in Parks, Recreation & Tourism focusing on leisure services management.

The RTM major at CCU will concentrate on service management principles that are applicable to a broad variety of businesses in resort destination areas. With short term supply being fixed, resort destinations face greater seasonality in demand for their products. Service businesses in these areas suffer from greater strain on resources and greater challenges in maintaining and improving quality than service businesses located in communities that have more broadly developed economies.

Key course topics in CCU’s RTM major will focus on the following three areas: 1) the application of the scientific process to the design of resort businesses with the goal of creating sustainable high quality service experiences for tourists and for the host community; 2) the process by which hospitality and tourism businesses deal with management problems resulting from the cyclical nature of tourist demand in resort areas; and 3) the process by which resort business developers cope with regulatory constraints and the impact on local communities.

**ENROLLMENT**

**Admission criteria**
Admission of students to the RTM major is based on the same criteria applied to all students in the Wall College of Business Administration. To be admitted to the program, students must have completed specified courses at the freshman and sophomore level, obtained a 2.25 grade point average, and earned at least 54 credit hours. The application for admission is completed during advisement with the student’s faculty advisor.

Projected student enrollment

The current RTM program exists as a specialization within the management major. This organizational umbrella has allowed the program to grow from only a few students just four years ago to a very strong enrollment today. The service sector accounts for approximately 70% of employment throughout Horry County. With monthly unemployment rates in the county running between 2% and 6%, students enrolled in the RTM concentration over the past four years have had ample access to paid internships. All students who have completed the program to date have secured employment in the resort tourism field. Given current enrollment and economic trends, enrollment in the program is expected to grow steadily.

This projection for steady growth is based on two factors. First, even with a more restrictive curriculum that allows for no elective coursework outside the existing business management major, the current program has experienced strong growth starting with 15 students four years ago. Second, demand has remained strong for program interns and graduates even as local tourism demand flattened during 2002-2003. With new local tourism attractions being developed and the supply and demand for tourism facilities rebounding, the demand for management recruits with skills in this area likely will increase at a greater rate, and with it, the number of students seeking to reap the career rewards associated with the degree. According to an in-house survey of alumni, graduates have been offered initial salaries ranging from $32,000-$37,000 per year.

<table>
<thead>
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<th>YEAR</th>
<th>FALL</th>
<th>SPRING</th>
<th>SUMMER</th>
</tr>
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<tr>
<td></td>
<td>Total Headcount(2)</td>
<td>Credit Hours(3)</td>
<td>Total Headcount(2)</td>
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<td>2006–07</td>
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<td>2008–09</td>
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<tr>
<td>2009–10</td>
<td>152</td>
<td>2280</td>
<td>187</td>
</tr>
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</table>
Note 1: Headcount for fall 2005 reflects the number of new students (40) and students transferring from the RTM concentration in the management major (145). New students (7) in spring 2006 is based on spring 2004 actual numbers.

Note 2: Total headcounts in spring semesters based on fall total headcounts minus 5% for graduation/attrition in December. Total headcounts in fall semesters after fall 2005 based on spring total headcounts minus 20% for graduation/attrition in May.

Note 3: Credit hours based on 15 hours per semester.

Note 4: Fall semester increases in new students based on CCU Budget Overview and Projections Plan, 2004-2005, full-time student increases: 2006-07, 3.8%; 2007-08, 3.0%; semester increases in new 2008-09, 3.7%; 2009-10, 3.6%. Spring students are 2%.

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<thead>
<tr>
<th>YEAR</th>
<th>FALL</th>
<th></th>
<th>SPRING</th>
<th></th>
<th>SUMMER</th>
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<tbody>
<tr>
<td></td>
<td>New Headcount(4)</td>
<td>Credit Hours(3)</td>
<td>New Headcount(4)</td>
<td>Credit Hours(3)</td>
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<td>2009–10</td>
<td>44</td>
<td>660</td>
<td>8</td>
<td>120</td>
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CURRICULUM

**Bachelor of Science in Business Administration, Resort Tourism Management**
**122-128 hours**

WALL COLLEGE OF BUSINESS ADMINISTRATION
Major: Resort Tourism Management [B.S.B.A.]

<table>
<thead>
<tr>
<th>I. CORE CURRICULUM (44-50 Credits)</th>
<th>Credits</th>
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<tbody>
<tr>
<td>English 101, 102</td>
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<tr>
<td>Foreign Language (through 130)</td>
<td>3-9</td>
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<tr>
<td>History 101, 102, 201, 202 (Choose two)</td>
<td>6</td>
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<tr>
<td>Mathematics 130 or 130I, 132</td>
<td>6</td>
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<tr>
<td>Philosophy 318</td>
<td>3</td>
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<tr>
<td>English 275, 276, 287, 288 (Choose one)</td>
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<tr>
<td>Politics 201</td>
<td>3</td>
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<td>Psychology 101</td>
<td>3</td>
</tr>
<tr>
<td>Economics 201 or 202</td>
<td>3</td>
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<tr>
<td>Science -- Two semesters of a Natural Science with labs.</td>
<td>8</td>
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<table>
<thead>
<tr>
<th>II. FOUNDATION COURSES (45 Credits)</th>
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<tbody>
<tr>
<td>Freshman Success in Resort Management (SSRT 195)</td>
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<td>Computer Science 110</td>
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<tr>
<td>Business Administration 374</td>
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<tr>
<td>Business Administration 201, 202</td>
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<tr>
<td>Business Administration 291, 292</td>
</tr>
<tr>
<td>Economics 201 or 202</td>
</tr>
<tr>
<td>(Choose the course not taken to fulfill Core Curriculum)</td>
</tr>
<tr>
<td>Business Administration 344, 350, 363, 371, 393</td>
</tr>
<tr>
<td>(RTM students substitute RTMA 393 for CBAD 393)</td>
</tr>
<tr>
<td>Business Administration 475, 478</td>
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<thead>
<tr>
<th>III. RESORT TOURISM MANAGEMENT MAJOR (18 Credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resort Tourism Management – Survey of Food &amp; Beverage Management 282</td>
</tr>
<tr>
<td>Resort Tourism Management - Real Estate Finance 467</td>
</tr>
<tr>
<td>Resort Tourism Management – 381, 386, 385, ECON 330(one only)</td>
</tr>
<tr>
<td>Resort Tourism Management – Quality Process Management 474</td>
</tr>
<tr>
<td>Resort Tourism Management - Seminar in Tourism Planning 490</td>
</tr>
<tr>
<td>Resort Tourism Management Internship – 180</td>
</tr>
<tr>
<td>Resort Tourism Management Internship – 280</td>
</tr>
<tr>
<td>Resort Tourism Management Internship – 480</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IV. ELECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
</tr>
</tbody>
</table>

TOTAL CREDITS REQUIRED 122-128

\( ^{1}\)Courses can be taken through HGTC
FACULTY

Rank and qualifications of each staff member who will be involved in the program

<table>
<thead>
<tr>
<th>Staff by Rank</th>
<th>Highest Degree Earned</th>
<th>Field of Study</th>
<th>Teaching in Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>Hotel, Restaurant &amp; Tourism</td>
<td>Yes</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>Ph.D.</td>
<td>Hotel, Restaurant &amp; Tourism</td>
<td>Yes</td>
</tr>
<tr>
<td>Position to be filled</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate Professor</td>
<td>Ph.D.</td>
<td>Finance</td>
<td>Yes</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>Ph.D.</td>
<td>Economics</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Enumeration and discussion of the necessary qualifications of new faculty (and staff) that will be added in support or the proposed program

The Department of Management, Marketing, and Law has been approved for one new tenure-track position in RTM for the 2005-2006 academic year. With this new position plus the one existing position, there will be two permanent, exclusively RTM faculty. There will be a total of 11 RTM class sections, not counting the RTM internships, during each academic year. Of these class sections two sophomore level sections will be taught by faculty of HGTC. Two of the sections will be taught by faculty of CCU’s Department of Accounting, Finance, & Economics. Based on enrollment projections for the first five years and through agreements with external departments, the proposed new position should cover enrollment increases of regular coursework. Future hires will be determined by student demand and justified by increased tuition revenues.

Explanation of proposed changes in assignment and of the extent to which each new assignment may require the addition of new positions to fulfill the former assignment

The current RTM faculty position will be utilized as .50 faculty and .50 FTE administration and research. There will be two existing faculty members in CCU’s Department of Accounting, Finance, and Economics who will be utilized to cover a total of .5 FTE teaching load. Including the 1 FTE new position in RTM, there will be a total of four faculty members covering a total of 2 FTE teaching load. In addition, there will be one faculty member from HGTC (not shown) covering two sections of one sophomore-level required course in the RTM program. One professional staff position is currently being utilized to cover all four internships required of each student in the RTM concentration. The new major will require each student to complete three internships. Initially, no new professional staff will be required.

Institutional plan for faculty development as it relates specifically to the proposed program

The University promotes professional development and growth through an ongoing process involving all faculty members. The Provost’s Office provides funding for travel, reassign time, small grants, and community service opportunities. Grants made available through the Provost’s office include the following: Professional Activities Mini-Grants, Academic Enhancement Grants, Teaching with Technology Micro-
Grants, and Scholarship of Teaching and Learning Grants. Support for professional travel is also made available through the Wall College of Business Administration.

**Institution’s definition of full-time equivalents**

Every 21 credit hours taught during the academic year is equivalent to one Full-Time Equivalent (FTE).

**Table showing for at least the first five years the number (headcount) and the full-time equivalent (FTE) of faculty, administrators, and/or staff to be used in the program, listing new and currently-employed faculty separately**

<table>
<thead>
<tr>
<th>UNIT ADMINISTRATION/FACULTY/STAFF SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEAR</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Administration</strong></td>
</tr>
<tr>
<td>2005–06</td>
</tr>
<tr>
<td>2006–07</td>
</tr>
<tr>
<td>2007–08</td>
</tr>
<tr>
<td>2008–09</td>
</tr>
<tr>
<td>2009–10</td>
</tr>
<tr>
<td><strong>Faculty</strong></td>
</tr>
<tr>
<td>2005–06</td>
</tr>
<tr>
<td>2006–07</td>
</tr>
<tr>
<td>2007–08</td>
</tr>
<tr>
<td>2008–09</td>
</tr>
<tr>
<td>2009–10</td>
</tr>
<tr>
<td><strong>Staff</strong></td>
</tr>
<tr>
<td>2004–05</td>
</tr>
</tbody>
</table>
PHYSICAL PLANT

Whether or to what extent the existing physical plant will be adequate to provide space for the program for the first five years

Through an existing cooperative agreement with HGTC, the proposed new major in RTM will continue to utilize HGTC’s food lab facility for its RTM 282 course. The program will, therefore, not require additional physical plant space over the first five years.

Additional physical plant requirements during the foreseeable future, including any modifications to existing facilities, and an explanation of how these are to be financed

No additional physical plant needs or modifications are expected over the first five years.

EQUIPMENT

No major equipment items will be needed to support the program over the first five years. Computer support for one new FTE faculty member will be required.
LIBRARY RESOURCES

Kimbel Library is an academic library with holdings of over 250,000 items in all formats. The library currently subscribes to over 1,000 periodicals: magazines, newspapers, scholarly journals, and proceedings. Access to over 6,000 electronic, full-text periodical titles from a variety of sources is also available. The Library provides access to its holdings and to over fifty online citation, abstracting, full-text and reference resources via the World Wide Web at [http://www.coastal.edu/library](http://www.coastal.edu/library). Government documents are available in both print and on-line formats. Library instruction sessions are available to all academic departments covering general library usage as well as project or course-specific sessions for upper-level research oriented courses.

**Quantitative Comparison of Library Holdings**

**Monographs**

A quantitative comparison of Kimbel Library's holdings in the area of Tourism, Hospitality Industry, and Ecotourism was conducted using the 2000 edition of the Association of College and Research Libraries *Standards for College Libraries*. Two institutions were chosen for comparison based on type of institution (regional, state-supported) and presence of a major or concentration in Tourism or Hospitality Management. The two schools in South Carolina that meet these criteria are USC-Columbia and The COC. The library catalogs of these two schools were examined to ascertain the *approximate* number of cataloged titles within the LC Subject Headings for Tourism [Industry], Hospitality Industry and Ecotourism.

Quantitatively, the collection in Kimbel Library is markedly less than that found at the more established institutions being used for comparison when looking at titles owned. The ratio of titles per student is a better indicator of the adequacy of the collection in areas related to the resort tourism degree. The average count of the Tourism/Hospitality LC Subject Headings titles of the peer institutions is 2.83 titles per student enrolled in spring 2003. Using enrollment projections, Coastal lags behind this number by 1.89 titles per student. These figures indicate that Coastal needs to actively build the collection in resort tourism to come more in line with its degree-granting peers. The institution is committed to invest in its library holdings to increase and enrich the resources available to students and faculty.

**Periodicals**

The Library will work with resort/tourism faculty to evaluate the availability of academic journals to support the RTM major. Table 3 contains print and selected electronic journals related to this degree program currently available to CCU faculty and students.

**TABLE 3**

Periodical Holdings & Access

<table>
<thead>
<tr>
<th>Print Subscriptions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel &amp; Motel Management</td>
<td>Lodging Hospitality</td>
</tr>
<tr>
<td>Cornell Hotel &amp; Restaurant Administration Qtly.</td>
<td>The Bottom Line</td>
</tr>
</tbody>
</table>
Qualitative Analysis

In the LC subject areas listed above in Table 3 Coastal owns 141 titles. The age of the titles examined is relatively new. Of the 141 titles identified, 91 were published within the last 10 years. Also, 15 of the 141 titles are electronic books that are fully searchable and available to off-site users around the clock.

Circulation statistics available since 1997 (date of implementation of Kimbel Library’s automated library system) show that 67 unique titles in the subjects listed above were checked out 140 times indicating that 48% of the total 141 tourism titles have been utilized over the last seven academic years.

Kimbel Library’s current collection in resort and tourism management is in support of the current specialization available as an option for business administration students. Major acquisitions will be needed to support a resort tourism management major at CCU and the institution is committed to making these acquisitions.

Quantitative estimate of acquisitions needed

Coastal currently lags behind the average number of titles per student of the selected peers by 1.89 titles per student. To reach the peers’ average benchmark of 3 titles per student, 450 new titles are needed. Coastal would need to purchase 309 titles to reach the peers’ benchmark. Major book vendors report that the average cost of a book in the LC subject areas listed above is approximately $50.00. Resort tourism faculty will use these figures to compute the costs for library materials over the first five years of the program.

The Library realizes that these acquisition projections are based on comparisons with established resort/tourism/hospitality management programs at the selected peer institutions and that the numbers
reported above are to be considered benchmarks to guide acquisition activities. The faculty will be guided by curricular needs in making acquisitions.

Kimbel Library will work closely with faculty to ensure the availability of research materials for students and faculty; additional funding for the RTM program has been included in this proposal. Journal subscriptions are an ongoing cost. The Library’s budget would need to be increased to cover the continuation of any new journal titles added. Selection of journal titles should closely conform to titles indexed in sources available to CCU students.

ACCREDITATION

The proposed RTM program is housed in the Wall College of Business Administration and will, therefore, be subject to accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. The Wall College of Business Administration is committed to the accreditation process as a means to ensure quality and continuous improvement of its programs. The faculty and administration of the Wall College of Business Administration are actively engaged in the ongoing process of re-accreditation under new standards promulgated by AACSB International and fully expect to achieve re-accreditation in 2007-08. The graduates of the RTM program are not subject to licensure or certification by any public or private agency.

ESTIMATED COST

Estimated new expenditures and sources of funds for the first five years; see table continued on next page.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Administration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty Salaries</td>
<td>75,000</td>
<td>77,250</td>
<td>79,568</td>
<td>81,955</td>
<td>84,413</td>
<td>398,186</td>
</tr>
<tr>
<td>Graduate Assistants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clerical/Support Personnel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies and Materials</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>------------------------</td>
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<td>---</td>
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<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Library Resources</td>
<td>3,500</td>
<td>3,500</td>
<td>3,500</td>
<td>3,500</td>
<td>3,500</td>
<td>17,500</td>
</tr>
<tr>
<td>Equipment</td>
<td>3,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3,000</td>
</tr>
<tr>
<td>Facilities</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Other (Identify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>$81,500</td>
<td>$80,750</td>
<td>$83,068</td>
<td>$85,455</td>
<td>$87,913</td>
<td>$418,686</td>
</tr>
</tbody>
</table>

**SOURCES OF FINANCING BY YEAR**

<table>
<thead>
<tr>
<th>Estimated FTE Revenue Generated from the State</th>
<th>112,241</th>
<th>117,017</th>
<th>117,017</th>
<th>119,405</th>
<th>124,181</th>
<th>589,861</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition Funding (new students only)</td>
<td>261,379</td>
<td>272,501</td>
<td>272,501</td>
<td>165,310</td>
<td>289,185</td>
<td>1,260,876</td>
</tr>
<tr>
<td>Other State Funding (Legislative Approp.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reallocation of Existing Funds</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal Funding</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Funding (Endowment, Auxiliary, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>$373,620</td>
<td>$389,518</td>
<td>$389,518</td>
<td>$284,715</td>
<td>$413,366</td>
<td>$1,850,737</td>
</tr>
</tbody>
</table>

Statement as to whether or not “unique cost” or other special state appropriations will be required or requested

No “unique cost” or other special state appropriations will be required or requested.
INSTITUTIONAL APPROVAL

List of all internal institutional bodies of which approval was required and the dates on which each such body approved the program

<table>
<thead>
<tr>
<th>Internal Institutional Body</th>
<th>Date of Required Approval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Senate</td>
<td></td>
</tr>
<tr>
<td>Provost</td>
<td></td>
</tr>
<tr>
<td>Board of Trustees</td>
<td></td>
</tr>
</tbody>
</table>