



*Faculty Senate*

February 5, 2020

Order of Business

4:30 p.m. in WALL 309

[www.coastal.edu/facultysenate](http://www.coastal.edu/facultysenate)

- I. CALL TO ORDER – Brian Bunton, Chair
- II. ROLL CALL – Diane Fribance, Secretary
- III. APPROVAL OF MINUTES – December 4, 2019
- IV. CONSENT AGENDA – attached
- V. PRESIDENT, PROVOST AND OTHER ADMINISTRATIVE REPORTS
- VI. EXECUTIVE COMMITTEE REPORT
  - A. Undergraduate Administrative Action 7-17 were generated and approved from the December 4, 2019 meeting. Refer to the December 4, 2019 Faculty Senate Order of Business for complete details.
    - AA-7: Approval of items from the December 4, 2019 Consent Agenda
    - AA-8: Approval of the new undergraduate program, effective Fall 2020: Music Education, B.M.E.
    - AA-9: Approval of the new undergraduate program, effective Fall 2020: Human-Environment Geography Minor
    - AA-10: Approval of the new undergraduate program, effective Fall 2020: Visual Communication Design, B.F.A.
    - AA-11: Approval of the new undergraduate program, effective Fall 2020: Engineering Science Minor
    - AA-12: Approval for change(s) in an undergraduate program, effective Fall 2020: Engineering Science, B.S.
    - AA-13: Proposal to edit the Buildings and Grounds Committee Charge.
    - AA-14: Proposal to edit the September 11, 2019 Faculty Senate Minutes to include the formation of the ad hoc committee on Academic Integrity.
    - AA-15: Proposal to edit policy ACAD-114: Academic Director/Department Chair.
    - AA-16: Proposal to edit policy ACAD-115: Program Coordinator.
    - AA-17: Motion to remand the Consent Agenda item, ENGR 356 – Supply Chain Engineering (Form C – ID# 2525) to the Academic Affairs Committee for further discussion.

- B. Graduate Administrative Action 3 was generated and approved from the December 4, 2019 meeting. Refer to the December 4, 2019 Faculty Senate Order of Business for complete details.

GC-AA-3: Approval of all graduate items from the December 4, 2019 Consent Agenda.

- C. A Statement of Correction was generated on a 2019-2020 Administrative Action: AA-2.



Statement of  
Correction on AA2

## VII. COMMITTEE REPORTS

## VIII. OLD BUSINESS

## IX. NEW BUSINESS

- A. Academic Affairs Committee (moved and seconded in committee)

1. **Motion:** Proposal for a new undergraduate program – Certificate in Instructional Technology

### **Certificate in Instructional Technology** (Form D – ID# 2301)

This 9 credit-hour certificate program provides students with opportunities to develop essential skills that leverage technology to improve learning in educational settings. Students will experience best practices in the design and integration of technology-rich instructional activities and materials that accommodate learner variability in face-to-face, blended, and online settings, as well as how to analyze learner-generated data to improve instruction, how to model responsible digital citizenship, and how to facilitate online collaboration.

### **Student Learning Outcomes**

After completing the Certificate in Instructional Technology program, students will be able to:

1. Apply critical analysis of decisions to the use of technology specifically in the social and ethical arenas;
2. Demonstrate understanding of technology concepts, tools, systems and operations to enhance teaching practice, professional productivity, and student performance;
3. Develop technology-rich materials to facilitate active student learning of instructional content aligned to state and national standards;
4. Demonstrate critical thinking/computational thinking strategies in order to evaluate patterns, differences, and similarities;
5. Apply methodologies and theoretical frameworks for questioning and problem-solving;

6. Analyze learner-generated data to inform instructional decision-making.

### Admission

Degree-seeking undergraduate and non-degree seeking students at Coastal Carolina University are eligible for the certificate. Students must declare their intention to pursue the certificate with their academic advisers.

### Program Requirements and Policies

- A minimum grade of ‘C’ in all courses applied to the certificate.
- Certificate courses may not be taken as pass/non-pass.

### **Required Credit Hours (9 Undergraduate Credit hours)**

#### **Core Courses (6 Credit Hours)**

- EDUC 204 - Computer Technology and Instructional Media (3 credits)
- EDUC 304 - Contemporary Instructional Technologies (3 credits)

#### **Choose ONE (3 Credit Hours) elective course from the following:**

- EDIT 106 - Cyberspace, Technology, and Learning (3 credits)
- EDIT 124 - Instructional Video Production for Informal Learning (3 credits)

2. **Motion:** Proposal for change(s) in an undergraduate program – Hospitality, Resort and Tourism, B.S.B.A.

#### **Hospitality, Resort and Tourism, B.S.B.A. (Form B – ID#2573)**

Hospitality, Resort, and Tourism Management, B.S.B.A.

Hospitality, resort, and tourism management (HRTM) students develop the skills necessary for managing hospitality or tourism service organizations in resort destination areas. ~~The curriculum is designed to focus on the unique characteristics of the business environment in a resort destination area (such as the Grand Strand). Such destinations are usually in relatively remote locations and have relatively seasonal demand. In addition to the standard business curriculum, the hospitality, resort, and tourism management (HRTM) curriculum includes internships and specialized coursework in the areas of event planning, tourism sales, and sustainable development, quality process management, real estate finance investment, and resort planning~~

Students completing the hospitality, resort, and tourism management (HRTM) major will have competencies in **managing, marketing, and creating hospitality and tourism services.** **Students are taught to ~~thinking~~ think** critically about **their host communities in order to create**

hospitality and resort business concepts that maximize financial feasibility for the investor, but also enhance the socio/cultural and natural environment and improve and sustain quality of life for visitors and for residents. ~~the tourism market in order to create an appropriate resort design that maximizes financial feasibility, fits with the community's comprehensive plan to improve the socio/cultural/natural environments, and enhances the economy of the host community, working effectively in a service setting, and evaluating how the customer feedback loop impacts the quality of a service experience.~~

## **Student Learning Outcomes**

### ~~2.1. Effective Communication~~

- Students will demonstrate effective communication.

### ~~2.2. Demonstrate Good Work Habits~~

~~Student skills with respect to four (4) measures of effective communication are evaluated by their internship (workplace) supervisor, which is verified as appropriate, by the supervising faculty member in three HRTM internships, HRTM 180, 280, and 480. Each student is rated utilizing the attached evaluation form on a seven point scale where 1=poor and 7=excellent. Our goal and expectation is that a minimum of ninety percent (90%) of HRTM students completing internships will receive ratings of 6 or 7 and supervisors of one hundred percent (100%) of students will indicate an answer of 5 or higher in all four (5) measures of good work habits.~~

- ~~2.3. Students Demonstrate Successful Placement In A Hospitality Or Tourism Related Business~~

~~Through visiting hospitality and tourism business sites and participating in volunteer service learning activities students develop appreciation for the industry, which ultimately leads them to enroll in internships early and remain in the HRTM program.~~

### ~~2.4. Students Demonstrate Successful Placement in a Hospitality or Tourism Related Business~~

~~Through visiting hospitality and tourism business sites and participating in volunteer service learning activities students develop appreciation for the industry, which ultimately leads them to enroll in internships early and remain in the HRTM program.~~

### ~~3.1. Students are Able to Analyze Lodging Business Performance Data as a Basis for Management Decisions.~~

- Students are able to translate knowledge of business and management into practice by analyzing lodging business performance data as a basis for management decisions.

### ~~3.2. Research Methodology~~

- Students should be able to develop a research methodology to provide relevant data to Marketing decision-makers.

### **Degree Requirements (120 Credits)**

#### **Core Curriculum Requirements**

Core Curriculum (38-40 Total Credit Hours)

#### **Graduation Requirements**

Graduation Requirements (3-7+ Credits) \*

#### **Foundation Courses (12-13 Credits) \***

Minimum grade of 'C' is required in all foundation courses.

Complete the following courses:

- CSCI 110 - Enterprise Business Applications (3 credits)
- PHIL 318 - Business Ethics (3 credits)

Choose one course from the following:

- ENGL 290 - Introduction to Business Communication (3 credits)
- CBAD 290 - Integrated Business Communication (3 credits)

Choose one course from the following:

- MATH 138 - Mathematics with Applications in Business (3 credits)
- MATH 132 - Calculus for Business and Social Science (3 credits)
- MATH 160 - Calculus I (4 credits)

#### **Business Core Requirements (39-45 Credits) \***

Minimum grade of 'C' is required in all business core courses.

#### Lower Level Business Core

Complete the following courses:

- CBAD 120 Q - Introduction to the Global Culture of Business (3 credits)
- CBAD 201 - Financial Accounting (3 credits)
- CBAD 202 - Managerial Accounting (3 credits)
- CBAD 291 - Business Statistics (3 credits)
- CBAD 292 - Decision Analysis (3 credits)
- ECON 201 Q\* - Macroeconomics (3 credits)
- ECON 202 - Microeconomics (3 credits)

### Upper Level Business Core

Complete the following courses:

- CBAD 301 Q\* - Management and Organizations (3 credits)
- CBAD 344 - Legal Environment of Business (3 credits)
- CBAD 350 Q\* - Marketing (3 credits)
- CBAD 363 - Business Finance (3 credits)
- CBAD 373 Q\* - Business Integration and Application (3 credits)
- CBAD 478 Q - Strategic Management (3 credits)
- HRTM 364 - Resort Operations Management (3 credits)
- HRTM 393 - Management Information Systems (3 credits)

Note:

\* Course credit hours only count once toward the total university graduation credit hour requirements. Click on Credit Sharing for more information.

### **Major Requirements (21 Credits)**

Minimum grade of 'C' is required in major requirements.

Complete the following courses:

- HRTM 101 Q\* - Introduction to Resort Tourism Management (3 credits)
- HRTM 280 Q - Guest Services (1 to 3 credits)
- HRTM 282 - Survey of Food & Beverage Management (3 credits)
- ~~HRTM 474 Q\* - Quality Process Management (3 credits)~~
- HRTM 490 Q\* - Seminar in Resort Tourism Planning (3 credits)

**Select one of the concentrations below:**

### **Hospitality Concentration (9 credits)**

Complete ~~six~~ **nine** credit hours from the following courses:

- **HRTM 150 Q – Tourism and Society (3 credits)**
- ~~ECON 330 – Economics of Tourism (3 credits)~~
- HRTM 349 - Revenue Management (3 credits)
- HRTM 385 - Current Issues in Resort Tourism (3 credits)
- HRTM 386 - Applied Tourism Research (3 credits)
- HRTM 387 - Conventions and Event Management (3 credits)
- **HRTM 388 - The Service Experience (3 credits)**
- **HRTM 467/FIN 462 - Real Estate Finance and Investments (3 credits)**
- HRTM 480 Q - Resort Management Training (1 to 6 credits)
- **CBAD 411 - Law and Hospitality, Resort, and Tourism Management (3 credits)**

### **Event Planning Concentration (9 credits)**

**\*\*HRTM 280 (Required internship must be in event planning).**

#### **Group 1 - Complete the following required courses:**

- HRTM 387 - Conventions and Event Management (3 credits)
- HRTM 388 - The Service Experience (3 credits)

#### **Group 2 - Complete three credit hours from the following courses:**

- HRTM 349 - Revenue Management (3 credits)
- HRTM 385 - Current Issues in Resort Tourism (3 credits)
- HRTM 386 - Applied Tourism Research (3 credits)
- CBAD 411 - Law and Hospitality, Resort, and Tourism Management (3 credits)
- MKTG 452 - Social Media Marketing (3 credits)
- MKTG 455 - Personal Selling and Sales Management (3 credits)
- MKTG 457 – Digital Marketing (3 credits)
- HRTM 480 Q - Resort Management Training (1-6 credits)

### **Tourism Sales Concentration (9 credits)**

**\*\*HRTM 280 (Required internship must be in sales/hospitality marketing)**

#### **Group 1 - Complete the following required courses:**

- HRTM 349 - Revenue Management (3 credits)
- MKTG 455 - Personal Selling and Sales Management (3 credits)

#### **Group 2 - Complete three credit hours from the following courses:**

- MKTG 351 – Consumer Market Analysis (3 credits)
- HRTM 388 - The Service Experience (3 credits)
- HRTM 480 Q - Resort Management Training (1-6 credits)

### **Sustainable Resort Tourism Development Concentration (9 credits)**

**\*\*HRTM 280 (Required internship must be in tourism society or sustainability).**

#### **Group 1 - Complete the following required courses:**

- HRTM 150 Q – Tourism and Society (3 credits)
- CBAD 302: Business Sustainability (3 credits)

#### **Group 2 - Complete three credit hours from the following courses:**

- UNIV 421 Sustainable Development (=POLI 421) (3 credits)
- HRTM 467/FIN 462 - Real Estate Finance and Investments (3 credits)
- CBAD 401 – International Business (3 credits)

- MKTG 454 – International Marketing (3 credits)
- HRTM 480 Q - Resort Management Training (1-6 credits)
- ECON 330 - Economics of Tourism (3 credits)

### Electives (0-7 Credits)

### Total Credits Required: 120

Note: Preapproved HRTM, CBAD, or MKTG credit offered through a study abroad program can be applied toward the major.

3. **Motion:** Proposal for change(s) in an undergraduate program – Graphic Design, B.A.

### Graphic Design, B.A. (Form B – ID# 2468)

### Curriculum

(minimum grade of ‘C’ required in all Foundation and Major Requirements)

Degree: Bachelor of Arts in Graphic Design

A maximum of 52 credits may be applied toward satisfying the foundation courses and major requirements in graphic design. Students must earn a grade of ‘C’ or better in each course used to satisfy foundation courses and major requirements. Students must submit portfolios for faculty review at the end of their sophomore year and participate in a senior exhibition at Coastal Carolina University.

### I. Core Curriculum (38-40 credits)

### II. Freshman Graduation Requirements (3-7+ credits)

Minimum grade of C is required

- UNIV 110 - The First-Year Experience (3 credits)

UNIV 110 is required for all students, with the following exceptions:

- Students admitted as transfer students who transfer in 12 or more credits from another institution.
- Students 21 years of age or older prior to their first semester at CCU.
- Students who graduated from the Scholar’s Academy.

*Choose one from the following:*

- HIST 201 - History of United States from Discovery to the Present (3 credits)
- POLI 201 - Introduction to American Government (3 credits)

### ~~FOUNDATION REQUIREMENTS (18-21 CREDITS)~~

- ~~ARTS 103 – Fundamentals of Art I (3 credits)~~
- ~~ARTS 104 – Fundamentals of Art II (3 credits)~~
- ~~ARTS 105 – Fundamentals of Art III (3 credits)~~



NOTE: Download the order of business and open in Adobe. The keyboard shortcut to open/close the navigation pane is F4. Click on the paperclip symbol to view all attachments in this document.

- ~~ARTS 111—Fundamentals of Drawing (3 credits)~~
- ~~ARTS 112—Fundamentals of Drawing II (3 credits)~~
- ~~ARTH 106 History of Western Art II\* (3 credits)~~
- ~~ARTH 108 A Survey of Graphic Design (3 credits)~~

### **III. Art Foundation Requirements (15 credits)**

- ARTS 103 - Fundamentals of Art I (3 credits)
- ARTS 104 - Fundamentals of Art II (3 credits)
- ARTS 105 - Fundamentals of Art III (3 credits)
- ARTS 111 - Fundamentals of Drawing (3 credits)
- ARTS 112 - Fundamentals of Drawing II (3 credits)

### **IV. Design Foundations Requirements (12 credits)**

- ARTD 108 - A Survey of Graphic Design (3 credits)
- ARTD 201 - Graphic Design I (3 credits)
- ARTD 208 - Typography I (3 credits)
- ARTD 202 - Graphic Design II (3 credits)

### **V. Art History Requirements (6 credits)**

- ARTH 106 - History of Western Art II\* (3 credits)

ARTH courses (3 credits):

- Choose one 3 credit hour course at 200 level or above (3 credits)

\* *Course credit hours only count once toward the total university graduation credit hour requirements.*

### **MAJOR REQUIREMENTS (36 CREDITS)**

- ~~ARTS 231—Life Drawing I (3 credits)~~
- ~~ARTS 297—Sophomore Review (0 credits)~~
- ~~ARTS 298—Concepts in Artistic Process (3 credits)~~
- ~~ARTS 250 Q—Concepts in Art History (3 credits)~~
- ~~Choose one ARTH 200 level or above course (3 credits)~~
- ~~ARTD 201—Graphic Design I (3 credits)~~
- ~~ARTD 202—Graphic Design II (3 credits)~~
- ~~ARTD 205—Web Design I (3 credits)~~
- ~~ARTD 301—Graphic Design III (3 credits)~~
- ~~ARTD 302—Graphic Design IV (3 credits)~~
- ~~Choose two ARTD electives (6 credits)~~
- ~~ARTD 497Q—Graphic Design Senior Capstone (3 Credits)~~

### **VI. Major Requirements (21 credits)**

- ARTS 298 - Concepts in Artistic Process (3 credits)
- ARTD 205 - Designing for the Screen (3 credits)
- ARTD 301 - Graphic Design III (3 credits)
- ARTD 302 - Graphic Design IV (3 credits)

- ARTD 497 - The Designer as a Professional (3 credits)

ARTS course (6 credits):

Choose two 3 credit hour courses from the following:

- ARTS 262 - Introduction to Photography (3 credits)
- ARTS 207 - Silkscreen Printing (3 credits)
- ARTS 200 - Introduction to Printmaking (3 credits)
- ARTS 231 - Life Drawing I (3 credits)
- ARTS 318 - Advanced Color Theory (3 credits)

**VII. Cognates (9 12 credits)**

Cognate courses are drawn from outside the major but intended to support the major. Cognate courses must be upper level (300 or 400 level) and must be approved by the student's adviser. Courses for cognate credit may be drawn from one or more departments. A grade of 'C' or better is required in all cognate or minor courses.

**VIII. Electives (8-13 credits)**

**Total Credits Required: 120 Credits**

B. Graduate Council Committee (moved and seconded in committee)

1. **Motion:** Proposal for a new graduate program – Certificate in Computer Science Education

**Certificate in Computer Science Education (Form D – ID# 47)**

This 15-credit certificate program supports the professional development of teachers interested in computer science. The comprehensive standards-based curriculum emphasizes knowledge and skills in computing systems, networking, computational thinking, programming, data analysis, societal impacts, and pedagogical strategies. Prior experience in computer science is not required and the program can be completed in one year. Teaching certification is not required for admission. South Carolina certified teachers who complete the program may be eligible to apply for the computer science add-on endorsement from the State Department of Education.

**Student Learning Outcomes**

The learning outcomes for the Certificate in Computer Science Education program are derived from the South Carolina Computer Science Standards and the ISTE Computer Science Educator Standards. Upon completion, students will be able to:

- 1) Demonstrate professional knowledge of computing systems and networks.
- 2) Apply modern computational thinking and programming practices to solve real-world problems.
- 3) Evaluate ethical, legal, and other societal issues relevant to the impact of computing.
- 4) Utilize data collection, storage, analysis, and visualization tools and workflows.

5) Implement effective pedagogical strategies for teaching computer science.

### **Admission to Study**

Applications for graduate study should be directed to the Office of Graduate Studies at Coastal Carolina University.

### **Admission Requirements**

Applicants for admission to the Certificate in Computer Science Education program must meet the following criteria:

- 1) Completion of the application form and payment of the application fee.
- 2) 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 program.
- 3) Submission of an official transcript from each post-secondary school or college previously attended (all prior undergraduate academic study must be represented as well as any graduate study).
- 4) Submission of a brief written statement of educational and career goals, including how this certificate program will contribute to realizing those goals.

### **Required Courses (15 Graduate Credit Hours)**

- EDIT 604 - Teaching with Technology (3 credits)
- CSED 605 - Foundations of Computing Systems (3 credits)
- IST 610 - Networking and Cybersecurity Fundamentals (3 credits)
- CSED 607 - Introduction to Data Science (3 credits)
- CSED 608 - Computational Thinking and Programming (3 credits)

C. Core Curriculum Committee (moved and seconded in committee)

1. **Motion:** Proposal to change the monthly meeting time of the Core Curriculum Committee



Core Curriculum  
Motion

D. Academic Affairs Committee (moved and seconded in committee)

4. **Motion:** Proposal for a new undergraduate course: UNIV 154 – Fundamentals of Integrative Learning

### **UNIV 154 – Fundamentals of Integrative Learning (Form C – ID# 2467)**

**Proposed catalog description:** UNIV 154 - Fundamentals of Integrative Learning (1-3 credits) (Prereq: Freshman or Sophomore Standing) This course is designed to guide and

support students in developing their academic interests, exploring key concepts and ideas across academic disciplines, and cultivating essential academic capacities and skills. Through a series of asynchronous content modules, students select a personalized path to explore faculty-generated disciplinary content and connect academic and disciplinary skills. F, S, Su.

**Course Prefix/Number:** UNIV 154

**Course Title:** Fundamentals of Integrative Learning

**Primary Goal:** This course may be taken as an elective

**Repeatable for Credit:** Yes

**Course Equivalencies:** None

**Pass/Fail Grading:** No

**Prerequisite(s):** Freshman or Sophomore Standing

**Corequisite(s):** None

**Number of credits:** 1-3 credits

**Cross-listing(s):** None

**Course Restriction(s):** Freshman or Sophomore Standing

**Estimated enrollment:** 100

**Prior enrollment in course:** n/a

**Method of delivery:** Distance Learning

**Semester(s) offered:** Fall, Spring, Summer

**Considered for the Core Curriculum:** No

**Considered for the QEP:** No

E. Dr. Mark Mitchell, Associate Dean/CCU NCAA Faculty Athletics Representative



CCU PowerPoint  
Presentation



CCU Student  
Athletes



Overview of NCAA  
Members

X. OTHER

XI. ANNOUNCEMENTS

XII. GOOD OF THE ORDER

XIII. ADJOURNMENT