Graduate Council Agenda  
Meeting Wednesday, January 16, 2019  
EHFA, room 101 @ 11:45 am

Old Business

1. Approve minutes from December 5, 2018
2. Changes to the agenda
3. Overview of new College

New Business

Form A

1. **Item # 77.** Remove prerequisite IST 670 with a “C” or better to None.
   - **Current entire course description (copy from Catalog):**
     IST 671 - Data Mining and Knowledge Discovery (3) (Prereq: IST 670 with “C” or better) Course covers the techniques to assess input data, quality of output as well as the principles and methodologies involved in the data mining. The course is designed to ensure the students have the ability to apply, analyze and evaluate different machine learning schemes and data mining algorithms. In addition, the construction of data-driven discovery and modeling of hidden patterns in large real-world data and text would be covered in this course. F, S, SU

   - **Proposed entire catalog description (Use present tense, complete sentences and a word limit of 40.):**
     IST 671 - Data Mining and Knowledge Discovery (3) This course covers the techniques to assess input data, quality of output as well as the principles and methodologies involved in the data mining. The course is designed to ensure the students have the ability to apply, analyze and evaluate different machine learning schemes and data mining algorithms. In addition, the construction of data-driven discovery and modeling of hidden patterns in large real-world data and text would be covered in this course. F, S, SU

2. **Item #79** Change course number of Value Management from MBA 621 to MBA 646

Form B

3. **Item #69**  
   Addition of Courses to Program  
   Course prefix and number  
   MBA 521  
   MBA 522
MBA 646 (renumber of existing course MBA 621)
MBA 647
MBA 648

**Other Explain:**  
**Addition of two concentrations in the MBA program:**
Commercial and Investment Real Estate
Nonprofit Administration

**Catalog Description:**
**Current exact program description (copy from Catalog):**
Degree Requirements (30 Credit Hours)
The MBA degree at Coastal Carolina University requires 30 graduate credit hours for completion consisting of 21 core credits and 9 hours of electives.

**Required Courses (21 Credit hours)**
MBA 605 - Operations and Global Supply Chain Management (3 credits)
MBA 615 - Leadership (3 credits)
MBA 620 - Financial Management (3 credits)
MBA 621 - Value Management (3 credits)
MBA 631 - Marketing Strategy (3 credits)
MBA 650 - Managerial Responsibility and the Law (3 credits)
MBA 690 - Global Strategy (3 credits)

**Electives (9 Credit hours)**
The nine (9) elective credit hours must come from the approved courses: CBAD or MBA courses at the 600 level or above, ACCT 534, ACCT 631, ACCT 638, ACCT 675, IST 660, IST 670, IST 678, SPT 510, SPT 515, SPT 530, SPT 550, and SPT 565. Other courses may be approved as determined by the College of Business Graduate Director.

**Healthcare Administration Track (9 Credit hours)**

**Required Courses**
MBA 670 - The US Healthcare System (3 credits)
MBA 674 - Healthcare Financial Decision Making (3 credits)

**Elective Courses**
Choose one course from the following:
MBA 671 - Healthcare Strategy (3 credits)
MBA 672 - Healthcare Quality Management (3 credits)
MBA 673 - Information Systems in Healthcare (3 credits)

Proposed program description as it is to appear in the CCU Catalog:
PROPOSED 2019-20 CATALOG DESCRIPTION:

Degree Requirements (30 Credit Hours)

The MBA degree at Coastal Carolina University requires 30 graduate credit hours for completion consisting of 21 core credits and 9 hours of electives.

Required Courses (21 Credit hours)
MBA 605 - Operations and Global Supply Chain Management (3 credits)
MBA 615 - Leadership (3 credits)
MBA 620 - Financial Management (3 credits)
MBA 624 – Managerial Economics (3 credits)
MBA 631 - Marketing Strategy (3 credits)
MBA 650 - Managerial Responsibility and the Law (3 credits)
MBA 690 - Global Strategy (3 credits)

Electives (9 Credit hours)
The nine (9) elective credit hours must come from the approved courses: MBA 521, MBA 522, CBAD or MBA courses at the 600 level or above, ACCT 534, ACCT 631, ACCT 638, ACCT 675, IST 660, IST 670, IST 678, SPT 510, SPT 515, SPT 530, SPT 550, and SPT 565. Other courses may be approved as determined by the College of Business Graduate Director. Students may opt to take approved elective courses or select a concentration.

Commercial and Investment Real Estate Track (9 Credit hours)

Required Courses
MBA 646 – Value Management (3 credits)
MBA 647 – Real Estate Market Analysis (3 credits)
MBA 648 – Real Estate Seminar (3 credits)

Healthcare Administration Track (9 Credit hours)
Required Courses
MBA 670 - The US Healthcare System (3 credits)
MBA 674 - Healthcare Financial Decision Making (3 credits)
Elective Courses
Choose one course from the following:
MBA 671 - Healthcare Strategy (3 credits)
MBA 672 - Healthcare Quality Management (3 credits)
MBA 673 - Information Systems in Healthcare (3 credits)

Nonprofit Administration Track (9 Credit hours):

Required Courses
MBA 521 - Financial Governance for Non-Profit Board Members (3 credits)
MBA 522 – Grant Writing for Nonprofit Organizations (3 credits)
MBA 655 – Sustainability and Social Responsibility (3 credits)

Describe impact on existing degree programs:
This catalog update accounts for the new concentrations in Nonprofit Administration and Commercial and Investment Real Estate and associated courses.

Justification. Provide results of your program assessment and other information to justify this proposal.
This catalog update accounts for the new concentrations in Nonprofit Administration and Commercial and Investment Real Estate and associated courses.

Justification for Commercial and Investment Real Estate concentration:
This proposed concentration will provide students seeking employment in the real estate and insurance industries with a concentration of elective courses that will better prepare them to compete with talent in the market for commercial and investment real estate positions. According to Colliers International, the South Carolina industrial market consists of 6,606 industrial buildings totaling 400.3 million square feet and it experienced 4.07 million square feet of absorption during 2017. The overall vacancy rate ended the year at 8.62%, and the triple net average asking rental rate rose to $3.73 per square foot during the fourth quarter of 2017. There are a number of significant development projects underway across the state to expand commercial real estate for investment in manufacturing, warehousing and distribution, including new projects by Samsung, FedEx, Michelin, Mercedes, Volvo, and others. Industrial growth best exemplifies the expected increase in basic employment that will stimulate economic growth and real estate investment activity in other sectors. This coupled with the Port of Charleston expansion and Myrtle Beach’s number one rating by US News and World Report on the “25 Best Places People are Moving to in 2018,” forecast a bright future for commercial and residential investment real estate in our local area. According to the Bureau of Labor
Statistics, the Carolinas rank among the nation's top locations for Real Estate employment. North Carolina ranks second in employment in the real estate sector, nationally. The BLS also tracks location quotient, the ratio of the area concentration of occupational employment to the national average concentration; a location quotient greater than one indicates the occupation has a higher share of employment than average. With this metric in mind, North Carolina ranks first and South Carolina ranks fifth in employment nationally, with South Carolina holding a higher mean wage than other top national states. Coastal Carolina University is already broadening its focus on real estate investment with the development of the Grant Center for Real Estate and Economics as well as its real estate minor within the Wall College of Business. Like other MBA programs, CCU will leverage the Grant Center to create co-curricular activities that augment time spent in the classroom. Recently, the Grant Center received a $500,000 in-kind donation from Argus providing 50 licenses to their real estate valuation software; this training will be part of the proposed curriculum. The Grant Center also plans to capitalize on its relationship with leaders in the real estate industry and those involved with the Growth Summit to offer specialized real estate career assistance, internships, company visits, industry conferences and more. CCU will also leverage its relationship with the CCIM Institute to pursue co-curricular activities or possible links to continuing education opportunities to recruit students.

**Justification for Nonprofit Administration concentration:**

Based on industry data including a review of employment in the South Carolina economy and available concentrations in AACSB-accredited MBA programs, Nonprofit Administration is a desired area of study and would allow students to develop an area of expertise to complement the MBA core. According to IndependentSector.org, there are nearly 22,000 nonprofit organizations in South Carolina, employing 76,400 people or 5.4 percent of the state’s workforce and is the area’s fifth largest employer. The nonprofit sector in South Carolina generates more than $17.5 billion in annual revenues and holds nearly $36.8 billion in assets. South Carolina residents give $2.7 billion to charity each year representing 4.2 percent of household income. Given the significance of this industry and presence of the nonprofit sector in our local workforce, it is necessary to equip our future business executives who may participate in nonprofit boards or becoming leaders of these organizations with the appropriate skills.

**Form C**

4. **Item #285**

   MBA 632 - Negotiations (3 credits) The purpose of this course is to understand the theory and processes of negotiation as it is practiced in a variety of settings. Negotiation is the art and science of securing an agreement between two or more independent parties.
This course focuses on understanding the behavior of individuals, groups and organizations in the context of competitive situations. SU

5. Item #369
IST 600 - Foundations in Data-Driven Programming (3 credits) This course provides a foundation for the development of data-driven programming. An exploration of computing languages, databases, and platforms will provide a preparatory understanding of current, mainstream technologies used in the development of various types of computing programs and applications. This course covers the basics in syntax, logic, structures, functions and patterns of a modern programming language (such as Python). It also provides a foundation in relational database design and writing SQL queries. The curriculum is designed to provide students with little or no programming or database experience with the skills to develop data-driven programs applicable to their area of interest (such as business, education, entertainment, etc.). FA

6. Item #370
IST-601 - Advanced Programming (3 credits) This course is a continuation of IST-600. This course focuses on hands-on development of artifacts using advanced programming fundamentals in a modern language (such as Python). Students will develop programming applications with a focus on usability and cross-platform implementation. SU

7. Item #371
IST 610 - Networking and Cybersecurity Fundamentals (3 credits) This course provides students with the fundamentals in networking and cybersecurity. The course discusses the principles of networking including protocols, topologies, circuit and packet switching, routing, and related topics. The course also provides students with a foundation in cybersecurity topics such as security threats, vulnerability analysis, firewalls, intrusion detection, and access control. This course is designed for students with little or no prior networking or security experience. F

8. Item #372
IST 602 - Application Development 1 (3 credits) Application Development 1 is an introduction to the Swift programming language and provides the fundamentals of iOS application development. This course covers the basics in Swift syntax, logic, structures, functions and patterns. Through guided coding exercises, students begin designing interfaces and thinking critically about application usability. SU

9. Item #373
IST 603 - Application Development 2 (3 credits) Application Development 2 continues coursework in Swift programming and the fundamentals of iOS application development. Through guided coding exercises, students begin designing interfaces and thinking critically about application usability. SU

10. Item #379
MBA 521 This course teaches the theories of board governance and effective board membership in non-profit settings. It focuses on understanding the roles of directors and equipping students with the financial analysis skills to be competent directors or work with directors. (F, S, SU)

11. Item #380

MBA 522 This course introduces students to the art of grant writing for professional, non-profit and arts enterprise organizations. The course explores way to apply for and acquire funds from both public and private granting bodies, i.e.: government agencies, foundations and the like. The course focuses on the important of grant administration, stewardship, program evaluation, data analysis and the role of board and staff members in developing effective strategies for philanthropic success. This course also examines internal and external barriers that organizations face in procuring fund development. Additionally, students learn the importance of relationship building, planned giving and fundraising within a variety of enterprise careers. F, S.

12. Item #381

MBA 647 Analysis of core real estate concepts, property market fundamentals, and the economic, legal, and financial institutions affecting real estate transactions and operations. Applications of shift-share analysis, hedonic price analysis, and other tools of urban and real estate market analysis. (F, S, SU.)

13. Item #382

MBA 648 Series of topics focused on the core aspects of real estate investment from opportunity identification and acquisition to development and operation and the regulatory environment. (F, S, SU)

Open