

**Minutes of the Faculty Assembly  
February 16, 2016**

The Asbury University Faculty Assembly convened at 10:50 on Tuesday, February 16, 2016 in the Miller Communications Building. The meeting was opened with concerns and prayer.

The minutes from the last Faculty Assembly were approved.

**Action Items**

The following recommendations came from Academic Policies and Curriculum Committee meeting.

Items from Howard Dayton School of Business

**ADD BUA 250 (3) The Business of Care, Help, and Development**

*People of faith, like everyone else, are active participants in a business-dominated world. Developing a clear understanding of how the business world runs, and more importantly, having our faith perspective define and dictate how we understand and behave within this world—is the primary intent of this class. Specifically, the course will focus on several key attributes:*

- *We will explore our Christian anthropology, and the relationship between this anthropological makeup and commercial activity (i.e., business).*
- *We will describe poverty in its most pervasive forms: Economic, Social, and Spiritual.*
- *We will explore the Biblical mandate to address these forms for poverty.*
- *Further, we will incorporate key insights from the field of business in order to think carefully about how we fulfill our Biblical mandate to serve others and address poverty (i.e., how do we care in an effective, helpful way?) Here we will borrow from a growing body of scholarship to help us think carefully in these areas.*
- *Finally, the course will involve practical application: What does it mean to apply our learning to specific ministry contexts?*

**MOD BU/BUA 413 (3) Strategic Management and Ethics course**

*BU/BUA 413 (3) Strategic Management Capstone - This is a capstone course for all graduating senior Howard Dayton School of Business majors (juniors by permission). It is designed to provide a collective view of the application of the business theory that has been learned in the core business curriculum. Evaluation of various operational models, formulation of alternative courses of action, and translating objectives and strategy into current operational plans will be reviewed. The course will focus heavily on case analysis and formal presentation.*

**ADD BU/BUA 253 (3) God, Faith, and the Marketplace**

*The purpose of this course is to unite key business principles with Wesleyan theological insights for students in the Howard Dayton School of Business. Understanding our Christian anthropology, in addition to our heritage and key beliefs, is a necessary antecedent to future business courses in the HDSB and, eventually, the professional business world. People of faith, like everyone else, are active participants in a business-dominated world. Developing a clear understanding of how the business world runs, and more importantly, having our faith perspective define and dictate how we understand and behave within this world—is the primary intent of the class. This course will specifically explore the history of Christianity and commercial exchange, humans as image bearers of a productive and relational Creator, case study examples of faith-motivated ventures and entrepreneurial endeavors through history, and reflection upon redemptive business practice. Moreover, the course will aim to explicitly incorporate Wesleyan Theology and its applications for modern business practice.*

**DEL BUA Business major in APS**

Business Major (BUA) will sunset and not be available for Fall 2016 starts. The HDSB will focus on having the one business program in APS, Organizational Management (OM). Current BUA students in APS will have the option of finishing the BUA major or transferring to OM.

**ADD NEW MAJOR: MARKETING (MKT)**

*Contingent upon cabinet approval, Monday, Feb. 15, 2016*

All BU courses related to Marketing change their prefix to MKT.

- BU 241 Principles of Marketing
- BU 341 Digital Marketing & Channel Management
- BU 342 Consumer Behavior
- BU 343 Fundamentals of Personal Selling & Sales
- BU 344 Sales Management
- BU 345 Advance Professional Selling
- BU 441 Market Research
- BU 442 Innovation & Product Management
- BU 443 International Marketing
- BU 461 Brand Management
- BU 472 Supply Chain Management
- BU 473 Principles of Advertising/Promotions

**MOD Three current Business Department majors utilizing one common Business Core.**

**Accounting (ACC), Business (BU), and Sport Management (SPM)** will be rearranged around a core of business courses to come in line with ACBSP, Accreditation Council for Business Schools & Programs, guidelines. HDSB also proposes a name change for the Business major (BU) to now be called the Business Administration major (BU). This will make Asbury more commensurate with other CCCU business schools and provides more flexibility for students.

All the motions from the Howard Dayton School of Business passed.

Item from the Art Department**MOD ART 396 Contemporary Art Seminar from 1.0 to 2.0 credits.**

*ART 396 (2) Contemporary Art Seminar—Students engage the ideas, practices and broader context of art produced today. The course includes viewing art, research and discussion of current art exhibitions and publications. Repeatable. Fee.*

The motion from the Art Department passed.

Items from Behavioral Science Department**ADD SW 390 (3) Social Work Practice & Groups**

*Students will develop an understanding of theories, methods, and skills in relation to generalist social work practice with groups. This course provides a forum for students to also gain an understanding of the cultural values of individuals and the impact of those values on the group process, as well as ethical considerations related to group work. The course will emphasize group observation, team building, and experiential learning.*

**MOD Master of Social Work program courses (SWG and SWGA) by:**

**MOD SWG 640 (3) Child & Family Policy**

SWG 661 (3) Applied Research

SWG 680 (3) Social Justice & Ethical Issues

**DEL SWG 662 Applied Research Program Outcomes, and have only the one Applied Research course SWG 661**

**MOD Lowering the number of elective courses needed from three courses (9.0) to two courses (6.0) to keep the total required hours the same for the programs.**

The motions from the Behavior Science Department passed.

Items from Communications Arts Department in School of Communications Arts

**MOD COM 475 Senior Seminar from 3.0 credits to 1.0 credit**

*COM 475 (1) Senior Seminar - Designed to prepare the communications student for entrance into the professional world. Topics include pursuing advanced degrees, developing a resume and portfolio, and developing a strategy for future employment in communication-related fields. Emphasis is on a completed portfolio for PR, leadership, social media, or international communications.*

**ADD COM 340 (3) Researching the Big Idea**

*A course introducing students to communication research methods. Students will hone skills in textual analysis, ethnographic research, focus groups, in-depth interviews, content analysis, survey design, and statistical analysis. Honing the research question, conducting a literature review, reliability, validity, and systems of measurement will be explored. Students will use grounded theory to explore research design and theory testing.*

**ADD WA 330 (3) Worship Design**

*A project-based course allowing students to design worship experiences utilizing the arts. The focus will be how to take a theme or purpose for a worship experience and appropriately utilize the arts to incorporate the theme and achieve the purpose. Students will work with the chapel office and student life to design and conduct three Asbury chapels, one evening worship service on campus, and at least one church service in the area. Students will be challenged to create worship elements utilizing music, dance, literature, visual art, theatre, and digital media, as appropriate. Leadership & team work principles, aesthetics, design, and worship history will be integrated as guidelines.*

The motions from the Communications Arts Department passed.

**Announcements**

Announcing the UKCI Confucius Classroom at Asbury University.

Faculty Forum on Tuesday Feb 23 from 11-noon in Kinlaw Board Room. Elise Kearns will lead discussion on the topic of: "Student-Athletes: Performance and Perception."

Changes in Brown Bag speakers: Paul Vincent – who was to present in November but couldn't due to illness, will be speaking March 3rd. His talk is entitled, "The Long Wait: Emerson and Creativity." Jerry Miller is presenting in place of Bruce Branan and Ben Brammell on April 14. His talk is entitled, "The Song of Songs: Imagination and Metaphor in Biblical Literature."

Board of Trustees: March 3-5.

President's Community Meeting, March 10, 11:00am in the Miller Screening Room.

Spring Break: March 14-18.

Announcement of the South Africa Campus Forum April 11-15, see attached poster.

SEARCH Symposium, April 20, 7-9pm, Kinlaw Library.

Engaging Culture Weekend, April 21-23.

Sounds of Stage and Screen Concert, April 21, 7:30pm.

The meeting was adjourned at 11:30.

Administration and staff joined the meeting after adjournment for Dr. Gray's introduction of our new board chair, Larry Brown.

Respectfully submitted,  
Devin Brown  
Faculty Secretary