



## GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

UNIVERSITY OF FLORIDA · GAINESVILLE 32611

Robert F. Lanzillotti, Dean · 904-392-2397

### A G E N D A

#### COLLEGE OF BUSINESS ADMINISTRATION

FACULTY MEETING, MAY 1, 1986

1. General Faculty Meeting
  - a. Election of Four Senate Candidates (Attachment A)
  - b. Recommendation from Undergraduate Committee: That MAN 4504 Operations Management be approved as a quantitative elective for management majors. (W. Denny) (Attachment B)
2. Graduate Faculty Meeting
  - a. Proposal for approval of a concurrent MBA degree with Nijenrode (Crum) (Attachment C)
  - b. Proposal for approval of a concurrent MBA degree with Pharmacy (Cornelius) (Attachment D)
3. Other Business



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Department of Economics 904 • 392-0151

April 10, 1986

MEMORANDUM

TO: John Kraft  
FROM: Larry Kenny  
SUBJECT: Senate Nominees

Wes Hutchinson, Sandy Kramer, Miles Livingston, Ginny Maurer, and I have met and nominate

Wayne Archer  
Mike Bamber  
Jesse Boyles  
Kapil Jain  
John James  
Carrie Leana  
Dave Nye  
Virginia Wilcox-Gok

to the University Senate.



## COLLEGE OF BUSINESS ADMINISTRATION

**UNIVERSITY OF FLORIDA • GAINESVILLE 32611**

**Wanda N. Denny - 904-392-0165**

**Assistant Dean for Undergraduate Programs**

The recommendation is that MAN 4504 Operations Management be approved as a quantitative elective for management majors.

Master of International Business/Master of Business Administration  
Concurrent Degree Program

This is a proposal to establish a concurrent degree program culminating in both a Master of International Business and a Master of Business Administration. The former will be awarded by Nijenrode, The Netherlands School of Business, the latter by the Graduate School of Business, University of Florida. The program will allow students interested in both management and international business to obtain the appropriate education in both areas. Under this proposal both degrees would be granted after two years of study compared to three years if the degrees were earned independently. The MBA Program requires two years of study and the Nijenrode program one year. The concurrent degree program would require fifteen fewer credits than if the two degrees were earned separately. Essential criteria relating to the concurrent degree program are as follows:

- (1) Candidates for the program must meet the entrance requirements and follow the entrance procedures for both the Graduate School of Business and Nijenrode. Applicants must be accepted by both Colleges.
- (2) The concurrent degree program is not open to students who have already earned one of the degrees.
- (3) A student must satisfy the curriculum requirements of each degree. Certain courses may be used in partial satisfaction of the requirements of both degrees.
- (4) A maximum of two spaces per year will be available to Florida MBA's to participate in this program.

The Graduate School of Business will allow fifteen credits of appropriate Nijenrode courses to be credited towards both the MBA and Master of International Business degrees. The students' concentration will be

international business. Thus, nine of the twelve credits will act as the student's concentration in the MBA Program. The remaining six credits will allow the student to fulfill the non-concentration electives.

- (5) Students in the concurrent degree program will be subject to the standards of satisfactory performance required for continuation in each of the degree programs.
- (6) Participants in the program must begin their studies at the University of Florida and complete the core curriculum plus the advanced quantitative course, the legal environment requirement and business policy. The second year will be spent at Nijenrode.
- (7) Grades obtained in the Graduate School of Business will not be computed in the student's Nijenrode grade average and are to be credited toward the international degree without counting in the grade average.

PROPOSED M.B.A. EXCHANGE PROGRAM  
COMPARISON OF COURSES  
Nijenrode vs. Florida

MAN 6721-Business Policy. 60 contact hours.

Nijenrode equivalent:

Integration Block: Business Policy. 40 contact hours.

Although the contact hours are less at Nijenrode, I believe that the case can be made quite easily that the end-of-study assignment--really a thesis or professional report--also serves an integrative function that augments the formal course. Hence, it appears that the Nijenrode equivalent offerings are at least comparable to Florida's.

Legal Environment. 45 contact hours.

Nijenrode equivalent:

Industrial Society: European Legal Aspects. 20 contact hours.

Business and Society: Seminar (corporate deviance). 30 contact hours.

These two courses together more than cover the kinds of issues envisioned in the AACSB requirement. They also address some of the ethical dimensions of corporate activities that are in the limelight today (such as corporate involvement in South Africa), so, in my opinion, this block is more than comparable to Florida's. The 50 total contact hours are also slightly more than our three semester hours.

Quantitative Elective. 45 contact hours.

Nijenrode Equivalent:

Methodology/Philosophy of Science (appl.). 20 contact hours.

The concept for this course is good, but it goes against what we envisioned when we put the required quantitative elective in the curriculum. However, there is quite a bit of quantitative analysis integrated into the marketing research course to supplement what is covered here. A tradeoff with other aspects of the program will be necessary to assess the adequacy of this course to meet the spirit of our intent.

CONCENTRATION ELECTIVES

Organizational Studies: Seminar. 30 contact hours.

Management and Organization of Multinationals. 20 contact hours.

These two courses, taken together, represent a very strong concentration module dealing with international management issues--people, policy, structure, and their synthesis into an effective competitor. I introduce some of this material in the international business core course, and this pair of courses follows quite naturally. The 50 contact hours are slightly more than would be required in a normal three semester hour course, so there should be no hesitancy to accept it.

International Marketing Management Seminar. 30 contact hours.  
International Marketing Research. 20 contact hours.

Marketing is Nijenrode's strong suite, so this group of courses gives a particularly good coverage of the topic. Again, the 50 contact hours represent slightly over three semester hours of credit, so it is certainly consistent with our vision for a concentration elective.

International Financial Management. 20 contact hours.  
Currency Management. 10 contact hours.  
Multinationals and the World Economy. 10 contact hours.  
International Financial Accounting and Reporting. 15 contact hours.  
Management Accounting Multinational. 15 contact hours.

The 70 contact hours of this block of courses represent 4 2/3 semester hours. Our equivalent course, FIN 6626, covers the same broad range of topics, but the depth is not quite so great in the two accounting areas. I personally consider this to be an excellent blend of accounting, economics, and finance that gives the student a broad exposure to the major topics of relevance today.

#### FREE ELECTIVES

Language. 40 contact hours.

Without the ability to conduct business in several languages, an executive cannot realize his or her full potential in international business. Hence, this course is a vital part of the curriculum. I might add that we have permitted several students in our program to use language as one of their free electives, and 40 contact hours is, for all intents and purposes, a three semester hour course.

End of Study Assignment.

This is essentially an "independent study" that represents a substantial amount of required work. The fact that the student has to pass a final oral on the research prior to graduation suggests it is easily equal to a 5 or 6 semester hour course.

#### COMMENTS

I would argue that this program is at least comparable to our second year for an international business concentration in all areas except quantitative methods. While we would say that Nijenrode does not place enough emphasis on computers and quantitative data analysis, they would argue that we have an unjustifiable overemphasis. Personally, I believe that both positions are correct. Since our students will have had the GEB 5756 course during the first year, I would have no qualms agreeing to this lesser emphasis on quantitative methods in exchange for the stronger emphasis on the accounting dimension. Looking at the obvious advantages of this program over what we can offer to students at Florida who are interested in international business, I would recommend its approval as a substitute for our second year.

PROGRAM COST COMPARISON

Nijenrode

Tuition and Required  
Program Fees: \$890.00

Room and Board:  
On Campus Double \$3,800.00  
On Campus Single \$5,700.00  
Non-Residential \$700.00 + apartment cost + food cost +  
utilities cost + transportation cost

Round Trip Airfare: roughly \$750.00

Totals for Students Living on Campus:  
\*\* Doubles \$5,440 \*\*  
\*\* Singles \$7,340 \*\*

Florida

Tuition:  
In-State \$1,560  
Out-of-State \$4,420

Room and Board:  
Dormitory \$1,264 plus board contract  
Single Apartment \$250/mo. rent, \$100/mo. utilities,  
\$75/mo. food: \$3,825 for nine months.  
Double Apartment \$175/mo. rent, \$60/mo. utilities,  
\$60/mo. food: \$2,655 for nine months.

Totals for In-State Students:  
\* Dormitories \$2,824 + board \*\*  
\*\* Single Apartments \$5,385 \*\*  
\*\* Double Apartments \$4,215 \*\*

Totals for Out-of-State Students:  
\*\* Dormitories \$5,684 + board \*\*  
\*\* Single Apartments \$8,245 \*\*  
\*\* Double Apartments \$7,075 \*\*



Pharm D./Master of Business Administration  
Concurrent Degree Program

This is a proposal to establish a concurrent degree program culminating in both a Doctor of Pharmacy and a Master of Business Administration. This program will allow students interested in both management and pharmacy administration to obtain the appropriate education in the most efficient manner possible. Under this proposal both degrees would be granted after five years of study compared to six years if the degrees were earned independently. The MBA Program requires two years of study and the Pharm D. requires four years beyond the two years of mandatory pre-pharmacy. The concurrent degree program would thus require twenty-two fewer credits than if the two degrees were earned separately. Essential criteria relating to the concurrent degree program are as follows:

- (1) Candidates for the program must meet the entrance requirements and follow the entrance procedures for both the Graduate School of Business and the College of Pharmacy. Applicants must be accepted by both Colleges.
- (2) The concurrent degree program is not open to students who have already earned one of the degrees.
- (3) A student must satisfy the curriculum requirements for each degree. Certain courses may be used in partial satisfaction of the requirements of both degrees.

The Graduate School of Business will allow twelve credits of appropriate pharmacy courses to be credited towards both MBA and Pharm. D degrees. A new concentration will be designated in pharmacy. Thus, nine of the twelve credits will act as the student's concentration in the MBA Program. The remaining three credits will allow the student to fulfill the legal environment of business requirement with the pharmacy law course.

Reciprocally the College of Pharmacy will allow ten credits taken in the Graduate School of Business to be credited toward the Pharm D. degree. These ten credits shall be taken from the first year MBA core courses and the business policy course.

- (4) Students in the concurrent degree program will be subject to the standards of satisfactory performance required for continuation in each of the degree programs.
- (5) Participants in the program must begin their studies in the College of Pharmacy and complete the first year of the Pharm D. curriculum. During the second year the student will complete the MBA first year core curriculum in the Graduate School of Business. During the third and fourth years the student may register in both College concurrently. However, it is recommended that MAN 6721, Business Policy be completed prior to the fourth year of study. The fifth year of the program will be comprised of a clerkship-internship.
- (6) Grades obtained in the Graduate School of Business will not be computed in the student's College of Pharmacy grade average and are to be credited toward the pharmacy degree without counting in the grade average. However, a grade of "B" or higher must be earned in such courses to receive credit in the College of Pharmacy. The transfer of College of Pharmacy courses which are to be credited toward the MBA degree must carry a grade of "C" or better and will not be counted in the Graduate School of Business grade point average.