



UNIVERSITY OF FLORIDA

GENERAL FACULTY MEETING

Wednesday, February 8, 1989

4:30 p.m., 102 BUS

A G E N D A

1. Minutes from the January 7, 1989, Faculty Meeting
2. Dean's Report
3. Committee Reports

Undergraduate Committee - Jack Faricy

- Economics sequence, preprofessional program and the core
 - New DIS course
 - Changes and prerequisites for Marketing courses
- All attachments will follow separately

MBA Committee - Arnie Heggstad

- New DIS course (Attachment 1)
- New FIN course (Attachment 2)

4. Announcements

AGM:sh

cc: Steve Beeland
Tom Boyden
Larry Humes

NEW COURSE TRANSMITTAL FORM
(See Reverse for Instruction)

Form UCC 1 Rev. 80
OAA# _____

Institution UF
Campus N/A
FICE 1535

Department: Decision and Info. Sciences Discipline: Operations Management
Course Title: Management of Service Operations

Credit Type: Semester Total Credit Hours 3 Lecture Credit Hrs. 3
Lab Credit Hrs. _____
Other Hrs. _____

Recommended CNS Prefix and Number: OPM 6 5 0 5
Alpha First Taxonomy Number
Digit

Lab Indicator (C or L) _____

Catalog Course Description: Case studies and problems associated with the management of services including systems design, operation, and control, with emphasis on waiting-line systems.

State the pre and corequisites in terms of content (see reverse):

Prerequisites OPM 5505 or consent of instructor

Corequisites _____

Intended Students (check all that apply): _____ Undergraduate Major
_____ Undergraduate Non-Majors
_____ Adv. Undergrad. & Graduates
_____ Graduate Students Only
_____ Others (specify) _____

Level (see reverse): _____
_____ X _____
_____ X _____

Introductory _____
Advanced _____
Other (specify) _____

List major topics here and attach a one-page outline of the proposed course;

Attached

List any other course(s) in the University catalog dealing with similar subject matter;

None

List the department chairperson (by name and dept.) with whom you have cleared any question of possible duplication or infringement by this course. Each such chairperson must either sign the outline requested below to indicate no concern over possible duplication or infringement, or make comments. Any lack of comments or signatures must be explained.

List teaching materials, textbook(s), and instructor (include status on Graduate Faculty if applicable):
Webster (GSF), Tsai (GSF), Erenguc (DRF)

State the quarter in which the course will be first offered: Fall 1989

[Signature] _____ Date _____
Signature of Department Chairperson Signature of College Dean Date

Signature of Graduate Dean (if applicable) Date

Approved _____ Disapproved _____ Effective Date _____

Chairman, UCC/Liaison Officer Date

FOR FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY:

Approved Prefix and Number _____ Rec. # _____ HEGIS _____ USOE _____

Generic Course Title _____
Century Title _____

Remarks: _____

Reviewed by: _____ Date _____
Discipline Task Force Representative

Attachment - Catalog Description

OPM 6505 Management of Service Operations

Designed for MBA candidates. Case studies and problems associated with the management of services including systems design, operation, and control, with emphasis on waiting-line systems.

Major topics and outline

General Information: This is a survey course in the unique managerial problems associated with the design, control, planning, and evaluation of service systems. The course is taught primarily through readings, lecture, class discussion, and a semester long management simulation.

Week	Topic
1	Service systems and the service economy
2	Service system parameters
3	The service system environment
4	The product life cycle for service systems
5	Production design and process selection
6	Organizational design for service systems
7	Locating service systems
8	Layout for service systems
9	Job design for service systems
10	The waiting line phenomenon
11	Planning for service systems
12	Scheduling systems for service operations
13	Quality issues in service systems
14	The role of management information systems
15	Strategic planning for service systems
16	Conclusion

Textbook and Instructor

- Texts:
- Lovelock, C.H., *Managing Services: Marketing, Operations, and Human Resources*, Prentice Hall, New Jersey, 1988. (Case Book)
 - Collier, D.A., *Service Management: Operating Decisions*, Prentice Hall, New Jersey, 1987.
 - Collier, D.A., *Service Management: The Automation of Services*, Prentice Hall, New Jersey, 1987.
 - Albrecht, K., and R. Semke, *Service America: Doing Business in the New Economy*, Dow Jones-Irwin, Illinois, 1985.

Instructors:

Webster, Tsai, Erenguc
GSF GSF DRF

Institution UF
Campus N/A
FICE 1535

NEW COURSE TRANSMITTAL FORM
(See Reverse for Instruction)

Form UCC 1 Rev.80
OAA# _____

Department: Finance, Insurance & Real Estate Discipline: Finance
Course Title: Financial Institutions

Credit Type: Semester Total Credit Hours 3 Lecture Credit Hrs. 3
Lab Credit Hrs. _____
Other Hrs. _____
Lab indicator (C or L) _____

Recommended CNS Prefix and Number: FIN 6
Alpha First Taxonomy Number
Digit

Catalog Course Description: A description and analysis of the management decisions facing financial institutions in a changing economic and regulatory environment.

State the pre and corequisites in terms of content (see reverse):

Prerequisites FIN 5405

Corequisites none

Intended Students (check all that apply): _____ Undergraduate Major _____ Others (specify) _____
_____ Undergraduate Non-Majors _____
Level (see reverse): _____ Adv. Undergrad. & Graduates _____
_____ Graduate Students Only _____
X _____
Introductory X Advanced _____ Other (specify) _____

List major topics here and attach a one-page outline of the proposed course; Financial management of financial institutions, optimal regulatory policy, an analysis of the economic and regulatory environ-
ment in which financial institutions are currently operating.
any other course(s) in the University catalog dealing with similar subject matter; FIN 4313

List the department chairperson (by name and dept.) with whom you have cleared any question of possible duplication or infringement by this course. Each such chairperson must either sign the outline requested below to indicate no concern over possible duplication or infringement, or make comments. Any lack of comments or signatures must be explained.

No duplication or infringement are believed to exist.

List teaching materials, textbook(s), and instructor (include status on Graduate Faculty if applicable): _____

See attached description. Instructors: A. A. Heggstad-DRF; W. Andrew McCollough-DRF; and Joel Houston-RGSF

State the quarter in which the course will be first offered: Spring 1990

W. Andrew McCollough 2/1/89 _____
Signature of Department Chairperson Date Signature of College Dean Date

Signature of Graduate Dean (if applicable) _____ Date _____

Approved _____ Disapproved _____ Effective Date _____

Chairman, UCC/Liaison Officer _____ Date _____
Last date for inclusion in catalog copy: _____

FOR FACULTY DISCIPLINE TASK FORCE AND SYSTEM STAFF USE ONLY:

Approved Prefix and Number _____ Rec. # _____ HEGIS _____ USOE _____

Generic Course Title _____

Century Title _____

Remarks: _____

Reviewed by: _____ Discipline Task Force Representative _____ Date _____

Input into Data Base _____ by _____ Date _____

Proposal for an MBA Level Course in Banking

The proposed course is designed to provide second year MBA students with broad exposure to both the academic literature and the institutional framework necessary to understand the changing environment in which financial institutions are currently operating.

The course will cover four broadly defined areas. First, the course will attempt to describe the services provided by financial institutions, their historical evolution, their importance in the economy, and the rationale for their extensive and continued regulation. Second, the course will go into some detail describing the current market and regulatory environment in which firms in the financial services industry operate. Third, we will consider the many issues involved today in the financial management of these institutions, and finally we will consider the future of the financial services industry, from the perspective of optimal public and industry policy.

The proposed course will augment classroom lectures with exercises designed to provide the students with more practical experience. These exercises will include both cases and the use of a bank simulation game. Students may from time to time be expected to present the work related to these exercises in the classroom. In addition, there will also be a number of guest speakers from the banking industry.

The proposed course requirements would be as follows:

Mid-term examination	30%
Final examination	40%
Cases, bank simulation game, and class presentations	30%

The texts for the proposed course would be:

1. Hempel, Coleman, and Simonson, Bank Management, Wiley, Second Edition, 1986.
2. Selected outside readings

PROPOSED COURSE OUTLINE

I. Introduction to Financial Markets and Institutions

A. Reading

1. HCS Chapter 1
2. Friedman, "Increasing Indebtedness and Financial Stability in the U.S., Federal Reserve Bank of Kansas City, Debt, Financial Stability and Public Policy, 1987
3. Corrigan, "A Perspective on the Globalization of Financial Markets and Institutions," Federal Reserve Bank of New York, 1987
4. Albertson, et.al, "Emerging Trends for Bank Stocks," Goldman Sachs, Investment Research October, 1988

II. Measuring the Performance of Financial Institutions

A. Reading

1. HCS Chapter 2
2. "The Recent Performance of the Commercial Banking Industry," Federal Reserve Bank of New York, Summer, 1986
3. Wall, Larry, "Commercial Bank Profitability: Some Disturbing Trends," Economic Review, Federal Reserve Bank of Atlanta March, 1987

B. Cases

First National Bank of Park Cities
Midvale State Bank

III. Obtaining Funds

A. Reading

1. HCS Chapter 3
2. Gilbert, "Requiem for Regulation Q: What it Did and Why It Passed Away," Review, Federal Reserve Bank of St. Louis, Feb. 1986

B. Cases

Premier National Bank

IV. Capital Management

A. Reading

1. HCS Chapter 4
2. Shome, Smith, Heggstad "Do Banks Have Adequate Capital?" Bankers Magazine, July 1987

B. Cases

Second National Bank

V. Liquidity Management

A. Reading

1. HCS Chapter 5

- B. Cases
 - Missouri National Bank

- VI. Managing the Security Portfolio
 - A. HCS Chapter 6

- VII. Managing Loan Portfolio
 - A. Loan Policy
 - Readings
 1. HCS Chapter 7, 8
 2. Mid-State Federal Loan Policy

 - B. Commercial Loans
 - Readings
 1. HCS Chapter 9
 2. Cases
 - Fireworks

 - C. Consumer Lending
 - Readings
 1. HCS Chapter 10

 - D. Other Lending
 - Readings
 1. HCS Chapter 11
 2. Cases
 - Watson E. Williams

- VIII. Asset Liability Management
 - A. HCS Chapter 12

- IX. Strategic Planning
 - A. Mergers
 - Readings
 1. Heggstad and Wolken, "Mergers and Acquisitions in Commercial Banking: Economic and Financial Considerations, Loyola of Los Angeles Law Review, 1985

- XI. Regulatory Policies
 - A. Readings
 1. Eisenbeis, Eroding Market Imperfections: Implications for Financial Intermediaries, the Payments Mechanism, and Regulatory Reform, Federal Reserve Bank of Kansas City, 1987



UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION
ALAN G. MERTEN, DEAN

GAINESVILLE, FLORIDA 32611
(904) 392-2397

GENERAL FACULTY MEETING
February 8, 1989

MINUTES

The meeting was called to order by Dean Merten at 4:35 p.m.

1. Minutes

The minutes of the January 7, 1989, Faculty Meeting were approved as distributed.

2. Announcements

Dean Merten announced that the next Ring Lecture on Business Ethics will be presented Thursday, February 16, 4:00 p.m., at the University Auditorium. The lecturer will be Dr. Tom Dunfee. He urged the faculty to attend and to encourage them to have their students attend also.

The Dean reported on the activities of the Delta Sigma Pi student organization. Twenty-five of their members have volunteered their time to Junior Achievement by going into 5th grade classrooms and teaching economics to those students.

The College recognizes and congratulates Jack Faricy for two awards that have recently been named for him for his dedication to students:

- 1) The Jack Faricy American Marketing Association Award
- 2) The Jack Faricy Faculty Advisory Award

3. Committee Reports

Undergraduate Committee

Jack Faricy reported on several curriculum changes which the Undergraduate Committee proposed to the faculty.

- 1) A motion was made and seconded that the Economics requirements for the lower division preprofessional courses, ECO 2013 and ECO 2023, remain as they currently are. The motion was passed by unanimous vote.
- 2) A motion was made that all business majors take either ECO 3100 or ECO 4101 as part of the core requirement, with the faculty of the department offering the major specifying which of the two courses will be the requirement for their students. The motion assumed that ECO 3100 would be offered as a management economics course. There was discussion regarding the catalog description of these courses and it was agreed that the description should be

- more specific. The change could not be implemented until Fall 1990 because it cannot appear in catalog before that date. The motion was passed by unanimous vote.
- 3) A motion was made and seconded that all business majors take either ECO 3202 or ECO 4203 as part of the core requirement, with the faculty of the department offering the major specifying which of the two courses will be a requirement for their students. A motion to amend that motion was made, giving the academic units the additional option of choosing either of these courses or choosing no further economics courses for their students. That motion was seconded and considerable discussion followed. A substitute motion was then made which would require a fourth macro-economics course, but would allow the academic units to specify what that course will be. A vote was called for on the original motion (to receive an undergraduate degree in business, students must take 3202 or 4203). The original motion was defeated by a count of 26/23. Another amendment was made, stating that all courses not required by the AACSB, other than ECO 2013, 2023 and 3100 or 4101 (which were voted on earlier in this meeting) be dropped from the business core. The motion was seconded and a vote was taken. The motion was defeated by a majority vote. A motion was made to refer the original motion back to the Undergraduate Committee to again discuss and recommend an intermediate macro-economics course to the faculty. The motion was seconded, but defeated by a majority vote. A motion was made and seconded to drop ECO 3202 from the core. This was also defeated by a 25/24 vote. Finally, the faculty asked that the Undergraduate Committee take the original proposal back for more discussion and present it to the faculty at a later date.
 - 4) A motion was made and seconded to approve a new DIS course, OPM 4521 - Planning and Control in Production Systems. A vote was taken and the motion passed unanimously.
 - 5) A motion was made to accept the following changes in prerequisites for Marketing courses:
 - a) MAR 4243 - International Marketing; drop STA 3023 as a prerequisite, leaving MAR 3023 and ACG 2001 as the only two prerequisites;
 - b) MAR 4303 - Promotion Strategy and Management; drop STA 3023 and ACG 2001 as prerequisites, leaving MAR 3503 as the only prerequisite;
 - c) MAR 3153 - Introduction to Retailing Systems and Management; drop ECO 2013 and ECO 2023 as prerequisites, leaving MAR 3023 and ACG 2001 as the only two prerequisites. It was brought to the attention of the faculty that ECO 2013 was erroneously listed again on the support material as a

- prerequisite, after it was requested to be dropped on the line above;
- d) MAR 4161 - Retail Strategy and Management; drop GEB 3121 as a prerequisite, leaving MAR 3153 as a prerequisite and FIN 3408 as a corequisite;
 - e) MAR 4403 - Sales Management; drop STA 3023 as a prerequisite, leaving MAR 3023 and ACG 2001 as the only two prerequisites.

The motion to accept all of these changes was passed with a unanimous vote.

MBA Committee

Representing the MBA Committee, Dr. Heggstad made a motion to approve a new DIS course, OPM 6505 - Management of Service Operations. The motion was seconded and passed by a unanimous vote.

He also made a motion to approve a new graduate course in Finance - Financial Institutions. He explained that the taxonomy was still to be worked out, but all other details of the course were as shown on the attachment. This motion was seconded and passed by a unanimous vote.

The meeting was adjourned at approximately 6:25 p.m.

cc: Tom Boyden
Steve Beeland
Larry Humes
Naoma Young
FACMIN.4/TXTSAH