



# UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION  
Graduate School of Business  
Fisher School of Accounting  
School of Business  
JOHN KRAFT, DEAN

100 Bryan Hall \* P.O. Box 117150  
Gainesville, Florida 32611-7150  
Tele: (904)392-2397. ext. 1217 \* Fax: (904)392-2086

September 2, 1994

*Acad*  
*Dev*  
*Ec*  
*Fin*  
*Man*  
*Mar*  
*SEBR*

GENERAL FACULTY MEETING  
September 2, 1994  
102 BUS  
1:00 - 3:00 p.m.

## AGENDA

1. Minutes from the April 1, 1994, General Faculty Meeting (Attachment 1)
2. Introduce New Faculty

GRADUATE FACULTY MEETING  
September 2, 1994

1. Minutes from the March 4, 1994, Graduate Faculty Meeting (Attachment 2)
2. Graduate Committee: (Attachment 3)
  - a) Credit change for MAN 6930

Attachments



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## GENERAL FACULTY MEETING April 1, 1994

### MINUTES

#### 1. MINUTES

Minutes from the March 4, 1994, General Faculty Meeting were approved as distributed.

#### 2. UNDERGRADUATE COMMITTEE

Mark Rush explained the following items. A motion was made, seconded and passed on each proposal presented:

- New Course Transmittal Form for the "Quality Management and Control Systems."
- Deletion of REE 3043 as Prerequisite to all 4000 level Real Estate courses (REE 4103, REE 4204, and REE 4433) (attachment 2).
- Organizational issue - renaming the Undergraduate Program

#### 3. CHANGES TO THE BY-LAWS

Dr. McCollough presented the following changes to be made to the College By-Laws. A motion was made, seconded, and passed to change the following as presented.

- Faculty Advisory Committee - change description
  - (From) Membership: Eight members; elected by vote from the faculty at large
  - (To) Membership: Eight members; elected by the faculty.
- MBA Committee - change description
  - (From) Membership: ...and one MBA student,....
  - (To) Membership: ...and one MBA student, nominated by the Director of the MBA Program...
- Promotion and Tenure Committee: change description
  - (From) Membership: ...Nominations may be made by any tenure-track faculty member at the general college faculty meeting.
  - (To) Membership: ...Nominations will be called for and may be made by any tenure-track faculty member.
- Research Committee - change description
  - (From) Membership: ...three elected by majority vote from the faculty at large;...
  - (To) Membership: ...three elected by majority from faculty nominations and voting will be by secret ballot.

4. DEAN'S REPORT

Dean Kraft discussed the need to build resources and gave some suggestions on resource savings. He mentioned decreasing the faculty to 90 instead of 110. He spoke on coming up with a plan, and setting priorities, as well as the need to involve more senior faculty in decision making.

A motion was made, seconded, and passed to adjourn the meeting at 1:50 P.M.



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Tele: (904)392-2397. ext. 1217 \* Fax: (904)392-2086

## GENERAL FACULTY MEETING MARCH 4, 1994 102 BUS 1:00-3:00 p.m. MINUTES

### 1. MINUTES:

Minutes from the December 10, 1993, General Faculty Meeting were approved as distributed.

### 2. UNDERGRADUATE COMMITTEE:

Mark Rush explained the different proposals: A motion was made, seconded and passed on each proposal presented:

- a.) DIS Major Proposal
- b.) New MAR course-MAR 4945
- c.) New Economics course-ECO 4
- d.) Termination of ECO course-ECO 4935
- e.) Prerequisite change for QMB 4703

A motion was made and passed to adjourn the general faculty meeting.

## GRADUATE FACULTY MEETING MARCH 4, 1994

### 1. MINUTES:

Minutes from the December 10, 1993, Graduate Faculty Meeting were approved as distributed.

### 2. GRADUATE COMMITTEE:

- a.) Rich Lutz explained the new Economics course-ECO 6\_\_\_\_. A motion was made, seconded and passed to approve the new course as presented.
- b.) Rich Lutz explained the Title change for REE 5505. A motion was made, seconded and passed to approve the title change as presented.
- c.) Steve DeKrey explained the new Economics course-ECO6\_\_\_\_. A motion was made, seconded and passed to approve the new course as presented.

A motion was made and passed to adjourn the graduate faculty meeting.



# UNIVERSITY OF FLORIDA

College of Business Administration  
W. Andrew McCollough  
Associate Dean

109 Bryan Hall \* P.O. Box 117150  
Gainesville, Florida 32611-7150  
Tele: (904)392-8436. ext. 1223 \* Fax: (904)392-2086

August 19, 1994

## MEMORANDUM

TO: John Kraft  
FROM: W. Andrew McCollough *WAM*  
SUBJECT: Curriculum Changes

The following curriculum change has been approved by the Graduate Committee. They have asked that it be presented to the faculty at the next College of Business Administration Faculty Meeting.

- 1) MAN 6930 - Change from 3 credits to Variable (1-3)  
Maximum 12 credits

WAM:sh

Attachments

**Florida Department of Education  
Statewide Course Numbering System  
Course Termination or Change Transmittal Form**  
(See instructions on reverse side)

Form UC  
OAA # .

**Part I: To Be Completed By the Institution or School District**

MAN/MAS/

Institution/District: <b>University of Florida</b>	District Code: <b>00</b>	Institutional Code: <b>001535</b>	Instructional Unit or Department: <b>MANAGEMENT</b>
Terminate Current Course: Effective term (month/year): _____			
Current SCNS Course Identification: Discipline (SMA) _____ Prefix <u>MAN</u> Level <u>6</u> Course Number <u>930</u> Lab Code <u>NA</u> Contact Hour Base <u>3</u> or Head Count _____ Institution's Course Title: <b>SPECIAL TOPICS</b>			
Change Course As Indicated Below:			
Item to Change	Change From	Change To	
Reclassify: Pref, No., Lab Code	(See above)		
Level	(See above)		
Amount of Credit	<b>3 (three)</b>	<b>VARIABLE -1 to 3 (MAX 12 credit</b>	
Contact Hour Base or Head Count	<b>3 (three)</b>	<b>VARIABLE - .5 to 3 (will state</b>	
Prerequisites/Corequisites		<b>course is</b>	
Change Course Title: _____ <span style="float:right">scheduled)</span>			
Change Course Description (Course syllabus must be attached.):  			
Intended Students (Mark all that apply.): <input type="checkbox"/> Undergraduate Nonmajors <input checked="" type="checkbox"/> Graduate Students <input type="checkbox"/> Other (specify): <input type="checkbox"/> Undergraduate Majors <input type="checkbox"/> Honors Students <input type="checkbox"/> Advanced Undergra			
Category of Instruction: <input type="checkbox"/> Introductory <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced			
Effective Term (month/year): <b>01/1994</b>	Department Contact and Telephone Number: <b>Lea King      392-0163</b>		
Signature, Department Chair: <b>Jordan B. Ray</b> <i>JBR</i> (Date) <b>4/6/94</b>	Signature, College Dean: _____ (Date)		
Signature, Graduate Dean (if applicable): _____ (Date)	Signature, Institutional Contact: _____ (Date)		

**Part II: Faculty Discipline Committee Representative Use Only**

Approved Course Classification (Prefix, Number, Lab Code): _____	
If not the same as recommended by institution, please explain:  	
SCNS Course Title (if new): _____	
Decade Title (if new): _____	
Century Title (if new): _____	
Signature, Faculty Discipline Committee Representative	Date

**Part III: SCNS Staff Use Only**

Signature	Date Entered	Correspondence Number
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**COLLEGE OF BUSINESS ADMINISTRATION  
FACULTY MEETING MINUTES  
September 2, 1994  
1:00 p.m.**

Dean Kraft opened the meeting and introduced Bob Cramer, Assistant Director of the Career Resource Center.

1. He will act as liaison to students and faculty of the College.
2. He is hosting a weekly business career search session.
3. He is available to speak in classes.
4. He is available to speak to any of the student organizations.

It was moved and seconded that the April meeting minutes be approved. All were in favor.

Rich Lutz has accepted a position as Associate Dean for Student Affairs and Academic Programs in the Graduate School. His appointment will begin October 1, 1994.

The College of Business Administration TIP Committee will be meeting soon to begin work on this year's protocol and this year's process. The whole process will be completed by November 30.

All new faculty were introduced by their Chairs.

**Enrollment management**

- TV enrollments are down
- Course enrollments are down
- Undergraduate enrollment must be considered and appropriate strategies identified

The general faculty meeting was adjourned and the graduate faculty meeting opened. It was moved and seconded that the April meeting minutes be approved. All were in favor.

Motion was made and passed to waive requirement of 10-day previous review of curriculum changes.

The following curriculum change requests were made:

1. MAR 6646 - Marketing Research for Managerial Decision Making  
Credit change from 4 credits to 3

2. MAR 6816 - Advanced Marketing Management  
Credit change from 4 to 3
3. MAR 6336 - Promotional Strategy & Planning  
Credit change from 4 to 3
4. MAR 6506 - title change from "Consumer Behavior" to "Customer Analysis" for the MBA course only. The graduate course will keep the old title.
5. There are three (3) MBA electives being taught as special topics. Marketing faculty want to give these courses a title and number. The proposed new courses are:  
  
MAR 6832 - Product Development and Management  
  
MAR 6405 - Sales Management and Control  
  
MAR 6840 - Services Marketing
6. Management requested MAN 6930 special topics course be changed from a three (3) credit course to variable (1 to 3).

All of these requests were discussed and approved by majority vote.

J. B. Ray was nominated and unanimously approved to serve as a parliamentarian for this year.

Meeting was adjourned at 1:43 p.m.