



Graduate Programs in Business
Warrington College of Business Administration
Fisher School of Accounting
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GENERAL FACULTY MEETING
THURSDAY, MARCH 18, 1999
3:30 P.M. - STZ 101
AGENDA

- 1. Minutes from the February 25, 1999 General Faculty Meeting (attachment 1)
2. Undergraduate Committee:
The Undergraduate Committee has approved the following change and they have requested that it be presented at the Faculty Meeting for approval.
Change to BABA Curriculum
BABA candidates must take MAN 4720 or a four-credit "major" course in the College.
3. Dean's Report
4. Other Business

GRADUATE FACULTY MEETING
AGENDA

- 1. Minutes from the February 25, 1999 Graduate Faculty Meeting (attachment 1)
2. Graduate Committee:
The Graduate Committee has approved the following program proposals and they have requested that they be presented at the Graduate Faculty Meeting for approval.
Proposals for New Programs
Certificate Program in "Supply Chain Management" (attachment 2)
Certificate Program in "eCommerce" (attachment 3)

The Graduate Committee has approved the following and they have requested that these be presented at the Graduate Faculty Meeting for approval.

New Courses (attachment 4)

Title: MAN 6xxx Project Management
Credit: 2
Contact Hours: 2
Description: The intent of this course is to introduce the students to the field of Project Management. Topics covered in the course include: the role of the project manager in an organization and ways of structuring project organizations; fundamentals of project scheduling; time/cost tradeoffs, project budgeting and cost estimation; and monitoring.

Title: MAN 6xxx Purchasing and Materials Management
Credit: 2
Contact Hours: 2
Description: This course is designed to explore the industrial/institutional purchasing cycle for operating supplies, raw materials, components and capital equipment within the context of the Materials Management Organizational Concepts. Topics covered in the course include the basic

principles, policies and procedures involved in the requirement determination; the procurement decision process; the purchasing function; and the materials management concept, organization and philosophy.

Title: MAN 6xxx Principles of Logistics/Transportation Systems
Credit: 2
Contact Hours: 2
Description: The intent of this course is to introduce the student to the field of logistics management. In the current business environment, the management of logistics has grown in importance due to the increasing focus on managing the entire set of activities in a national/international supply chain.

Title: ISM 6xxx Electronic Commerce and Logistics
Credit: 2
Contact Hours: 2
Description: The objectives of this course include (1) to gain critical understanding of the underlying technologies that herald innovations in electronic commerce and logistics, and (2) to examine how to capitalize on the new electronic commerce and logistics in business.

Title: MAR 6xxx Marketing Channel Management
Credit: 2
Contact Hours: 2
Description: This course will study the elements and management of marketing distribution channels. A marketing distribution channel is an interorganizational system involved with the task of making goods, services and concepts available to businesses and/or consumers and enhancing their time, place and possession utilities.

3. **MBA Committee:**

The MBA Committee will tentatively approve the following program proposals and have requested that they be presented at the Graduate Faculty Meeting for approval.

Proposal for New Programs

MBA certificate program in "Supply Chain Management" (**attachment 5**)

MBA certificate program in "Decision and Information Sciences" (**attachment 6**)

MBA certificate program in "eCommerce" (**attachment 7**)

The MBA Committee will tentatively approve the following curriculum items and have requested that they be presented at the Graduate Faculty Meeting for approval (**attachment 8**).

Changes to Concentration:

Change Name: From: "Private Enterprise and Public Policy"
To: "Business Strategy and Public Policy"
Change Description: *in progress*

Changes to Courses:

Course Number: ECP 6429
Title: Old: "Strategy in Evolving Infrastructure Industries"
New: "Strategies for Deregulated Industries"
Description: *in progress*

Course Number: ECP 6416
Old: "Social Regulation and the Firm"
New: "Business Strategies for Regulation"
Description: *in progress*

Tentative New Courses

eCommerce Business Models

This course provides an introduction to eCommerce business activities and the business models used by firms engaging in eCommerce. These business models include a variety of revenue sources and costs associated with providing value to customers. In addition to discussing the various business models, the course will analyze the effects of eCommerce on industry structure and strategy. Some specific industries that will be examined are travel services, retailing, automobiles, financial services, and record music.

eCommerce Technologies I

This first technology course surveys networking basics (such as LAN topologies, repeaters, bridges, switches, routers, addressing, protocols, client/server paradigm, and security), web languages (such as HTML, Java, JavaScript, asp, xml, cgi, and perl) and electronic data interchange.

Internet Marketing

This course will examine the marketing activities of firms involved in eCommerce. Some specific topics are communicating with customers over the Internet to create brand awareness, build brand image, and provide customer service; using the Internet as a channel of distribution to sell products and services; pricing products and services sold over the Internet; and using the Internet to collect market research.

Internet Economics

The course will assess special economic issues pertaining to commerce in the information age. Questions relating to the pricing of information services, the protection of intellectual property, the evaluation of information quality and accuracy, and the design of markets to facilitate information flows will be analyzed

Risks and Controls in eCommerce

As firms put more reliance on information technologies for external linkage and internal operations for electronic commerce, it becomes increasingly more important that systems be designed and managed in accordance with the corresponding risks incurred by that reliance. This course will examine such topics as strategic IT planning, policies and control; risk assessment, reliability, benchmarking and monitoring; privacy and security models and technologies; availability, continuity and compliance testing; and threat monitoring.

eCommerce Technologies II

The second technology course covers database management systems, systems and Web-page design, human computer interface issues, artificial intelligence methods (such as data mining and expert systems), and intelligent software agents.

eCommerce Practicum

The practicum will give students an opportunity to apply the material presented throughout this program. Students will work on approved projects such as developing eCommerce business plans, constructing eCommerce sites, or the like.

4. Dean's Report
5. Other Business

PEP LECTURE BY DAVID SAPPINGTON "THE IMPACT OF INCENTIVE REGULATIONS ON PERFORMANCE IN THE TELECOMMUNICATIONS INDUSTRY."

This is the last meeting until the Fall Semester. A schedule announcing the fall meeting dates will be sent out soon.