



Graduate Programs in Business
Warrington College of Business Administration
Fisher School of Accounting
John Kraft, Dean

100 Bryan Hall * P.O. Box 117150
Gainesville, Florida 32611-7150
E-Mail Address: john.kraft@cba.ufl.edu
Tele: (352) 392-2397 Ext. 1217 * Fax (352) 392-2086

Sent by email 11/18/02

GENERAL FACULTY MEETING
FRIDAY, NOVEMBER 22, 2002
1:00 – 3:00 P.M. – STUZIN 102

AGENDA

NOTE:
Support materials are
available in the Associate
Dean's office for review

1. Minutes

Approval of September 6, 2002 Faculty meeting

2. Undergraduate Committee:

The Undergraduate Committee has approved the following and requested that these be presented at the next College of Business Administration Faculty Meeting for approval.

New Courses:

ECO 3731 – Economics of Global Business

- ♦ Credits: 4
- ♦ Contact hours: Base hours
- ♦ Description: The global marketplace differs significantly from the domestic in the range of cultures, demand conditions, factor market conditions, currencies, and political, legal and trade policy environments that it encompasses. This diversity simultaneously introduces new economic opportunities and new economic risks, increases the parameters to be considered in making optimal economic production decisions and raises new potential conflicts between economic profitability of the firm and societal ethics. This course provides a broad overview of how variations in the global environment affect economic decision-making of the firm and highlights current issues on the status and evolution of the world economy. It is intended for non-economics majors.
- ♦ Prerequisites: ECO 2013. Credit cannot be received for both ECO 3731 & ECO 4730. ECO 3731 may not be counted as an economics elective for economics majors. Majors should enroll in ECO 4730. ECO 3731 is intended for BABA degree students, students seeking a minor in economics and other non-economics majors.

GEB 3035 – Effective Career Management in Business

- ♦ Credits: 4
- ♦ Contact hours: 4 Base hours
- ♦ Description: Systematically designed course based on the cognitive information processing theory for career problem solving and decision making. The course is delivered via modularized multi-media instructional materials. The course is designed to inform students about career planning and management interventions and to accommodate students at different levels of decidedness about their career aspirations. Lectures, electronic media, computer-based career guidance systems, outside projects and readings constitute a sample of the techniques used to deliver instruction in the course.

GEB 4923 – Professional Development Module

- ♦ Credits: 2 (6 total repeatable credit)
- ♦ Contact hours: 2 Base hours
- ♦ Rotating Topics: Yes
- ♦ Repeatable for Credit: Yes
- ♦ Description: This course presents techniques for outstanding presentation and public

speaking skills. The course includes a significant service learning component whereby students apply presentation techniques developed in the classroom via business-oriented instruction in the K-12 school system.

ISM 3004 – Computing in the Business Environment

- ♦ Credits: 4
- ♦ Contact hours: 4 Base hours
- ♦ Prerequisites: Basic skills for Microsoft Word, PowerPoint, Excel and Internet
- ♦ Description: Presents fundamental concepts from two perspectives-that of the individual business computer user and corporate business computing environment. Course will enable you to become familiar with common business computing applications; it is not a “hands on” applications training course. You will use your existing computer skills to complete assignments.

ISM 3232 – Business Systems I

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: This course introduces the basic tools for building systems using object-oriented and event-driven programming paradigms. Emphasis will be placed on using Java, C# and J# to illustrate these ideas.
- ♦ Prerequisite: CGS 2414 or equivalent

ISM 3238 – Business Systems II

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: This course continues developing the basic tools for building business systems using object-oriented and event-driven programming paradigms. Emphasis will be placed on using C++ to illustrate these ideas.
- ♦ Prerequisite: Business Systems I (tentatively ISM 3232)

ISM 4215 – Database Management

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: This is an introductory course on database management. Topics covered include various stages in a database development process such as conceptual, logical, application, and physical design.
- ♦ Prerequisite: ISM 4113

ISM 4221 – Business Data Communications II

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: This course will help students gain insights into network security. The students will be exposed to various security algorithms and techniques. There will be hands-on experience with projects and homework assignments.
- ♦ Prerequisite: ISM 4220

MAN 4583 – Project Management

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: The basic principles, organizational issues and tools of project management. Project organization, project selection, planning, scheduling, monitoring, earned value analysis, resource management.
- ♦ Prerequisite: Business Systems I (tentatively ISM 3232)

QMB 4702 – Managerial Operations Analysis II

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: This course provides an overview of stochastic applications of Management Sciences. Students will learn stochastic modeling techniques and introductory visual basic.
- ♦ Prerequisite: QMB 4701

Course Changes:

BUL 4310 – The Legal Environment of Business

- ♦ Prerequisites **OLD** – none
NEW – Junior standing or sophomore standing with ECO 2023.

ECO 3203 – Intermediate Macroeconomics

- ♦ Prerequisites: **OLD** – ECO 2013, ECO 2023 and MAC 2233. Students may substitute ECO 3704 for ECO 3203.
NEW - ECO & ES majors with ECO 2013, ECO 2023 and MAC 2233 or B or better in ECO 2013, ECO 2023, MAC 2233

ECO 3532 – Public Choice

- ♦ Description: **OLD** – ECO 2023 permission of instructor.
NEW - ECO & ES majors with ECO 2023 or B or better in ECO 2023.

ECO 3701 – International Economic Relations

- ♦ Prerequisites: **OLD** – ECO 2013 or permission of instructor
NEW – ECO 2013, restricted to non-majors. Note: students who have taken ECO 3701 cannot take ECO 3704 and ECO 3703

ECO 3703 – International Trade

- ♦ Prerequisites: **OLD** – ECO 2013 and ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2013 & ECO 2023 or B or better in ECO 2013 and ECO 2023.

ECO 3704 – International Macroeconomics

- ♦ Prerequisites: **OLD** – ECO 2013 and ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2013 & ECO 2023 or FRE majors or B or better in ECO 2013 and ECO 2023.

ECO 4431 – Forecasting of Business Fluctuations

- ♦ Prerequisites: **OLD** – ECO 2013 and QMB 3250 or STA 4033.
NEW – ECO & ES majors with ECO 2013, ECO 2023 and either QMB 3250 or STA 4033 or B or better in both ECO 2013 and ECO 2023, either QMB 3250 or STA 4033.
- ♦ Corequisites **OLD** – ECO 2023 or permission of instructor.
NEW – none

ECO 4400 – Game Theory Applications

- ♦ Prerequisites: **OLD** – ECO 2013 or permission of instructor.
NEW – ECO & ES majors with ECO 2023 or B or better in ECO 2023.

ECO 4504 – Public Finance

- ♦ Prerequisites: **OLD** – ECP 3703 or 3101 or permission of instructor
NEW – ECO & ES majors with ECO 2013, ECO 2023 and either 3101 or ECP 3703 or B or better in both ECO 2013 and ECO 2023, either ECO 3101 or ECP 3703.

ECO 4730 – The Firm in the Global Economy

- ♦ Prerequisites: **OLD** – ECO 2013 and ECO 2023
NEW – ECO & ES majors with ECO 2013 & ECO 2023 or B or better in ECO 2013 and ECO 2023.

ECO 4935 – Empirical Research in Economics Seminar

- ♦ Prerequisites: **OLD** – Junior standing in economics or permission of instructor
NEW – ECO & ES majors with ECO 2013 & ECO 2023 or B or better in ECO 2013 and ECO 2023.

ECP 3006 – Economics of Sports

- ♦ Prerequisites: **OLD** – ECO 2013 and ECO 2023 or permission of instructor
NEW - ECO & ES majors with ECO 2013, ECO 2023 and either ECO 3101 or ECP 3703 or B or better in both ECO 2013 and ECO 2023, either ECO 3101 or ECP 3703.

ECP 3113 – Population Economics

- ♦ Prerequisites: **OLD** – ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2023 or B or better in both ECO 2023.

ECP 3203 – Labor Economics

- ♦ Prerequisites: **OLD** – ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2023 or B or better in ECO 2023.

ECP 3302 – Environmental Economics and Resource Policy

- ♦ Prerequisites: **OLD** – ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2023 or B or better in ECO 2023

ECP 3429 – Global Telecommunications Strategy

- ♦ Prerequisites: **OLD** – ECO 2013 and ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2013, ECO 2023 or B or better in both ECO 2013 and ECO 2023.

ECP 3530 – Health Care Economics

- ♦ Prerequisites: **OLD** – ECO 2013 and ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2023 or B or better in ECO 2023.

ECP 3703 – Managerial Economics

- ♦ Prerequisites: **OLD** – ECO 2023 and MAC 2233. Students may not receive credit for both ECP 3703, ECO 3100 and ECO 3101. Primarily designed for majors in the Warrington College of Business Administration. Not for liberal arts economics majors. Open only to students who need this course for their major or have permission from the WCBA.
NEW – MAC 2233 and junior standing or MAC 2233, ECO 2023 and sophomore standing. Students may not receive credit for both ECP 3703, ECO 3100 and ECO 3101. Primarily designed for majors in the Warrington College of Business Administration. Not for liberal arts economics majors. Open only to students who need this course for their major or have permission from the WCBA.

ECP 4403 – Government Regulation of Business

- ♦ Prerequisites: **OLD** – ECO 2013 and ECO 2023 or permission of instructor
NEW – ECO & ES majors with ECO 2013, ECO 2023 and either ECO 3101 or ECP 3703 or B or better in both ECO 2013 and ECO 2023, either ECO 3101 or ECP 3703.

ECP 4451 – Law and Economics

- ♦ Prerequisites:

OLD – ECP 3703 or ECO 3101 or permission of instructor

NEW – ECO & ES majors with ECO 2013, ECO 2023 and either ECO 3101 or ECP 3703 or B or better in both ECO 2013 and ECO 2023, either ECO 3101 or ECP 3703.

ECS 3403 – Economic Development of Latin America

- ♦ Prerequisites:

OLD – ECO 2013 and ECO 2023 or permission of instructor

NEW – ECO & ES majors with ECO 2013 & ECO 2023 or B or better in both ECO 2013 and ECO 2023.

ECS 4013 – Economic Development

- ♦ Prerequisites:

OLD – ECO 2013 and ECO 2023 or permission of instructor

NEW – ECO & ES majors with ECO 2013 & ECO 2023 or B or better in both ECO 2013 and ECO 2023.

FIN 3403 – Business Finance

- ♦ Prerequisites:

OLD – ACG 2021C

NEW – ACG 2021C and junior standing or ACG 2021C, ECO 2023 and sophomore standing.

ISM 4113 – Business Systems Design and Applications

- ♦ Credits:

OLD – 4

NEW – 2

- ♦ Description: **OLD** –

This course focuses on the design and application of systems in business for routine data processing, management reporting systems, and decision support systems. It uses state-of-the-art software to aid the student in employing planning, life cycle, structured analysis, and design processes concepts in hands-on applications of transaction systems and executive information systems. Students will work with applications on microcomputers and mainframes.

NEW – Conceptual foundations of the process, data and object oriented approaches for the analysis and design of business systems. Systems development life cycle, rapid application design, CASE tools also covered.

- ♦ Prerequisite:

OLD – One of the following programming classes taken prior and one taken concurrently: CGS 3460, CGS 3462, CGS 3403 or COP 3121

NEW - Business Systems I (tentatively ISM 3232)

ISM 4220 – Introduction to Business Data Communications

- ♦ Prerequisite:

OLD – One of the following courses on procedural languages: CIS 3020, CGS 3403, CGS 2420 or CGS 3460.

NEW – Business Systems I (tentatively ISM 3232).

ISM 4330 – Information Systems and Operations Strategy

- ♦ Prerequisite:

OLD – Senior standing

NEW – Business Systems I (tentatively ISM 3232).

MAN 3025 – Principles of Management

- ♦ Prerequisites

OLD – none

NEW – Junior standing or sophomore standing with ECO 2023.

MAN 3240 – Organizations: structure and Behavior

- ♦ Prerequisites

OLD – MAN 3025. Open only to business administration or accounting students.

NEW – MAN 3025 with a grade of C or better.

MAN 4301 – Human Resource Management

- ♦ Prerequisites **OLD** – MAN 3025.
NEW – MAN 3025 with a grade of C or better.

MAN 4504 – Operations Management

- ♦ Prerequisites **OLD** – MAC 2233, STA 2023.
NEW – MAC 2233, STA 2023 and junior standing or MAC 2233, STA 2023, ECO 2023 and sophomore standing.

MAN 4723 – Strategic Management

- ♦ Prerequisites **OLD** – MAN 3025.
NEW – MAN 3025 with a grade of C or better.

MAR 3023 – Principles of Marketing

- ♦ Prerequisites **OLD** – none
NEW – Junior standing or sophomore standing with ECO 2023.

QMB 3250 – Statistics for Business Decisions

- ♦ Prerequisites **OLD** – STA 2023. Open only to students who need this course for their major or have permission from the WCBA.
NEW – STA 2023 and junior standing or STA 2023, ECO 2023 and sophomore standing. Open only to students who need this course for their major or have permission from the WCBA.

QMB 4701 – Managerial Operations Analysis I

- ♦ Credits: **OLD** – 4
NEW – 2
- ♦ Description: **OLD** – Introductory survey of quantitative methods for managerial decision making, including linear programming and related techniques, with applications to business and economic analysis.
NEW – This course provides an introduction to the concepts and applications of Management Science. As a result, students will become more confident in understanding and using deterministic analytic models.

3. Changes to program curricula for BSBA and/or BABA:

- 1) Addition of 8th tracking course to BSBA major curriculum requirements:
CIS major – MAC 2312 – Analytic Geometry and Calculus II
DIS major – CGS 2414 – Computer Programming Using Java
ECO major – ECP 3703 – Managerial Economics
FIN major – FIN 3403 – Business Finance
MAN major – MAN 3025 – Principles of Management
MAR major – MAR 3023 – Principles of Marketing
- 2) Expand each of the 12 credit BSBA majors to 16 credits;
FIN and MAN majors - add 4 credits of electives
MAR majors – add MAR 4613 – Marketing Research
- 3) Require BSBA (exception is CIS) students to complete 12 credits of the following types of courses:
3000-4000 level non-business courses; 1000-4000 level foreign language courses.
BSBA students may utilize one on-line BSBA Professional Development Course toward this requirement.
- 4) Revise Economics major:
Require ECO 3203 – Intermediate Macroeconomics or ECO 3704 – International Macroeconomics
- 5) Revise requirements for honors designation for BSBA and BABA programs as follows:
OLD: Honors – A GPA of at least 3.2 (UF, Business Core, and Major/Area of Specialization)
High Honors – A GPA of at least 3.6 and an Honors Thesis
Highest Honors – A GPA of at least 3.8 and an Honors Thesis
NEW: Honors – A GPA of at least 3.5 (UF, Business Core, and Major/Area of Specialization)

High Honors – A GPA of at least 3.7 and an Honors Thesis
 Highest Honors – A GPA of at least 3.9 and an Honors Thesis

- 6) Accelerate the Preprofessional GPA requirements as follows:
- | | | | | |
|-------|----------------------------|------|-----|-----------------|
| From: | Freshman year Fall term | 2.0 | To: | 2.5 |
| | Freshman year Spring term | 2.5 | | 2.75 |
| | Sophomore year Fall term | 2.75 | | 3.0 |
| | Sophomore year Spring term | 3.0 | | 3.0 (no change) |
- 7) Phase out the following:
 International Track in Economics
 Global Business Area of Specialization in the BABA Program
 Insurance Major
- 8) Changes to DIS major requirements as follows:
- | | |
|----------------------|-----------------------|
| CGS 2414 | 3 credit hours |
| ISM 3232 | 2 credit hours |
| ISM 3238 | 2 credit hours |
| ISM 4113 | 2 credit hours |
| ISM 4215 | 2 credit hours |
| ISM 4220 | 2 credit hours |
| ISM 4330 | 2 credit hours |
| QMB 4701 | 2 credit hours |
| QMB 4702 | 2 credit hours |
| ISM 4221* | 2 credit hours |
| MAN 4583* | <u>2 credit hours</u> |
| Total hours required | 21 |

* Take one of these two courses

4. **Other Business**

**GRADUATE FACULTY MEETING
 AGENDA**

1. **Minutes**

Approval of September 6, 2002, Graduate Faculty Meeting.

2. **MBA and Masters Committees:**

The MBA and Masters Committees have approved the following and requested that it be presented at the next College of Business Administration Graduate Faculty Meeting for approval.

New Courses:

MAR 6832 – Marketing of Science and Technology

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: Application of specialized marketing techniques and strategies to discoveries, inventions and innovations embodied in products, services and intellectual property. Considers the particular characteristics of engineering and science-driven market offerings.
- ♦ Prerequisites: MAR 5806 or permission of instructor

MAR 6833 – Marketing of Science and Technology

- ♦ Credits: 3
- ♦ Contact hours: 3 Base hours
- ♦ Description: Application of specialized marketing techniques and strategies to discoveries, inventions and innovations embodied in products, services and intellectual property. Considers the particular characteristics of engineering and science-driven market offerings.

- ♦ Prerequisites: MAR 5806 or permission of instructor

Course Changes:

ISM 6423

- ♦ Title: **OLD** - Knowledge Systems for Business
NEW – Data Analysis and Decision Support
- ♦ Description: **OLD** – Practical issues in wide range of business situations. Justifying, building, verifying, and using knowledge systems in business. Case studies.
NEW – Overview of various solution methods for data analysis programs such as clustering, classification, and regression that occur in business decision making. Discussion of how these methods are used for supporting managerial decisions.

3. Masters Committees:

The Masters Committee has approved the following and requested that it be presented at the next College of Business Administration Graduate Faculty Meeting for approval.

New Courses:

BUL 6891 – Law of Real Estate Transactions

- ♦ Credits: 2
- ♦ Contact hours: Base hours
- ♦ Description: An introduction to the legal aspects of real estate transactions, including the basic legal concepts of real estate law, landlord-tenant relations, commercial leasing, multi-unit real estate interests, real estate finance, and the sale of real estate. The final part of the course will analyze the legal aspects of real estate development, including the impact of zoning and environmental laws, land improvement, and real estate syndication.

MAN 6129 – Management Skills and Personal Development

- ♦ Credits: 2
- ♦ Contact hours: Base hours
- ♦ Description: Explores interpersonal skills critical to development as an effective manager.

REE 6315 – Real Estate Market and Transaction Analysis

- ♦ Credits: 2
- ♦ Contact hours: 2 Base hours
- ♦ Description: Application of the analytical process for analyzing and acquiring investment property. Broaden the historic perspective on the modern city and understanding of how to apply an analytical framework to real estate market analysis.

4. PhD Committee

The PhD Committee has approved the following and requested that these be presented at the next College of Business Administration Faculty Meeting for approval.

New Courses:

MAN 7107 – Seminar in Motivation and Attitudes

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: The focus is on (1) various motivation theories, including (expectancy theory, equity theory) and (2) work attitudes such as job satisfaction, as well as other attitudes relevant to work, and their effects on individuals and organizations.

MAN 7146 – Seminar in Leadership

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: The focus is on the theoretical and empirical work in leadership theory. It will treat various theories of leadership including the Ohio State studies, trait theory, LPC theory, path-goal theory, substitutes for leadership, and transformational/charismatic leadership theory.

MAN 7207 – Seminar on the Foundations of Organizational Theory

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: The focus is on classical models of organizations as coordination and control mechanisms, organizational boundaries, political processes, and contingency theory.

MAN 7208 – Seminar on Contemporary Approaches to Organizations

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: The focus is on recent views of organizations such as population ecology, economic approaches to organizational design and control, organizations and technology, and network firms.

MAN 7265 – Seminar in Groups and Teams Research

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: The focus is on emerging research on groups and teams in organizations, examining classic and contemporary theories and research team composition and team performance.

MAN 7320 – Seminar on Staffing and Selection

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: The focus is on theory and methods organizations used to staff positions in organizations.

MAN 7776 – Seminar in Strategic Adaptation to the Environment

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: The focus is on how organizations make decisions to cope effectively with their environments. Specific topics that treat theory and research on how firms operate in their environment, such as theories of the firm, resources and knowledge-based views of organizations, and various strategic choices.

MAN 7777 – Strategic Process and Structure in Organizations

- ♦ Credits: Variable 1-3
- ♦ Contact hours: Variable Base
- ♦ Description: This seminar examines theories and research on how organizations implement strategic choices, covering decision making, corporate governance and control, strategy/structure issues, compensation strategies, and strategic change.

Course Changes:

MAN 7108 – Concepts and Methods in Behavioral Sciences

- ♦ Title: **OLD** – Concepts and Methods in Behavioral Sciences
NEW – Seminar in Research Concepts and Methods in Management
- ♦ Credits: **OLD** - 3
NEW - Variable 1-3

- ♦ Contact Hours: **OLD** - 3 Base
NEW - Variable Base
- ♦ Description: **OLD** – Research topics and literature in human resources management.
NEW - The focus is on the design, execution of research in Organizational Behavior, Human Resource Management, Strategic Management and Organization Theory
- ♦ Rotating Topic: **OLD** – Yes
NEW – No

5. Information Items:

The MBA Committee has approved an Executive MBA proposal with Sun Yat-Sen University in China.

The “Purpose” of the Promotion and Tenure Committee has been re-defined as follows:

Old: To serve in a "fact-finding" capacity to assist the Dean in his evaluation of candidates for tenure and promotion, including candidates for new appointments of associate and full professor from academic units.

New: To serve in a “fact-finding” capacity to assist the Dean in his evaluation of:

- a) candidates for tenure and promotion, including candidates for new appointments of associate and full professor from academic units;
- b) three year reviews for progress toward tenure;
- c) performance improvement plan as part of a sustained performance review;
- d) candidates for salary pay plan adjustments.

6. Dean’s Report

7. Other Business