

Warrington College of Business Administration
Agenda | September 4, 2008 – Stuzin 103 – 2:00 p.m.

General Faculty Meeting

1. April 23, 2008 General Faculty Meeting Minutes presented for approval.
2. Other
3. Dean's Report

Graduate Faculty Meeting

1. The April 23, 2008 Graduate Faculty Meeting Minutes presented for approval.
2. A Proposal for Doctor of Business Administration (DBA) Degree presented for approval.
3. Other
4. Dean's Report

Warrington College of Business Administration

General Faculty Meeting Minutes

April 23, 2008 – 104 Stuzin Hall – 4:00 p.m.

1. The March 19, 2008 minutes were presented for approval by the faculty. A motion was made to approve the minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.
2. Other – no items reported
3. Dean's Report
 - Dealing with the 10% budget cuts has resulted in a \$1.5 million dollar reduction; the college earlier had taken a \$1million dollar cut.
 - Currently the college has not experienced any lay-offs and none are expected unless we move beyond the 10% in budget cuts.
 - 500 fewer transfers were accepted; the university is limited to 1100; our quota is 200 less than last year. This also applies to our online BSBA.
 - There is no information on promotions.
 - The special pay plan may be available in July.
 - Some people are confused as to if they should purchase gated parking since the new building will be built in this same location. It is recommended that if you want a gated space that you go ahead and purchase your decal; if you choose not to you will lose your position for a gated decal.
 - The new Associate Dean is still planning to be here.

A motion was made to adjourn the faculty meeting. The motion was seconded and the meeting adjourned.

Graduate Faculty Meeting Minutes

April 23, 2008 – 104 Stuzin Hall

1. The March 19, 2008 minutes were presented for approval by the faculty. A motion was made to approve the minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.
2. The Masters Committee approved the following and requested that it be presented at the Graduate Faculty Meeting for approval by the faculty. A motion was made to approve the course change as described. The motion was seconded and the faculty voted to approve the following course change.

Course Change:

FIN 6547

◆ Prerequisites:

Interest Rate Risk Management

OLD – FIN 5439, Designed for MBA students

NEW – FIN 6545

3. The Hough Graduate School of Business presented a proposal of the DBA Degree at a previous faculty meeting. The faculty suggested changes and it was turned over to a committee for more work. The Committee is now presenting it again with the suggested changes for the faculty to vote on.

Proposal for Doctor of Business Administration (DBA) Degree:

- A motion was made to “abandon the project”. The motion was seconded.
 - Discussion took place among faculty.
 - The motion was restated to “abandon the project and voting will be in written form and counted while in the room”. The motion was seconded.
 - The votes were collected; 13 accepted the motion to abandon the project; 17 opposed the motion to abandon the project; 1 abstained.
 - The motion to abandon the project failed.***
 - A motion was made to “approve the DBA program”.
 - A motion was made to “table the motion to approve the DBA program and voting will be in written form and counted while in the room”. The motion was seconded.
 - The votes were collected; 23 accepted to table the motion; 9 opposed to table the motion.
 - The motion to table the motion was passed (meaning the committee can reconsider).***
4. The Department of Finance, Insurance and Real Estate has unanimously voted to approve changes to the Certificate in New Venture Creation. This item was presented to the faculty as an informational item.
 5. Other – no items presented.
 6. Dean’s Report – no items presented.

A motion was made to adjourn the meeting. The motion was seconded and the meeting adjourned.

Attendance: John Kraft, Andy McCollough, Selcuk Erenguc, Sean Limon, Horace Tucker, Kenny Cheng, Gary Koehler, Robert Emerson, Mark Flannery, David Ling, Gary McGill, Jinhong Xie, David Sappington, Joel Demski, Jonathan Hamilton, Richard Romano, Stan Smith, Arnie Heggestad, Mike Ryngaert, Jason Karceski, Chris Janiszewski, Alan Cooke, Asoo Vakharia, Gwendolyn Lee, Joe Alba, Jason Colquitt, Larry DiMatteo, Jeff Lepine, Srikanth Paruchuri, Wei Shen, Doug Waldo, Alan Sawyer, Bill Bomberger, Jane Douglas, Larry Kenny, Bart Weitz

A Proposal for Doctor of Business Administration (DBA) Degree

Name of the proposed degree: Doctor of Business Administration (DBA)

Description and rationale for the proposed degree: The DBA degree is a professional degree which aims to integrate the theory and practice of business within the context of current issues that the business world faces. The DBA program will be available to a small, select group of experienced executives in senior leadership positions who hold a master's degree in a business or related field and are committed to pursuing a formal, rigorous program as practitioner-scholars. The program is designed to meet the special requirements of working professionals. Students meet the program's requirements by completing courses in-residence and successfully defending their final project. As shown in **Appendix A**, the program consists of the following components.

1. Foundations Review: 12 half-day sessions where each half-day session consists of four hours of instruction (3 credit hours).
2. Statistical Research Methods: 5 days, 8 hours of instruction per day (3 credit hours).
3. Six terms. In each term participants take 6 credit hours for a total of 36 credit hours. Each term consists of four weekend sessions with 16 hours of instruction per weekend.
4. Final Project. Terms 7 and 8 are devoted to the final project (12 credit hours).

Therefore, the students are required to take 54 credit hours and the program is expected to take approximately 3 years to complete. Excluding terms 7 and 8, during the three years students will spend 62 days on campus. On average, there will be 11.2 in-class contact hours per credit hour.

Given that the students will have a master's degree in business or a related field, and given that they will complete a one-week MBA level foundations review, the courses to be offered in the program are expected to be more advanced than the MBA curriculum. In fact, a great majority of the courses to be offered are already existing Ph.D. level courses.

The DBA is a new advanced degree. It differs substantially from a PhD degree. The PhD is a research-oriented degree with a specific focus, designed to train people to assume roles as faculty or researchers in particular academic areas. In contrast, the DBA degree is more interdisciplinary in orientation and although not a typical research degree, it is still a theory-based degree. The DBA degree places greater emphasis on the testing and application of existing theory on particular sets of cases and less emphasis on the development of theory. PhD research often begins from an identified gap in the literature. In contrast, DBA research often begins with a problem or an issue arising from the professional practice of management.

The DBA degree will enable the graduates to:

- Acquire faculty positions in academic institutions
- Advance in senior management
- Launch successful careers in management consulting

The Doctoral Faculty Commission (DFC), which was commissioned by the Board of Directors of AACSB International to analyze past and future trends in the supply and demand of business doctoral faculty, and offer solutions in the event of market imbalances, issued its report in December 2002. The DFC report concluded that there was a significant shortage of business PhDs and this shortage is expected to grow. The Commission estimated a shortage of 1,100 by 2007 and 2,400 by 2012. Under the worst case scenarios, expected shortages are 3,043 and 5,689, respectively.

The reasons for the expected shortage in doctoral faculty are two fold: (a) reduction in the production of business PhD's; and (b) increased demand for individuals with business PhD's. The production of new business PhD's declined from 1,327 in 1994-95 to 1,071 in 1999-2000. The trend is particularly noticeable among the top 50 accredited doctoral producers in the US, the world's largest producer of business PhD's. The DFC report identified the following as the most important reasons for the decline in the production of PhD's:

- High cost of financial support for doctoral students
- High cost of faculty resources to support doctoral programs
- The substantial time required to complete a full-time PhD program (usually four to six years), which discourages many good candidates from applying.

The DFC identified the following reasons for increased demand for doctoral faculty:

- The growth in undergraduate and graduate business school enrollment in the US and worldwide.
 - The number of business bachelor's degrees in the US is expected to rise to 302,000 in 2011-2012 from 253,000 in 1999-2000.
 - The number of business master's degrees in the US is expected to rise to 125,250 in 2011-2012 from 111,664 in 1999-2000.
 - Worldwide expansion of MBA programs
 - Under the 1999 Bologna Agreement, college degrees in the EU would follow the Anglo-American undergraduate and master's style of degree programs.
- More and more business schools have sought to become more research-oriented, resulting in desire to hire more doctoral faculty.
- AACSB International and EQUIS accreditation require schools with global aspirations to exceed minimum standards for faculty qualifications.

To address the doctoral faculty shortage, the DFC included the following as one of their recommendations:

“Different models of Ph.D. programs to address faculty shortages, e.g., “teaching doctorates”, “professional doctorate,” or executive PhD’s”, may be viable to address the needs of alternative segments of the business school industry, e.g., those with a non-research mission, and to augment the teaching capacity of research faculties.”

The proposed DBA program is our response to the doctoral faculty shortage problem in the industry and is in accordance with the above DCF recommendation. Many top-rated business schools in the US have already established clinical faculty positions. A typical clinical faculty position is non-tenure accruing with little or no research obligations. Successful DBA recipients will have the credentials to fill such positions in high-quality business schools. A typical graduate of the UF DBA program will have an appreciation for the scientific method and the importance of theory and be a very strong candidate for clinical faculty positions in high-quality business schools.

Although an important objective of the proposed program is to train individuals who will be able to acquire faculty positions in academic institutions, the potential value of the degree in training senior executives and consultants should not be overlooked. The DBA program will help candidates to develop proficiency in applied research by improving their methodological and analytical skills. The DBA program will thereby prepare candidates to apply research-based practice in business and management. The analytical and research skills of the candidates will help them advance in their career paths as senior managers and consultants.

Relationship to existing campus programs: Warrington College of Business Administration Faculty are experienced in offering graduate-level courses in the format in which the DBA program will be executed.

Planned Implementation Date: January 2010.

SUS institutions offering similar programs : There is no SUS institution offering a similar degree. However, there are a few schools in the US offering a similar program and more schools in the UK. In fact, there are at least sixteen schools in the UK that offer professional doctoral programs in business. Among the schools offering a similar degree are:

- Weatherhead School of Management-Case Western Reserve University
- University of Maryland
- Manchester Business School - UK
- University of St. Gallen – Switzerland

Expected Enrollment: We expect an annual enrollment of 20 students. Therefore, total DBA enrollment is expected to be 60 in steady state.

DBA Committee: A DBA Committee composed of one faculty from each of the six academic units will be formed. The functions performed by this committee will include: screening the candidates, making admission decisions, reviewing and evaluating changes in the curriculum. More generally, the DBA committee will serve a quality-control function.

Admission: Applicants must hold a master's degree in a business or related field from an accredited educational institution. Applicants for admission must submit recent official GMAT or GRE scores as well as official transcripts for all previous academic work. A minimum of twelve years of professional work experience performed after receiving their bachelor's degrees is required of all applicants. Applicants whose native language is not English are also required to submit scores for the Test of English as a Foreign Language.

Program Fees: The total price of the program is \$70,000. Books and other teaching materials are included in the program cost.

Annual Program Finances (in steady state): Enrollment in the DBA program is expected to reach steady state within 4 years with an enrollment of 60. Once in steady state, the program will be self-supporting. The funds required to support the program until it reaches steady state will be provided from the College's DOCE funds.

The DBA Program will be offered in a self-funded format.

The following revenue/cost computations are per cohort of 20 students.

Gross Revenue:

20 x \$70,000 = **\$1,400,000**

Costs:

DBA coordinator (staff) : 1 FTE, including fringes:

1.00 x \$50,000 x 1.30 = \$65,000

Overload faculty payments (13 3-credit-hour courses)

\$21,000 x 13 = 273,000

Overload faculty payments (12 half-day sessions)

\$1,000 x 12 = 12,000

Overload payments (final project supervision)

\$6,000 x 20 students = 120,000

Books, teaching materials:

\$2,000 x 20 = 40,000

Snacks/Coffee

75 days x 20 students x \$30/day = 33,750

Contingencies

50,000

University overhead (14% of gross)

196,000

Total Costs =

\$789,750

Net Revenue

\$610,250

Benefits of the program to the University and the Warrington College of Business

The most important benefits of the program to the University of Florida and the Warrington College of Business include the following:

- Increased graduate enrollment
- Make the University and the College a leader in Professional doctoral education in business
- Provide important financial support to the College's PhD program: The funds generated from this program will be used to support the College's PhD program.

Appendix A

Curriculum and timeline for the proposed DBA program

Weeks

1 – 2. Orientation and Foundations Review

Day 1 - Orientation

Day 2 – Day 7: Foundations Review: Accounting, Economics, Finance (3)
Each area has 4 half-day sessions.

Day 8- Break

Day 9-13: Statistical Research Methods (3)

Day 14- Introduction to semester 1

3-7 No meetings are scheduled

8–23. Term 1

Advanced Economic Principles (3) Hamilton/Romano
Research Methods (3) Colquitt

Meetings take place on Saturdays and Sundays of weeks 8, 13, 18, 23
On the Sunday of week 23, Term 2 courses are introduced.

24-28. No meetings are scheduled.

29-44 Term 2

Course 3 (3)*

Course 4 (3)

Meetings take place on Saturdays and Sundays of weeks 29, 34, 39, 44
On the Sunday of week 44, Term 3 courses are introduced.

45-49 No meetings are scheduled

50 - 65. Term 3

Course 5 (3)

Course 6 (3)

Meetings take place on Saturdays and Sundays of weeks 50, 55, 60, 65
On the Sunday of week 65, Term 4 courses are introduced.

66- 70 No meetings are scheduled

71- 86. Term 4

Course 7 (3)

Course 8 (3)

Meetings take place on Saturdays and Sundays of weeks 71, 76, 81, 86
On the Sunday of week 86, Term 5 courses are introduced.

87 – 91 No meetings are scheduled

92 - 107 Term 5

Course 9 (3)

Course 10 (3)

Meetings take place on Saturdays and Sundays of weeks 92, 97, 102, 107
On the Sunday of week 107, Term 6 courses are introduced.

108-112 No meetings are scheduled

113 - 128 Term 6

Course 11 (3)

Course 12 (3)

Meetings take place on Saturdays and Sundays of weeks 113, 118, 123, 128
On the Sunday of week 128, Term 6 courses are introduced.

129 - 144. Term 7

Final Project – Independent Study (6)

Each candidate will be in constant communication with his/her final project supervisors and meet with them as deemed necessary.

145- 160. Term 8

Final Project- Independent Study (6)

Completion of degree.

* Courses 3-12 will be selected from the following list of courses. Next to each course are the names of the faculty who have expressed an interest in teaching it.

Consumer Behavior (Janiszewski)

Decision Making (Brenner)

Multivariate Models (Shugan)

Marketing Models(Shugan)

International Marketing (Xie)

Marketing Strategy (Weitz)

Legal Environment of Business: Law of Regulation, Corporate Governance, and Ethical

Decision-Making (Dimatteo)

Organizational Behavior (Erez)

Groups and Teams (LePine)

Global Strategic Management (Shen)

Organization Theory (Tosi)

Supply Chain Management (Carrillo/Erenguc/Vakharia)

International Business (Kraft)

Entrepreneurship (Heggstad)

Final Project

Final component of the program is the final project for which the student will earn twelve credits. A typical final project will entail a thorough analysis of a practice-based business problem/case which will likely come from the candidate's work environment. The candidate is expected to apply the existing theories and tools to provide a set of viable solutions to the problem/case at hand. However, a candidate may also chose to do a final project which provides a scholarly treatment of the literature and is divorced from a business problem or work-related issue. The final project will be supervised and evaluated by at least two Academically Qualified Faculty.

Payment Schedule:

Candidates will pay a \$2,000 deposit upon admission to hold their place and \$8,000 at the beginning of each of the 8 terms. .

Total price of the program is \$70,000. This price includes books/cases/readings and coffee and snacks during campus visits.

