



UNIVERSITY OF FLORIDA

COLLEGE OF BUSINESS ADMINISTRATION
ALAN G. MERTEN, DEAN

GAINESVILLE, FLORIDA 32611
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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