



**GENERAL FACULTY MEETING  
JANUARY 20, 1995**

**MINUTES**

**Dean Kraft called the meeting together at 1:10p.m. A motion was made and seconded to hold the Graduate Faculty Meeting first.**

**GRADUATE FACULTY MEETING  
JANUARY 20, 1995**

**MINUTES**

- 1. MINUTES - The minutes from the October 28, 1994, meeting were approved as distributed.**
- 2. The faculty were asked to welcome Laura Baker, new Director for MBA Admissions.**
- 3. JOINT MBA/MS PROGRAM - After some discussion took place, a motion was made, seconded, and passed to approve a joint MBA/Ms program with the Department of Molecular Genetics and Microbiology in the College of Medicine.**
- 4. MBA FOR MANAGERS - It was stated that this item is for information to bring the faculty up-to-date on the MBA for Managers. The first class was a success and second class is almost complete. Plans are being discussed for the third class and it will be a little different from the first two by trying to modify the program in a way to reach more distance students. The plan would consist of students coming to campus periodically during a term. It was stated that anyone should feel free to call Chris James should they have any questions or concerns.**
- 5. A motion was made and seconded to adjourn the Graduate Faculty Meeting.**

**At this time the meeting turned back to the General Faculty meeting.**

**GENERAL FACULTY MEETING CONTINUED:**

- 1. MINUTES - The minutes from the October 28, 1994, meeting were approved as distributed.**

2. **Craig Tapley discussed enrollments and provided statistics. In the 1991 Spring term the UG enrollment at 3rd and 4th year level of the BSBA program was over 1,700. In 1992 Spring term it dropped to 1,691; 1993 Spring term it dropped to 1,423; 1994 Spring term our equivalent BSBA enrollment at the 3rd and 4th year level dropped to 1,181 but at the same time through a university program (MAPP) we started affiliating lower division second year students with our College and this gave us total BSBA enrollment of 1,404. At the same time we brought in 373 BABA students, giving us a total enrollment in all levels of both programs of 1,777. In the 1994 Fall term our BSBA program at the 3rd and 4th year level dropped to 990, but that semester we also started affiliating first year students with the College, giving us a total for the BSBA program of 1,379; the BABA program increased to 554 giving a College total of 1,933. This Spring things have improved a little with our 3rd and 4th year BSBA enrollment now up to 1,006, with another 413 students at the first and second year level, and the BABA program has increased to 615, giving a College total of 2,051. It appears that we are going in the right direction.**

**A list of enrollments in some of the required courses at the Undergraduate level were distributed. The total enrollment for this semester has dropped down to 1,982 which puts us down by about 100 from the Spring and 200 from last Semester. The drop in enrollment indicates a drop in student credit hours. On the other hand, enrollment in the TV courses this Spring term has exploded. In a comparison from Spring to Spring what is found is that our enrollment in the TV courses is up by 1,145 students from last Spring and is up by almost 400 students from last Fall. Also, the total of 6,926 students in the TV courses are generating 20,871 credit hours for the College. The total credit hours at the UG level are 29,637 up almost 2,000 from last Spring and up almost 500 from last Fall. Again, it seems that we are moving in the right direction.**

3. **DECISION OF OVERALL GPA REQUIREMENTS OF BSBA STUDIES - This item was presented as informational and will require a vote at the next scheduled meeting in March. Craig Tapley opened the discussion by providing some background. For the past ten to fifteen years the College has been a limited access College requiring a 2.5 overall GPA and a 2.5 preprofessional GPA for students to be admitted into our bachelors of science program. The College has used these GPA's to control enrollment growth and the quality of the students we are admitting. Every year the College has to justify through the University to the BOR why we are a limited access program. The University requested that the College prepare something that might help the look of the limited access programs. Based upon a study that C. Tapley prepared the overall GPA was not a constraining GPA in terms of what students were being admitted. It was proposed that we go from a 2.5 overall GPA down to a 2.0 overall GPA but keep the 2.5 preprofessional GPA. It was stated that the College of Engineering has done something similar to this. The impact on the College would be virtually none. Data was provided showing out of 850 students in our database there were only 31 students who had a preprofessional GPA greater than a 2.5 and overall GPA between a 2.0 and a 2.5, and of these, only 19 were actually offered admission to the BABA program. Dr. Tapley stated that he believes if we approve this measure of lowering our overall GPA we are not going to effect the quality of our students coming into the BSBA program at all.**
4. **REPORT FROM AUH's REGARDING A DESCRIPTION OF HOW THE ADDITIONAL CREDIT HOUR FOR THE FOLLOWING TV COURSES WILL BE HANDLED - Dean Kraft opened the discussion by stating that this is an issue carried over from the last faculty meeting to expand a number of our TV courses from 3 credits to 4 credits and some of the faculty were concerned. The AUH's report shows how the**

**extra credits will be used. The courses affected are MAN 4504; MAN 3021; QMB 3250; MAR 3023; and BUL 4310. The AUH's reported how they will use the extra four credits. Ginny Maurer, Chair of Management Department, reported that Management has two courses affected by this, one being the Principles of Management 3021; and also a Business Law course BUL 4310. In the Principles course the additional hour will be used for lecture. Some part of this fourth hour will be devoted to doing exercises which are designed for large groups. The additional hour in BUL 4310 will also be used for lecture with more intense coverage of current material and some additional material on unemployment benefits. Bart Weitz, Chair of Marketing, reported that Marketing is going to use the extra hour in the statistics course by breaking the students down into groups to go over specific statistics problems which would essentially be taught by the MBA students. In the marketing principles course, the additional hour will be used for lecture purposes. Some of the topics that haven't been covered in the present format with the number of hours will be covered in the new format. Topics include: Marketing for small businesses; ethical issues; public policy in marketing; and guest speakers will be invited from industries to relate their experiences. There will be a case discussion with each one of the replay sections to give them a feel for what our capstone marketing management case course is like. Selcuk Erenguc reported that they will use the fourth hour in Operations Management for problem solving and communication. Students will be assigned to discussion sections which will be staffed with Ph.d. students and the instructor teaching the course.**

- 5. DISTANCE EDUCATION PROPOSAL - The long-range proposal from the College for which the pilot program is a test would provide a four-year Bachelor of Arts in Business Administration degree based at community colleges around the state. The first two years of courses would be taught by community college faculty and the last two, by UF faculty. The scholastic requirements would be the same as for students earning the degree on the UF campus. The program would also involve the hiring of an on-site coordinator at each community college, plus equipped and staffed writing labs and multimedia labs for instructional support at UF. Some discussion took place. (SINCE THIS MEETING THE PROPOSAL WAS DENIED)**
- 6. OTHER BUSINESS - The Strategic Planning Committee reported that it had formed a steering committee composed of Laura Baker, Chris Janiszewski, Sandy Kramer, Ginny Maurer, Rich Romano, and Henry Tosi. The Committee will give the faculty a progress report at the next faculty meeting.**

**Dean Kraft briefly commented on the budget. Some information was passed out from the Provost's office in regards to what Lombardi proposes on how to manage the possible 25% cut from the University's budget. Dean Kraft stated that in the AUH/PD meeting it was discussed how the College would handle its portion of the cut. Those who are interested can discuss this with their AUH since they have all the information that was passed out. A high priority is to minimize the amount of money that we would have to take to reduce any summer budget for the faculty. Long term there is a bigger question as to what we can do to prepare for a budget cut. The College needs to be in a position to deal with any cuts and we will be meeting to discuss hiring, commitments etc.... Our number one priority is to fill the Higdon Eminent Scholar Chair and then next year to try and fill another Eminent Scholar Chair because those things are important to our long term capital campaign and those are funds that we can't use unless we have people in those chairs. Some discussion took place.**

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