



Graduate School of 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: kraftj@wpgate.cba.ufl.edu
Tele: (352)392-2397. ext. 1217 * Fax: (352)392-2086

GRADUATE FACULTY MEETING
MARCH 21, 1997

MINUTES

Dean Kraft stated this is a special meeting to consider the Proposed Flexible MBA.

1. Dr. Romano reminded the faculty the Proposed Flexible MBA was presented as an informational item at the 2/28/97 Graduate Faculty meeting. The proposal was presented at this meeting as an action item. A motion was made and seconded to approve the flexible MBA. The motion was then amended to allow the curriculum to remain flexible. The original motion as amended was then approved.
2. Dr. Romano distributed a sheet on a "Proposed MBA/MESS Dual Degree Program." He stated it was being presented at this meeting as an informational item. Dr. Romano explained that this is a joint MBA/Master in Exercise and Sports Sciences. The proposed degree is similar to other dual degree programs. We would control who would be admitted into the program. The idea of the program is to have two tracks, one being student without a business undergraduate degree and one being student with an undergraduate degree. In the first year, they would take courses in the College of Health and Human Performance. Then they would do a four to eight months residency in the health and exercise sports industry. In the second year they would take the MBA core, and the third and fourth years, they would do a mixture of MBA electives and electives in the health and human performance program. Dr. Romano stated there is an interest in this type program. The faculty were encouraged to provide feedback.
3. Dean Kraft informed the faculty of his upcoming meeting with the Provost regarding the "Florida Bank/UF Bank." After that meeting he will have a better understanding of how this will affect the College and can report this back to the faculty.

A motion was made and seconded to adjourn the Graduate Faculty Meeting.

Kraft



UNIVERSITY OF FLORIDA

Graduate School of 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: kraftj@wpgate.cba.ufl.edu
Tele: (352)392-2397. ext. 1217 * Fax: (352)392-2086

GRADUATE FACULTY MEETING
MARCH 21, 1997
102 BUS ** 3:00 - 4:00 p.m.

1. Flexible MBA (attachment 1)

From: UFCBA.wpgate."mathisrc@wpgate.cba.ufl.edu"
To: UFCBA.wpgate("facstaff@dale.cba.ufl.edu")
Date: 03/03/97 (Mon) 2:15pm
Subject: Special Graduate Faculty Meeting

Received: from dale.cba.ufl.edu (dale.cba.ufl.edu [128.227.36.69])
by spnode04.nerdc.ufl.edu (8.8.5/8.8.5) with ESMTP id OAA26018;
Mon, 3 Mar 1997 14:18:25 -0500

Received: from DALE/SpoolDir by dale.cba.ufl.edu (Mercury 1.21);
3 Mar 97 14:20:24 GMT-5

Received: from SpoolDir by DALE (Mercury 1.30); 3 Mar 97 14:20:00 GMT-5

Sender: Maiser@dale.cba.ufl.edu

X-listname: <facstaff@dale.cba.ufl.edu>

X-Mailer: WordPerfect Office 4.0 (via Mercury MTS (Bindery) v1.30)

GRADUATE FACULTY MEETING
MARCH 21, 1997 ** 3:00P - 4:30P
AGENDA

1. FLEX MBA (action item)

PROPOSED FLEXIBLE MBA
(Revision ; 2-24-97)

The Graduate School of Business proposes to deliver an MBA degree in a format that permits students ample flexibility in completing their coursework. The proposed flexible design combines video lectures, Internet communication, and classroom discussion. The delivery format employs existing and emerging technologies that permit students with access to the Internet to complete their degree while requiring limited UF residency. The proposed MBA would be conducted as a pilot for a maximum of two programs. The pilot format would allow for ample evaluation of the program as well as an appropriate time period to evaluate new technology and delivery systems.

The proposed curriculum appears in attachment 1. Note that Friday and Saturday of the end-of-semester campus visits will be devoted to completion of the semester's two courses and Sunday utilized to introduce the next semester's two courses.

Issues:

1. Admissions:

Admissions would be based on GMAT, undergraduate GPA, a minimum 4 years full-time work experience, an interview, and essays. Admitted students would be expected to be comfortable with the proposed delivery system and interactive technology, and would be required to have adequate computing and networking capabilities.

2. International Module:

The international module is intended to provide hands on training in international management and to increase face-to-face contact of students and faculty. This module would be overseen by an appropriate instructor. Attachment 2 provides two examples of such modules. (The MBA office has other examples.)

3. Faculty Development:

A. The faculty teaching in the program would be given a faculty development grant to assist in course development, technology introduction, and student evaluation in a distance learning environment. The schedule for faculty development grants would be:

- a. Summer 1997
- Orientation
- Summer '98
- Fall '98

b. Summer 1998

Spring '99

Summer '99

c. Summer 1999

Fall 1999

Spring 2000

As a product of the development grant, faculty would provide a presentation of their course proposal for feedback to a committee having expertise on distance education formed and chaired by the Associate Dean.

- B. The MBA Program Director in conjunction with the MBA Committee will organize a workshop on distance education and the use of supporting technologies (sufficiently) prior to the program start for faculty teaching in the program.
- C. Teaching in the Program will not be mandatory, and faculty will be rewarded for such teaching appropriately.

4. Presentation Format:

Prior to starting the program the Associate Dean will implement the extensive study of interactive technology and other technology available to facilitate the distant learning format. In addition, every two semesters of the pilot program an evaluation will be conducted to determine the possibility of introducing new technology. Technologies which are currently available are: video tapes, application-sharing software, CD-ROM multimedia, e-mail, electronic bulletin boards, streaming audio, synchronous groupware, and web browsers.

While the intent is to have the program evolve with the availability of technologies, we anticipate reliance on video tapes combined with regular electronic communication in the program's inception. One feasible format would combine two to three hours of video taping per week with related electronic discussions and assignments, timed to foster "virtual interaction." Attachment 3 contains draft and actual syllabi for courses taught using such formats. Audio streaming and/or CD-ROM's could be substituted for video tapes. To maintain student flexibility, it is anticipated that students will not be required to participate regularly in synchronous interaction (other than during the campus visits and international module).

5. Evaluation:

At the end of each semester faculty, students and staff will be surveyed to determine the quality of learning and student performance. Faculty will be asked to compare students and their performance with our other MBA programs.

A final evaluation of the two program pilot would be completed by semester three of the second program, and a determination will be made as to the future of the program beyond the pilot phase.

6. Student Evaluation:

In all courses, students would be expected to work on cases individually or in groups, complete written papers and projects, and complete take-home examinations as well as an on-campus final course examination. During the three day end-of-semester session students will also participate in case analysis, presentations, and/or problem analysis.

7. Class Size

The first class (May 1998) will be limited to 40-45 students (somewhat above break-even number) to provide a smaller group during our initial learning phase. The class beginning in May 1999 would be limited to a manageable number based on experience from the first run of the program.

8. Support:

Departments would be awarded approximately \$2,000 per course taught in the program to provide teaching assistance to faculty teaching in the program. Staff would be added to assist with groupware management, multimedia, and interactive technology.

Conclusion:

The pilot format will allow the evaluation of the flexible MBA program to determine whether it warrants continuance. The program would also familiarize the CBA with technologies and multimedia that would be beneficial to other programs at the graduate and the undergraduate level.

The Proposed Flexible (Electronic) MBA Curriculum*

	TERMS	COURSES		CREDITS	
START	Beginning of Term 5/1/98 & 5/2/98	Orientation Professional Development Module	GEB 6905	1	1
	Beginning of Term 5/5/98 & 5/7/98	Student Testing of System		0	0
YEAR 1	Term 1: 5/3/98 and 5/11/98 - 7/11/98	Economics of Business Decisions Organizational Behavior	ECP 5705 MAN 5245	3 3	 6
	Term 2: 7/12/98 and 7/27/98 - 9/26/98	Introduction to Management Statistics Financial & Managerial Accounting	MAR 5624 ACG 5065	3 3	 6
	Term 3: 9/27/98 and 10/12/98 - 12/12/98	Business Financial Management Information Systems in Business	FIN 5405 ISM 5021	3 3	 6
	Term 4: 12/13/98 and 1/11/99 - 3/13/99	Problems & Methods in Marketing Management Operations Management	MAR 5805 MAN 5501	3 3	 6
	Term 5: 4/3/99 - 4/11/99	European Trip (International Business)	GEB 6905	2	2
YEAR 2	Term 6: 3/14/99 and 4/26/99 - 6/26/99	The Legal Environment of Business Corporate Finance	BUL 5810 FIN 6425	3 3	 6
	Term 7: 6/27/99 and 7/19/99 - 9/18/99	International Macroeconomics Management Elective	ECP 6725	3 3	 6
	Term 8: 9/19/99 and 10/11/99 - 12/11/99	Economic Organizations and Markets Marketing Elective	FIN 6429	3 3	 6
	Term 9: 12/12/99 and 1/3/2000 - 3/4/2000	Business Policy	MAN 6721	3	3
		TOTAL			48

Program Dates:

Application Deadline: April 1, 1998
 Projected Start Date: May 1998*
 Projected Completion Date: March 2000

Cost:

In-State \$35,000 (estimated)
 Out-of-State \$48,000 (estimated)

For Application and Information Contact:

Florida MBA Programs
 Graduate School of Business
 University of Florida
 PO Box 117152
 Gainesville, FL 32611-7152
 Tel: (352) 392-7992
 Fax: (352) 392-8791
 E-Mail: ufmba@dale.cba.ufl.edu
 WWW: <http://www.cba.ufl.edu/mba>

*subject to approval by the Board of Regents

PROPOSED FLEX (ELECTRONIC) MBA-I 1998-2000 TENTATIVE SCHEDULE

MAY 1998						
S	M	T	W	T	F	S
4	5	6	7	8	9	
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE 1998						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY 1998						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST 1998						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 1998						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER 1998						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER 1998						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER 1998						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JANUARY 1999						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FEBRUARY 1999						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MARCH 1999						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL 1999						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY 1999						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE 1999						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY 1999						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST 1999						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 1999						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER 1999						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER 1999						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER 1999						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JANUARY 2000						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY 2000						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH 2000						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL 2000						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

This was discussed as informational item

PROPOSED MBA/MESS JOINT DEGREE PROGRAM

ITHOUT BUSINESS UNDERGRADUATE DEGRE			WITH BUSINESS UNDERGRAUDATE DEGREE		
YEAR ONE	COURSE NAME	CREDIT	YEAR ONE	COURSE NAME	CREDIT
FALL TERM	ESS - 12 CREDITS		FALL TERM	ESS - 12 CREDITS	
HLP 6515 or PET 6948	EVALUATION PROCEDURES or PRACTICUM IN SPORT MANAGEMENT	3	HLP 6515 or PET 6948	EVALUATION PROCEDURES or PRACTICUM IN SPORT MANAGEMENT	3
HLP 6535	RESEARCH METHODS	3	HLP 6535	RESEARCH METHODS	3
PET 5465	SPORT FINANCE AND MARKETING	3	PET 5465	SPORT FINANCE AND MARKETING	3
PET 6476	SPORT AND FITNESS MANAGEMENT	3	PET 6476	SPORT AND FITNESS MANAGEMENT	3
SPRING TERM	ESS - 6 CREDITS (JANUARY-AUGUST)		SPRING TERM	ESS - 6 CREDITS (JANUARY-MAY)	
	MESS RESIDENCY			MESS RESIDENCY	6
SUMMER TERM	CONTINUATION OF MESS RESIDENCY	6	SUMMER TERM	MBA - 1 CREDIT - (SUMMER A)	
			GEB 5925	PROFESSIONAL DEVELOPMENT MODULE 1	1
			SUMMER TERM	MBA - 7 CREDITS - (SUMMER B)	
				INTEGRATED CASE COURSE	3
				INTEGRATED CASE COURSE	3
			GEB 5926	PROFESSIONAL DEVELOPMENT MODULE 2	1
	YEAR 1 CREDITS	18		YEAR 1 CREDITS	26
YEAR TWO	COURSE NAME	CREDIT	YEAR TWO	COURSE NAME	CREDIT
FALL TERM	MBA - 13 CREDITS		FALL TERM	MBA - 11 CREDITS	
ACG 5005	FINANCIAL ACCOUNTING	2		MBA ELECTIVE	2
ACG 5075	MANAGERIAL ACCOUNTING	2		MBA ELECTIVE	2
ECP 5702	MANAGERIAL ECONOMICS	2		MBA ELECTIVE	2
MAN 5246	ORGANIZATIONAL BEHAVIOR	2		MBA ELECTIVE	2
MAR 5620	INTRO TO MANAGERIAL STATISTICS I	2		MBA ELECTIVE	2
MAR 5620	INTRO TO MANAGERIAL STATISTICS II	2	GEB 6927	PROFESSIONAL DEVELOPMENT MODULE 3	1
GEB 5925	PROFESSIONAL DEVELOPMENT MODULE 1	1			
SPRING TERM	MBA - 13 CREDITS		SPRING TERM	MBA - 11 CREDITS	
BUL 5811	THE LEGAL ENVIRONMENT OF BUSINESS	2		MBA ELECTIVE	2
ECO 5715	OPEN ECONOMY MACROECONOMICS	2		MBA ELECTIVE	2
FIN 5407	FINANCE I: ASSET VALUE, RISK & RETURN	2		MBA ELECTIVE	2
FIN 5409	FINANCE II: CAPITAL STRUCTURE & RISK MANAGEMENT ISSUES	2		MBA ELECTIVE	2
MAN 5502	PRODUCTION & OPERATIONS MANAGEMENT	2		MBA ELECTIVE	2
MAR 5806	PROBLEMS & METHODS IN MARKETING MANAGEMENT	2	GEB 6928	PROFESSIONAL DEVELOPMENT MODULE 4	1
GEB 5926	PROFESSIONAL DEVELOPMENT MODULE 2	1			
	YEAR 2 CREDITS	26		YEAR 2 CREDITS	22
YEAR THREE	COURSE NAME	CREDIT	YEAR THREE	COURSE NAME	CREDIT
FALL TERM	BOTH COLLEGES - 10 CREDITS		FALL TERM	BOTH COLLEGES - 7 CREDITS	
	MBA ELECTIVE	2		MBA ELECTIVE	2
	MBA ELECTIVE	2		MBA ELECTIVE	2
	MBA ELECTIVE	2	HLP 6515 or PET 6948	EVALUATION PROCEDURES or PRACTICUM IN SPORT MANAGEMENT	3
HLP 6515 or PET 6948	EVALUATION PROCEDURES or PRACTICUM IN SPORT MANAGEMENT	3			
GEB 6927	PROFESSIONAL DEVELOPMENT MODULE 3	1			
SPRING TERM	BOTH COLLEGES - 12 CREDITS		SPRING TERM	BOTH COLLEGES - 11 CREDITS	
MAN 6724	BUSINESS POLICY	2	MAN 6724	BUSINESS POLICY	2
PET 6456	PLANNING, RENOVATING & MAINTAINING SPORTS/FITNESS FACILITIES	3	PET 6456	PLANNING, RENOVATING & MAINTAINING SPORTS/FITNESS FACILITIES	3
PET 6478	ISSUES IN SPORT LAW	3	PET 6478	ISSUES IN SPORT LAW	3
PET 6136 or PET 6137	THE MODERN OLYMPIC GAMES or SPORT IN THE 20TH CENTURY	3	PET 6136 or PET 6137	THE MODERN OLYMPIC GAMES or SPORT IN THE 20TH CENTURY	3
GEB 6928	PROFESSIONAL DEVELOPMENT MODULE 4	1			
	YEAR 3 CREDITS	22		YEAR 3 CREDITS	18
TOTAL CREDITS			TOTAL CREDITS		
CBA		36	CBA		36
ESS		24	ESS		24
RESIDENCY		6	RESIDENCY		6
TOTAL		66	TOTAL		66