

Warrington College of Business Administration  
Hough Graduate School of Business  
School of Business  
Fisher School of Accounting

100 Bryan Hall  
PO Box 117150  
Gainesville, FL 32611-7150  
352-273-2398 Office  
352-392-2086 Fax  
www.warrington.ufl.edu

## GENERAL FACULTY MEETING

MINUTES | Thursday, January 26, 2012 | 2:30 P.M. | HGS 120A/B

1. A motion was made to approve the October 12, 2011 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.
2. The Undergraduate Committee unanimously approved the following items and requested approval by the faculty. A motion was made for the course changes, course requirements, curriculum change, new course, minor adjustment, and certificate to be replaced with a minor. The motion for each was seconded and the faculty voted to approve the items as distributed.

### Course Change: (approved)

- **FIN 4243 Debt and Money Markets**  
**Current Prerequisite:** a grade of B or higher in FIN 3403, and ECP 3703 and a grade of C or higher in ACG 2021 and ACG 2071 or ACG 3481  
**Proposed Prerequisite:** Remove ECP 3703 Requirement - (*a grade of B or higher in FIN 3403, and a grade of C or higher in ACG 2021 and ACG 2071 or ACG 3481*)
- **FIN 4504 Equity and Capital Markets**  
**Current Prerequisite:** a grade of B or higher in FIN 3403, and ECP 3703 and a grade of C or higher in ACG 2021 and ACG 2071 or ACG 3481  
**Proposed Prerequisite:** Remove ECP 3703 Requirement - (*a grade of B or higher in FIN 3403, and a grade of C or higher in ACG 2021 and ACG 2071 or ACG 3481*)
- **ENT 4114 - New Venture Planning**  
**Current Credits:** 4 credits (semester-long course)  
**Proposed Credits:** 2 credits (module course)

### Course Requirements: (approved)

- Adjust the pace and sequence of course requirements: (**move CGS 2531 from term 1 to term 3**)  
**Current pace of course requirements:** 2, 2, 2, 1  
**Proposed pace of course requirements:** 1, 2, 2, 2  
Term 1: ECO 2023  
Term 2: ECO 2013 & MAC 2233  
Term 3: ACG 2021 & CGS 2531  
Term 4: ACG 2071 and STA 2023

The proposed changes in pace and sequence are advantageous to students for the following reasons:

- 1) Some students take Precalculus term one. This poses a problem with the prerequisite for CGS 2531.
- 2) CGS 2531 works well when taken concurrently with ACG 2021.

### Curriculum Change: (approved)

- Curriculum adjustment to the General Business Major:  
**Current:** MAN 3240 Organizations: Structure and Behavior  
**Proposed:** Replace MAN 3240 Org Behavior with ECO 3713 International Macroeconomics

**New Course: (approved)**

- **ENT 4XXX - Creativity and Innovation in the Business Environment**
  - ◆ **Credits:** 2
  - ◆ **Contact Hours:** 2
  - ◆ **Description:** This course will examine the creativity process and the organizational environment in several organizations recognized as creative and innovative. It is organized around class discussions, workshops, projects, both individual and team-based, cases, a field trip and visiting experts. It will be very interactive, and is designed to be based in experiential learning.
  - ◆ **Prerequisites:** ENT 3003
  
- **MAR 4XXX - New Product Development and Management**
  - ◆ **Credits:** 4
  - ◆ **Contact Hours:** 4
  - ◆ **Description:** Product development is an increasingly critical activity in most firms. This course will provide the student with a structured way of thinking about product development. It will also provide the student with an up-to-date “toolbox” for developing and managing new products. In addition to lectures and case discussions, the class will include several hands-on individual assignments and a group project intended to simulate the development process of a new product or service.
  - ◆ **Prerequisites:** MAR 3023 Principles of Marketing, with a grade of C or better

**Minor Adjustment: (approved)**

- Adjustments to the Requirements for the Entrepreneurship Minor

***Current: Complete a minimum of two of the following courses:***  
AEB 3341 Selling Strategically or MAR 4403 Sales Management (3-4 credits)  
Upper-level entrepreneurship course(s) beyond ENT 3003 (2-4 credits)

***Proposed: Complete a minimum of two of the following courses:***  
MAR 4403 Sales Management (4 credits)  
Upper-level entrepreneurship course(s) beyond ENT 3003 (2-4 credits)  
Minimum Total Hours **16-20**

**Certificate to be replaced with a Minor: (approved)**

- **Proposal to replace the Retailing Certificate in the catalog with a Retailing Minor**
  - Current:*** CGS 2531 Problem Solving Using Computer Software. . . (see attached for full description)
  - Proposed:*** omit CGS 2531 and add one of the following:
    - MAR 3503 Consumer Behavior
    - MAR 4403 Sales Management
    - MAR 4243 Retail ConsultingWith Prior Approval, any Special Topics Retailing Course Beyond MAR 3231

The net change is one additional credit hour; from 20 to 21 hours. The only course change is the replacement of CGS 2531 with an upper-division course related to retailing.

3. Other Business - none
4. Dean's Report - none

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

## GRADUATE FACULTY MEETING

MINUTES | Thursday, January 26, 2012 | 2:30 P.M. | HGS 120A/B (Immediately following General Faculty Meeting)

1. A motion was made to approve the October 12, 2011 Graduate Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.
2. Other Business - none
3. Dean's Report -

-Rich Lutz briefly reported on the work being done by the Strategic Planning Committee. There have been three meetings and six sub committees appointed to look at measurable objectives. When the sub committees reports back the results will be shared with the faculty and unit heads. The mission statement is also being revisited and will be brought up at the upcoming BAC meeting.

-Brian Ray briefly reported on the SEDONA learning curve. The AQ/PQ qualifications are solid but working to fit into SEDONA and also on getting research, teaching, and service needs to be included. The faculty are encouraged to contact Brian Ray with any questions. There will be a stronger pitch to faculty to enter items into the system by March 1. AUH's were encouraged to get folks to training and to check for accuracy all information already entered.

-Dean Kraft commented on the possibility of faculty receiving the 3% for retirement pay raise. The President talked to the Faculty Senate and asked for their approval. If approved it would appear the second week of February. The union also needs to approve this and it would be on hold until this happens. It would not be retroactive (only the faculty in the union would be impacted).

-Dean Kraft announced a gift to fund and endow the School of Business and Building. It will formally be announced at the end of March after the BOT meeting. All UG activity will move into the 50,000 sf building. The location is being worked out but more than likely between Bryan Hall & Matherly Hall if there is enough room there. The UF planning committee is working on this. The target date to move in is Spring/Summer 2014. Our funding needs after the SB building would be to renovate Bryan Hall and house the Administrative offices, technology, and centers. Marketing would move to Stuzin Hall as a "faculty building". Stuzin Hall will continue to be upgraded and areas may end up with more space.

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

Attendance: John Kraft, Gary McGill, Brian Ray, Selcuk Erenguc, Doug Waldo, Mark Rush, Roger Blair, Mike Ryngaert, Dorothy McCawley, Richard Lutz, Kenny Cheng, Anand paul, Haldun Aytug, Jamie Kraft, Joe Alba, Aner Sela, Stand Smith, Robet Thomas, Bill Rossi, and Ira Horowitz