

## DRAFT MINUTES

MBA Committee  
Warrington College of Business  
October 9, 2003  
10:30 a.m.  
Dean's Conference Room – Bryan Hall

Members Attending: Selcuk Erenguc (chair), Michael Ryngaert, Virginia Maurer, Richard Romano, Steve Shugan, Sandra Kramer

Also Attending: Alex Sevilla (MBA Director); Sherry Deist (Dean's office)

Erenguc called the meeting to order at approximately 10:40 a.m. and referenced the agenda and materials distributed prior to the meeting. (attached to hard copy).

Agenda Item 1 (Approval of minutes of 9/4/2003 meeting) The committee approved the minutes of the 9/4/2003 meeting in the final non-draft form.

Agenda Item 2 (Report of MBA Director) Sevilla provided the committee a brief synopsis of his background and interest in the MBA programs. He indicated that the following four matters are his major priorities for 2003-04:

- continuing to increase the size of the working professional programs
- continuing to increase the size of the traditional programs
- improving Career Services by establishing and building relationships with alumni and recruiters
- setting benchmarks for staff and self in major areas of the program

He assured the committee of his commitment to hard work and dedication to the goals of the program.

Agenda Item 8 (Sun Yat-Sen Program). Sherry Deist explained some proposed changes in the UF-Sun Yat Sen program, including 1) a redistribution of the courses to 8 UF-taught courses and 8 SYS-taught courses; 2) the additional aspect of one module being taught at UF instead of at SYS, a feature that SYS would like to add to the program; and 3) use of phone interviews to ascertain appropriate skills. After substantial discussion the committee agreed that having the students on the UF campus for a module would be highly desirable and an excellent idea, but under no circumstances should they receive our degree without having actually taken at least half the courses from UF faculty. If moving a module to UF would create visa [or other] problems that would prevent each student from taking half the courses from UF faculty, then the move would not be acceptable. There are various ways in which both constraints (a module at UF and at least half the courses actually taken from UF faculty) could be met, and the committee

left it to college administration to determine the most feasible way to accomplish that end.

In addition, phone interviews are not acceptable to the committee; candidates for the program must be interviewed in person by UF staff or agents.

Agenda Item 9 (Nankai University proposal) Deist reported that the college is having discussions with Nankai University to possibly conduct an MBA program along the same lines as the Sun Yat-Sen proposed program. A visit is scheduled to Nankai in November.

Agenda Item 3 (GEB 6905 Independent Study for 1 year MBA students in the ETM certificate). This item had been tabled from the last meeting pending information from the program office on the use of independent study credits. Normally independent studies “count” within the 48/32 hours of MBA credit required for graduation. The committee agreed that it does not scrutinize the content of independent study credit offered by college faculty, and therefore did not take action on the request from the Finance Department. The committee agreed that the program does not give academic credit for internships and that any credit given for independent study should stand on its own academic merits independent of any work or internship associated with it, formally or informally. The committee suggested that if an activity for academic credit is designed as a required part of a study program, it should be in the form of a course and go through the course approval process rather than be run as an independent study.

Agenda Item 4 (proposed changes in the MBA Finance Concentration) The MBA committee approved the use of either GEB 6115 Entrepreneurship OR FIN 6642 Global Entrepreneurship in the Finance concentration.

Agenda Item 5 (proposed change in the MBA Entrepreneurship Concentration). The MBA committee approved the use of either GEB 6115 Entrepreneurship OR FIN 6642 Global Entrepreneurship in the Entrepreneurship concentration.

Agenda Item 6 (Requests by the Department of Finance). The committee took the following actions with respect to the following requests.

- Change title of GEB 6116 Business Plan Formation to GEB 6116 Topics in Venture Analysis – **not approved**. The committee would like to see the old course syllabus under the old title and a more adequate syllabus for the course under the new title. Since the course involves a change in the course description, the committee wondered why it was not proposed as a new course.
- Change title of GEB 5114 Entrepreneurship and Venture Finance to GEB 5114 Entrepreneurship – **not approved**. The committee would like to see the old course syllabus under the old title as well as the syllabus under the new title.

- Add new course FIN 5535 Advanced Topics in Finance for MBA credit – **not approved**. The committee would like to see a real syllabus and perhaps a more descriptive title for the course
- Add new courses FIN 5474 Venture Finance for Science and Engineering Majors and GEB Entrepreneurship for Science and Engineering majors for MBA credit – **not approved**. The committee wants to suggest to the Department of Finance that either it create a 2 credit and a 3 credit version of Venture Finance and of Entrepreneurship or create one course of variable credit for each. The committee does not want to approve a proliferation of courses for MBAs aimed simply at different groups of students but involving essentially the same subject and topics.
- Approve REE 6935 Ring Lecture Series in Real Estate for MBA credit – **not approved**. The committee could not identify how students would be evaluated (or other information that a syllabus would have provided).
- Approve GEB 6112 Technology Venture Sequence for MBA credit – **approved**.
- Approve FIN 6603 International Cash Flow Management for MBA credit – **approved**.
- Approve FIN 6623 Project Analysis in a Global Environment for MBA credit - **approved**.

Agenda Item 7 (New course proposed from Marketing Department). The committee **approved** the proposed course MAR XXXX “Consumer-Centered Product Design” for MBA credit.

The meeting adjourned at approximately 10:15.

Respectfully submitted,

Virginia G. Maurer  
Scribe