

Minutes
MBA Committee
Warrington College of Business

April 29, 2004
1:30-3:00 p.m.
Dean's Conference Room, Bryan Hall

Members attending: Kenny Chang, Michael Ryngaert, Ginny Maurer, Sandra Kramer, Rich Romano (chair)

Also attending: Alex Sevilla

Members Absent: Steve Shugan

The Chair, Romano, called the meeting to order at about 9:00 a.m. There were no additions to the agenda, but Romano asked that we reorder the agenda to move one item forward. There were no objections.

Agenda items:

1. Approval of the minutes of March 4, 2004. These minutes, which were distributed in advance, were approved.
2. URP 6542. The committee approved a request from MBA student Chris Erichsen to count URP 6542 Land Use Development toward the Real Estate concentration in the MBA program. The committee previously had approved his request to count the course toward his MBA degree.
3. MBA Program Update. Sevilla updated the committee on several aspects of the MBA programs.
 - a. Strategy for rankings. Sevilla reported that the program rankings in US News and World Report suffered primarily from a slightly lower GPA and GMAT, from recruiter assessment, and from placement at graduation (placement three months out was excellent). The committee discussed strategies for addressing recruiter assessment, since we cannot do anything about our early graduation date and also have little control over the GPA. Sevilla explained the program's proposed strategy of relationship building with key employers in Florida and Georgia. Kramer suggested that we identify ways to find out how recruiters see our students and our placement process and see what we can fix. Some discussion centered around the possible need to help students with "polish" in their presentation of themselves to employers and the work environment. Romano agreed to meet with Sevilla to identify a process for getting information about what recruiters want that we can improve.
 - b. MBA Alumni Relations. Sevilla explained his goals for MBA alumni relations and the positive relationship that has developed with the UF Alumni Association.

- c. Admissions. Sevilla reported on the statistics for the Option A One year program. There are 20 students in the program with an average 664 GMAT; 3.5 GPA; 20% International; 6 years work experience. Incoming salaries are about \$56,000.
- d. South Florida MBA program. Sevilla reported that more than 250 potential students for this program came to the kickoff session; about half of them are real prospects. The committee asked (Ryngaert moved; Maurer seconded) Romano to get an update from Dean Ereguc or Dean Kraft on the relationship between the South Florida strategy and the China strategy: Will we continue to pursue both, recognizing all the while that the programs address different groups of students and meet different needs of the college and the university.
- e. Working Professional MBA – Sevilla presented data on the Working Professionals MBA program for Fall 2004 starting date. The program is well ahead of where it was at this time last year in processing applications and accepting students for these programs. Increases in price did not seem to affect interest in and applications to the programs.
- f. New website. Sevilla passed out some mockups of the new format for the MBA Programs website.

4. Core MBA program issues

- a. MBA policy on waivers of core MBA courses. The committee discussed the longstanding issue of waiving core MBA courses based on student academic background. The consensus was that the bar for doing so should be very high – professional licensure in the field, for example, or a graduate degree in the field. Sevilla will propose a written waiver policy at the next MBA committee meeting.
- b. Student feedback on accountability. The committee received a very thoughtful memo from the president of the MBAA in which Charlie Wodehouse asked the faculty to improve the quality of student education by increasing accountability of students, particularly in the area of class participation and preparation and in the area of group work. In addition, he asked the faculty to increase the opportunities for team presentations in class so that students receive greater experience in business presentations.

Romano suggested, and the committee agreed, that Sevilla should send copies of this memo to instructors in the core and elective classes in the MBA program.

- 5. Ethics – Maurer led a short discussion of possible ways to incorporate a stronger awareness of the critical importance of business ethics, a continuation of points raised in a recent email memo from her to the MBA committee. The committee discussed the possibility of a required ethics course in the second year of the program – perhaps with a novel format that would increase student buy-in – as well as other possible approaches. The committee was generally favorable to entertaining a proposal or proposals, and asked Maurer to create a proposal for the next MBA committee meeting.
- 6. South Florida program curriculum. The committee reviewed the curriculum for the South Florida MBA program. In general, the committee thought the curriculum looked fine, but had some concerns about course sequencing early in the program. Romano agreed to discuss this with Dean Ereguc or Dean Kraft.
- 7. Adjournment. Romano adjourned the meeting at about 10:50 a.m.

Respectfully submitted,

Virginia Maurer
Professor and Scribe

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