

DRAFT

Minutes

MBA Committee

Warrington College of Business

Wednesday, December 12, 2007

2:00 PM

224A Matherly

Members attending: Ginny Maurer, Janice Carrillo, Alan Sawyer, Richard Romano, Roy Crum

Also attending: Alex Sevilla, Selcuk Erenguc, Ana Portocarrero, Kara Cupoli

Agenda items:

- I. Approval of September 2007 meeting minutes
- II. Grade Distribution and MBA Student Accountability/Behavior: Sevilla discussed the grade distribution policy and stated that it would be introduced to new students during the Spring 2008 student orientation. The MBA office would email the new policy to existing students to inform them that although they are not bound to it, it may impact them if faculty member chose to adopt the 3.5 policy in their classes. Maurer stated that the committee emailed the policy to the entire faculty and they were expecting for them to implement it. Romano suggested that getting the College's approval would make it easier for faculty to implement the policy. Sawyer suggested that the policy should be sent to faculty for feedback and approval. Maurer stated that it was important to find ways to make sure faculty implement the policy (e.g. if faculty violate the 3.5 policy, they will not be able to enter grades). Romano stated that if faculty support the policy, it will be easier for the College to implement it. Richard recommended including a sentence in the attendance policy section to clarify that notifying professors and the MBA program does not protect them from grade penalties or missed assignments. Maurer stated that the MBA office will be responsible for tracking absences, but they would not get involved with the grading process. Sevilla stated that the MBA office would keep track of students' cumulative attendance record and would provide that information to faculty. As a result of the discussion, the committee will postpone the implementation and will present it to the graduate faculty for their feedback and approval. Maurer said that it was important to include evidence in the presentation that "backs up" the need for the policy.
- III. Curriculum Items
  - a. GEB 6XXX – MBA Global Studies Program: Roy Crum reported on the outcome of the Global Studies Program to Budapest, Hungary in October. Since there was not enough time to create an MBA-specific program, the MBA program joined the MAIB Study Tour. The MBA students participated in MAIB sessions, as well as in MBA-only sessions. Crum stated that they had some concerns about the MAIB structure, so they differentiated the MBA Global Studies Program by assigning letter grades (not an S/U option), making sure that students were well-prepared for the sessions by researching industry/companies prior to the trip, and making them keep journal/diary. Students also worked on a project for JABEL and they met with representatives from the Tampa and Hungarian offices. Crum would prefer not to "piggy back" with the MAIB program. Romano stated that it was a great course, but he was concerned about who would run the program and if the course could meet student demand. Carrillo asked about the sustainability of the course. Crum stated that it is possible to work with local universities to create the program and that if there was enough demand, the course could be taught twice a year. Richard suggested approving the course as a "pilot program" and limiting the number of students. Erenguc stated that it was possible to limit the number of students who participate, since class sizes are also limited. Crum stated that the price is

likely to regulate the demand. Sevilla stated that the sustainability question was important, but that it was also important to figure out how to keep the program going for years to come. Erenguc asked Crum to submit a course approval request via email.

- b. GEB6930 – Entrepreneurial Marketing: Jamie Kraft asked for approval for this one-time course taught by a professor from Syracuse. Alan Sawyer stated (via email on December 12<sup>th</sup>) that the Marketing department approves it as long as the course does not count as credit towards an MBA marketing major.
- c. GEB6930 – Corporate Entrepreneurship: Sevilla stated that MBA students can take this course because it is offered, but students cannot get credit for MBA unless committee approves the course. A motion was made (Sawyer) and second (Carrillo) to approve the course. The committee passed the motion.

- IV. Assurance of Learning Project: Maurer suggested creating a matrix with objectives, which would allow faculty to select those objectives that can be assessed. Maurer mentioned that faculty should not be able to audit their own work. Richard suggested adding bullets for leadership and teamwork. Sevilla stated the timeline was delayed, but that Dean McCollough would like to have the information by the second week in January 2008. Maurer suggested distributing the matrix to faculty and asking for their feedback to determine if any information is missing.
- V. Edge Program– Curriculum proposal: Sevilla said the Edge Program can complement the quantitative nature of the MBA program by giving students additional assets/skills that will make them more attractive to recruiters. He asked the committee for feedback about creating a 2-credit core course for full-time MBA students that would be taught throughout the academic year. The Edge Program would replace two 1-credit core courses: “Ethics” and “Groups and Teams.” Cupoli asked for feedback on the following: Is it the right direction? Who is responsible for teaching it and how would it work logistically? Sevilla stated that they would gather expertise from faculty, practitioners, experts and alumni. The MBA office would be responsible for the administrative orchestration (e.g. grades). Sawyer stated it was good idea because recruiters are asking for those skills, but that it would require a trial and error period. Carrillo stated that the course list seemed too ambitious and that it would require significant time commitment from students. Sevilla stated that the traditional MBAs could use the extra work. Richard also believed the list was too ambitious and asked how it would be measured. Crum suggested to make the list shorter and to make it more in-depth. Sevilla asked whether the course should be required or elective. Maurer stated that the course should be required; otherwise, it should not be taught. Sevilla stated that they would make changes based on their feedback.
- VI. MSM/MBA Strategy Course Requirement: Maurer explained that some MSM students who are admitted to the MBA program have asked to waive out of the MBA program’s Strategic Management course since they have already taken the MSM Strategic Management course. The MBA Strategic Management professor recommended that since the course content is different, MSM students should be required to take the MBA course. Maurer asked if MSM students should be required to take the MBA course if the content is different (e.g. MSM course designed for non-business students). Maurer stated that students can submit a formal petition to waive out of the MBA course, but it is unlikely that it will be approved.

A motion was made (Carillo) and a second (unanimous) to adjourn the meeting.

Respectfully Submitted,

Ana Portocarrero