

Minutes  
MBA Committee  
Warrington College of Business Administration  
Monday, February 9, 2009  
9:00 AM  
Stuzin 200

Members attending: Joel Houston (chair), Robert Thomas, Steve Shugan, Hadley Schaefer, Sandy Berg

Also attending: Selcuk Erenguc, Alex Sevilla, Kara Cupoli, Ron Kirsch, Edie Gandy, Chris Cupoli, & Christine Wilson

Agenda items:

**I. Approval of November 2008 Meeting Minutes: Approved**

**II. EDGE Program**

Ron Kirsch, Edie Gandy, and Chris Cupoli from the Leadership Development Institute (LDI) reviewed their proposed EDGE course curriculum. Kirsch explained that curriculum was developed based on feedback, and it is focused on professional leadership development training that will build practical and implementable skills that are transferable to the workplace, with a focus on interpersonal versus functional skills. The program is structured into four, seven-week, 14 hour modules, with two modules a semester. A total of 56 contact hours are expected from the program. The program follows the LDI Competency Model, with a main focus on Self and Relationship Mastery at the center. During the first semester, module one would cover "Self and Relationship Mastery" and module two would entail "Visioning: Leading to a Better Future". Module three in the second semester would be "Getting Results through Others", followed by "Culture and Change" in module four.

Berg asked how many credits would be earned in a semester and what topics would be foregone in order to participate in this program. Kirsch explained it would count as one credit, and ethics and team building would be scaled back. Berg then asked if EDGE would be required for all MBA students, and Cupoli stated that it would be for those in the full-time program. Shugan wondered whether or not we would have an accreditation issue if the ethics course was dropped, since values, integrity, and accountability should be a major focus. Gandy clarified that ethics could easily be included in the EDGE program, and reminded the committee that modules could be adapted to what they deemed necessary.

Houston asked if Dr. Maurer was aware of the EDGE curriculum and how it worked, and Sevilla/Cupoli explained that she was aware of it and was working with the LDI to incorporate Ethics content into the course. They went on to explain that this proposal includes facets that could be beneficial to the program that are currently not present. Houston asked how the EDGE program could be beneficial in terms of job placement for students, and Gandy explained that the program helps to differentiate MBA grads, and gives them the "edge" above other candidates since they are taught how to promote themselves to companies. Thomas asked how adopting this curriculum would benefit the *program*, besides attracting students, and Shugan pointed out that MBA students are prime candidates for such a program. Gandy suggested reviewing data that showed related successes in the business world, and that most failures were due to a lack of interpersonal skills, not technical ones.

Shugan was curious as to how EDGE program success would be measured, and it was discussed as a group that feedback, grades, and job placement would all be reliable indicators. Houston agreed with Berg that continual development is more attractive to students since they see themselves as their own

“brand”. Thomas brought up the point that students need to be aware of what they can *add* to an organization, and what they could bring to the table. Evaluation of guest speakers and instructors was mentioned, and Sevilla assured the committee that student evaluations would be highly considered when scheduling these individuals. Gandy once again stressed the importance of evaluations and feedback from students and modifying the curriculum as necessary. Shugan raised the issue of the University’s opinion of hiring outside teaching sources, and Cupoli related it to hiring adjunct professors.

The committee unanimously approved the EDGE course curriculum as is.

### **III. Curriculum Items**

- a. FIN 6930 (Security Trading)- proposal to count toward MBA and finance concentration. Cupoli described this as a rigorous course. Thomas wondered how common these classes are in MBA programs, and Houston replied that many schools do in fact have trading centers. This motion was approved unanimously by the committee.
- b. Proposal to update the Entrepreneurship concentration: Cupoli pointed out that the course syllabus tends to be ramping up the workload, versus declining. Also, explained that the update would better distinguish courses. Selcuk asked if there was a lot of interest in the Entrepreneurship program among students, and everyone agreed there was. The proposal was unanimously approved by the committee.
- c. Waiver of MAR 6648 for William Chiles: Reviewed letter provided by Dr. Alba, and this motion was unanimously approved by committee.

### **IV. Grade Distribution and MBA Student Accountability – update**

Sevilla/Cupoli explained there were some faculty members not following syllabus grading scale that was initially presented at the start of the semester. Yet overall, response by students has been positive since stronger students tend to favor it, and weaker students tend to disapprove. Sevilla pointed out that adaption to the revised grading scale should become easier since more recent cohorts have only been exposed to this type of scale.

### **V. MBA Foundations Review**

Sevilla asked for feedback from the MBA committee on whether or not quizzes were too lenient. He then went on to suggest penalizing students for missing a quiz or not attending a review session. Schaefer reasoned that the purpose of these review sessions was to serve as a diagnostic tool for students so they could strengthen themselves in areas that were weak before beginning the program. Houston asked the committee if students should be required to attend and attempt every quiz, and everyone agreed they should. Sevilla suggested giving faculty members the authority to contact the MBA program staff if there were any concerns regarding student performance, and committee agreed this should be the case. Houston reiterated the importance of requiring students to attend all sessions and participate in all quizzes, in addition to obtaining a minimum grade of 70% during the Foundations Review.

### **VI. Assurance of Learning Project**

Cupoli provided committee with final submission to College.

Meeting Adjourned (minutes – Christine Wilson)