

MBA Committee Meeting Minutes
Warrington College of Business Administration
October 3, 2012
3PM
BRY100

Members attending: Gwen Lee (chair), Selcuk Erenguc, Alex Sevilla, Praveen Pathak, Doug Waldo, and Woochoel Shin (in attendance for Alan Cooke)

Also attending: Tawnya Means, Kara Cupoli, Sherry Diest, and Katie Beland

Not in attendance: Andy Naranjo and Jenny Tucker

I. Assurance of Learning

- Gwen Lee discussed the two documents incorporated in the meeting materials and highlights of the documents. The most recent document reflects the latest summary of where we have been and where we are going with Assurance of Learning. There is an undergoing of trial and error involving the course instructor to write questions administered at the final exam, which is a tedious task and the data is not representative of the students' knowledge.
- The MBA committee adopted a different approach. Dean Kraft provided a rubric and Gwen translated this into exam questions. Gwen stated she liked the rubric because it satisfies the competency and critical thinking goals of Assurance of Learning.
- The goal of communications did not change and still trying to improve Goal 2 in respect to leadership.
- The next round of data collection will take place in January 2013 and Dr. Joyce Bono is tweaking questions and assisting with the student evaluation component.
- Doug Waldo stated that this was a definite improvement.
- Gwen stated that goals number 1, 3, and 4 will be implemented if there are not any objections and by 2014 data will be gathered and reports delivered.
- Tawnya Means stated that some areas in the documents are more in depth and the others need to be fleshed out a little more.
- Gwen stated that they will draw up recommendations and will send out to committee members for review.

II. Sun Yat-Sen University / UF EMBA Waiver:

- Selcuk discussed the opportunity of a UFMBA on the Sun Yat-Sen University campus. Dean Kraft visited Sun Yat-Sen University and they offered an EMBA on their campus similar to a satellite program; however the issue is the GMAT. Selcuk stated that they need to receive approval from the MBA committee to waive the GMAT before going to

the UF Graduate School to discuss this opportunity. Selcuk stated that this is our degree, but UFMBA would use their campus and some of their faculty. It will be a UF degree, but include a certificate from the Sun Yat-Sen University. The details have not been fleshed out yet because of the issue of waiving the GMAT is a deal breaker. The requirement of the State of Florida regarding the GMAT has gone away and now it is a local decision. Also, the faculty that will be teaching must be approved.

- Doug Waldo, Gwen Lee, and Andy Naranjo (emailed his vote in prior to the meeting after reading the supplemental materials) voted to move forward with approval.
- Alex Sevilla asked about more details, specifically relating to the curriculum. Selcuk stated that the core curriculum will be the same; they will be our courses and no transfer credits. We would only be hiring their faculty.
- Alex stated that standardized tests are lead indicators and separates us in the State of Florida, with proof, of our selectivity. Alex stated that we would have to create an internal mechanism of explaining why some EMBA students have to take the GMAT and why EMBA students through this program do not.
- Selcuk stated that there is no intention of eliminating standardized test requirements for our programs and that every other requirement is the same, but all candidates would be interviewed, classes would be about 30 students, and the TOEFL is still required.
- Approved by committee.

III. Approval of Spring 2012 meeting minutes

IV. Curriculum Items

- Permanent course approvals
 - Alex Sevilla gave an overview of things that are important to take note of in approving courses, specifically from an MBA perspective, to new members of the committee. He stated that evaluations and clarity of the course in the syllabus are both important. Make sure there is enough independence in the course so that it does not overlap with other courses the student may be taking. Also, building upon courses is fine, but courses must be independently rigorous in that they should stand on their own and overlap should be at a minimum.
 - Full approval, and Andy Naranjo's vote was also counted.
- Curriculum changes.
 - Kara Cupoli stated that certificates will continue to be authorized by the department responsible for them and the MBA committee is responsible for which courses count towards the certificate.
 - ISOM and Entrepreneurship are both discontinued.
 - Kara stated departments will submit the course syllabus that count towards the certificate and it is up to the committee to consider it for MBA course credit.
 - New Venture Creation is continuing.

- Foundations review
 - o Alex Sevilla discussed history of foundations review. Foundations Review was dropped from the Traditional programs and, when Professional Programs began, Foundations Review was incorporated into the one-year Professional programs.
 - o Alex purposed to adopt the one-week model for Traditional Option B program. This will give them a baseline of understanding.
 - o The request for approval to put into action this Option B 2013 was approved by the committee.

V. MBA Curriculum Redesign

- Alex Sevilla explained document regarding strategic analysis with academic areas and complement those with co-curricular outside of classroom. Currently, Kara and Alex will meet one-on-one with academic unit heads to align this strategy and then come back to the college and the MBA committee with vetted out information and topics.
- Kara Cupoli added that staffing the core academic areas is a priority.
- Gwen Lee added that she wanted to add in the completeness of the United States. Employers are choosing elsewhere and we need to be able to look at who is hiring talents that we develop and not just attracting fit revenue. We need to look at the role of the University of Florida within the United States system and economy.
- Selcuk Erenguc suggested that the committee determine which few to concentrate on.
- Praveen Pathak was concerned about cannibalizing resources.

VI. College Strategic Plan

- A copy of plan was supplied to all members. Gwen Lee stated that the plan is right on point. It is important for the program to maintain student quality.
- Alex Sevilla discussed the competitiveness of the market and the growth of our program. There is a good strategy and the program is in a good place, but we have many programs to fill and we need to be aggressive, but we do not need to cut corners and sacrifice student quality.
- Praveen Pathak asked if the plan is part of strategic planning committee.
- Alex stated that these are only guidelines and if the market changes, we must make sure we are positioned in a right way and the integrity of the programs are where they need to be. We must be cognizant of short and long term complications. Alex discussed admissions committee guidelines in regards to GMAT range and work experience.

VII. Additional Items

- Selcuk Erenguc wanted to cover the global immersion addition to the South Florida programs. He proposed remixing two credits from electives (marketing elective and

supply chain customer analysis) in order to have this. The Global immersion trips will initially focus on Latin America.

VIII. MBA Program Update

- Due to time Gwen Lee suggested this document to be reviewed at everyone's leisure.

Meeting Adjourned

Minutes by Katie Beland