

**MBA Committee Meeting Minutes**  
**November 15, 2013**  
**Hough Hall 338 – 9:00 a.m.**

**Members attended:** Dr. Joel Houston (chair), Dr. Janice Carillo, Dr. Alan Cooke, Dr. Jon Hamilton, Alex Sevilla

**Also attended:** Kara Cupoli, Kelly Schmidt

**I. Approval of September 2013 Meeting Minutes**

- Committee voted to approve both the September 2013 meeting minutes and the November 15 agenda.

**II. QMB 5304 and 5305 (Attached: “QMB courses”):** Attached was a synopsis from Dr. Janice Carrillo about the adjustments the ISOM department has made to these courses and items for discussion.

- Dr. Carillo had conversations with colleagues regarding this. She understood that the premise was to include more Excel basics in this course and to consider switching software from SPSS to SAS. Those in her department with whom she spoke were fine with the statistics other than Dr. Pat Thompson. He thought SAS was difficult to work with compared to SPSS.
- Dr. Thompson taught 5304 last summer and he used the proposed schedule. He thought the new modeling part should be in the first course so that the emphasis on 5304 would be on basic statistics, a little modeling, and a lot of Excel. Then the emphasis on 5405 would be on SAS.
- Dr. Alan Cooke mentioned that we should not make decision based on licensing, but this is also a factor. He can only speak from his classes, but for his classes, SPSS is less of an impediment to the conceptual stuff.
  - Kara believed that there was some feedback from students and recruiters that said students would get more value out of using SAS because it is used more prominently in companies and it would be more valuable.
- Kara said that it sounded like Dr. Thompson was concerned that later classes would be using SPSS, and then 5304 and 5305 would not be responsible for preparing them for SPSS use later.

- Dr. Carillo explained that Dr. Thompson SAS thought difficult to use in classroom settings.
- Dr. Cooke said that it is really a matter of interface. Interface for SPSS is mostly menu driven. SAS is built around SAS programs and syntax. The training is all about getting the language down, but there is a menu system. Both programs are equally flexible. You want to not only focus on the tool itself because the tool is likely to change, and it is the concept that matters. From his perspective, SPSS is less of an impediment for the conceptual things in the classroom.
- Kara suggested putting this on the back burner to evaluate after we do this for one year.
- Dr. Cooke said that there is something to be said for giving people a broad range of experiences. In one of his classes, he starts off using SPSS and then moves them to SAS Enterprise Minor, which is nice, especially since it is cloud-based.

**III. QMB course for Option B (No attachments):** New curriculum includes “Advanced Information Analytics” for the Option B platform. Ideally, this course will ensure that this cohort is on the same playing field as the students who take 5304 & 5305 with respect to excel, modeling, and analysis in a variety of industries.

- Kara explained that when the committee discussed the idea of preparing students to do more in Excel and doing more data analysis, we realized that this was a hole in the Option B program as there was no required statistical analysis class.
- This would be offered in Summer B, and it would enforce that the 2-years and the As and Bs would all be on a level playing field in terms of information and capabilities in Excel.
- Alex Sevilla explained that this will support the foundations review. Foundations Review was brought back last year, and it has worked well. It will support students in the classroom as well as in the workplace. This gives them the Excel and modeling pieces that we recently put in for the 2 year students.
- Kara said that she is looking for feedback on what the content should be. Is it doable?
  - Dr. Carillo said that it sounds like what we want is the content of the second course but the tools of the first course. She agreed that it sounds reasonable to her.
  - Dr. Cooke wondered if they should go lighter on Excel than they go in 5304.

**IV. New MBA concentrations (Attached: “Concentration-Tracks-v3”):** Review the five new concentrations to verify courses that count toward each concentration and determine if there are courses that should be required for the concentrations.

- Dr. Houston's understanding was that this is where we sat down with the heads of the departments to decide which courses would count toward the concentrations.
- Dr. Ginny Maurer thought that Law of Corporations and Organizations would be valuable in finance and strategy concentrations. Material that has been taken out of the law course and will no longer be taught. World of organizational structures and reforms is changing drastically. Right now, it is BUL 6930, and it should be an option in the finance and strategy concentrations.
- Dr. Cooke said 6833 should be offered in Mod 1. The question mark class at the bottom should be in Mod 3.
- Dr. Hamilton said Game Theory should be in Mod 1 and 3, not 1 and 4.
- Dr. Carillo noticed there were 6 required courses for the supply chain management concentration before, but it seems that there are several more classes offered as options now. Is this to give students more flexibility?
  - Kara said that previously the certificate in supply chain required 6 courses and gave no options; these courses are in addition to the original 6 that give students a little more flexibility.
  - Alex said that we want to give flexibility to students, but we want to make sure that students are prepared from a recruiting perspective.
- Dr. Maurer mentioned that it seemed odd that there are no management courses and that we do not teach anything other than strategic management on the management side.
  - Kara explained that most of these courses went away. Most courses in the department are more OB and HR.
  - Alex said that theoretically the MBA is a general management degree, and strategy is to satisfy a future in consulting or leadership development.
- Kara and Alex explained that we are not going to encourage students to choose two concentrations.
- Dr. Cooke did not see anything in the marketing area that should be required if the student is not doing a concentration in marketing.
- Dr. Carillo did not see courses with significant overlap in many courses in her area. She saw a problem with the name of the concentration. If it is a concentration in supply chain, logistics and purchasing courses should be required.
- Kara explained that we are unaware of how many MBA students will be eligible for business analytics, so we were thinking about putting this in the second group of concentrations.
  - Alex said that the office is focusing the concept of a concurrent degree between ISOM and MBA.

- Committee agreed to take this information to their departments as representatives and email results to Kara.
  - Dr. Mauer or Dr. Hamilton to email Kara thoughts regarding strategy
  - Dr. Cooke will handle marketing
  - Dr. Houston will handle the finance, real estate, and supply chain
- Kara explained that the Strategic Costing is being evolved into a course called Controllership.
  - Dr. Asare said that they will need to be able to think through accounting.
  - Dr. Maurer thought that a controller is usually an accountant, and Kara explained that this will be accounting for non-accountants.
    - Kara said that this is the class that someone going for LDP or a management controlling role needs to take. The material that is covered in this course is not covered anywhere else.
  - Alex stated that we will be much better informed when we see the syllabus.

**V. Foundations Review for all three cohorts (Attached “Foundational Course Information” & “T1MBA14B Foundations Review”)**

- At the Sept. 11 meeting, the committee discussed the idea of having a foundations review or boot camp for all three full-time programs. Discussion items include:
  - How does the inclusion of a QMB course in the summer B term impact the content of what is a part of the current iteration of Foundations Review for Option B students?
  - Review benchmarking research regarding peer school “boot camps” and discuss the content of such a program for each program.
- A lot of schools do some type of boot camp that includes some type of Excel training. Kara had a GA do a benchmarking on our peer schools and what is done at these schools. What was most common was a 2 or 3 day event around orientation with the combination of Accounting, Calculus, and Excel. Students are typically allowed to bypass this if they have some sort of proof that they already have these skills.
- Dr. Maurer thought accounting was something which students needed more preparation.
- Kara explained that there is currently a workbook sent out to students before they arrive for orientation to help prepare them for accounting. This boot camp would replace the workbook.
- Alex asked if there are deficiencies with accounting and calculus. If the answer to that is yes, it would be ideal if we can get everyone to a baseline on the first day. Some students are not up to speed with this knowledge before they arrive for orientation, and

giving them a workbook is not helpful for everyone, which leads to students struggling.

- Dr. Maurer suggested doing this boot camp as an option. We can give the students the workbook or allow them to do the boot camp. If they are aware that they need to be
  - Kara explained that we have an accounting book but we do not have a sufficient calculus book. As far as Excel, they may not learn this on their own. The most important question right now is what subjects the students need.
- Dr. Hamilton asked if there will be an extra charge.
  - Kara and Alex both explained that there will be some sort of extra charge, but we will not know until there is a plan.
- Alex fully supports this, but it needs to be something that is a good investment for students.
- Selcuk asked if this will be another week of orientation.
  - Kara does not anticipate that this will be an entire week long.
  - Alex stated that we can likely imbed the necessary items into Option B's orientation and foundation review so that they receive the information but no more time is added onto their schedule.
- Dr. Cooke stated that the committee will need to come up with reasonable guidelines for a student to be able to place out of this. Alex agreed.
- Committee agreed to build upon add calculus, quant, accounting, and Excel and come back to the next meeting with a couple of options.

VI. Kara said that we will be scheduling a meeting in January to figure out what courses count for a second family of specializations and because our 5-year accreditation visit is in the middle of February and the MBA Committee is responsible for reviewing the write-up. We will get the scheduling process started soon.

- Dr. Houston reminded the committee that their homework is to look at the concentration lists.

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Meeting Adjourned 10:15 a.m.

Minutes by Kelly Schmidt