

Warrington College of Business Administration
Hough Graduate School of Business
UF MBA Programs

310 Hough Hall
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**MBA Committee Meeting Agenda
January 15, 2015
338 Hough Hall**

Attended: Dr. Joel Houston (chair), Dr. Janice Carillo, Dr. Alan Cooke, Dr. Stephen Asare, Dr. Selcuk Erenguc, Dr. Alex Sevilla, Sherry Diest, Kara Cupoli, Tara Hollow

I. Approval of October 2014 Meeting Minutes.

- *Committee voted to approve the October 2014 meeting minutes.*

II. Email petitions – review and confirm process (to record in MBA Committee minutes)

- MBA Programs office will send petition to MBA Committee chair
- MBA Committee chair will review to determine if the petition is suitable for email or he/she believes it should be discussed in a meeting
- If approved for email, MBA Programs Office will email petition to MBA committee outlining the responses required: Yes, No, Discuss
- MBA committee will usually have at least one week to review/respond to petitions. In rare instances, the MBA Program may request a quicker turnaround time.
- Committee members “reply all” question post to group.
 - Dr. Cooke couldn’t remember the outcome from the last meeting if everyone was to reply all and asked if there was any value in seeing everyone’s voting response?
 - It was decided that there was no need to reply all unless there is a question or need for discussion, then still use discretion.
- Discussion: Any other additions/clarifications for the process?
 - Dr. Asare brought up a recent petition about the students taking a course and saying the standard response is “it’s a good course”, but not sure what constitutes as a bad one.
 - Kara replied that this has been presented to the committee before and should there be an operating procedure or rubric that the MBA Committee is using to evaluate the courses? Historically the committee has been hesitant to develop a specific rubric, but there have been some guidelines. Ask yourself if it’s the appropriate amount of work and deliverables.
 - Alex suggested that the MBA program could send a note during the summer to students and department chairs.
 - The note would recommend a specific review timeline & process that students can use if they are interested in coursework outside of the approved MBA
 - The goal would be to reduce the number of last minute requests for these course reviews
 - The MBA program will put this draft memo together and present to the MBA Committee chair for review and next steps.

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III. Petitions Approved via email.(Not on the original agenda, but discussed)

- **Professor Douglas Independent Study.**
- **Professor Erez Independent Study with Troy Pounds.**
- **Leading Teams to count for Management concentration.**
- **JD/MBAs waiving out of BUL 5811.**

IV. Hough graduates returning for One-year MBA programs

- Discussion regarding how to manage MBA candidates who have recently completed a specialized masters at Hough.
 - Alex explained we are starting see more of this as enrollment has grown and the specialized masters have been in place for several years. Because of the work experience requirement the candidates will work for a number of years and decide they want to do an MBA. Most will come back and want to do a MBA looking at the One year option. Depending on the program option they choose there may be some overlap. It's more of concern with the working professionals, but wants to find a solution that works for all of the one year programs (FT Option B, Professional one year and one year online program). How do we handle these situations?
- These graduates have completed courses that are part of the MBA curriculum (ex- GEB 5212 and GEB 5215)
- Should students who have already completed these courses:
 - Be required to replace these credits with additional electives
 - Be permitted to transfer these credits into the MBA
 - Be permitted to repeat these courses
- The committee voted and decided that the student must be required to replace the credits with additional electives.

V. Update on experiential learning

- Kara explained that there hasn't been much progress, but it's still a priority as our peers are doing it and we aren't.
- Alex added that it's still in pilot phase and we do not have resources to add this as a requirement to the curriculum at this time.
- Dr. Cooke asked what the desired time frame is.
 - Kara replied at least another year.
 - Alex answered we have Bloomin' Brands currently and would like 1 or 2 more this year.
- Alex explained that he went to a meeting in Tampa with Jabil who is interested in marketing and looking at talent.

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- Kara said one of the primary issues is that the one year students tend to think that it has to be connected to a course, which isn't necessarily common everywhere, it's hard for them to associate it with an elective. Timing is also an issue. Bloomin' Brands demand is down this spring and Kara suggested that one possible explanation for the drop in demand is that many of our graduating MBA's have secured jobs at this stage. Kara would like to try a pilot in the fall if we can get a company on board.
 - Dr. Houston asked if it's because they can't find anyone to hire or they aren't hiring this year.
 - Kara said that students are already engaged elsewhere.

VI. Global Immersion Experiences (preliminary discussion – prep for future meeting)

- MBA program has been operating GIE trips since 2007
 - Kara said this is really managed by the committee, do we want to look at the syllabi and make sure the committee is still comfortable with what we're doing?
 - Dr. Houston made a suggestion to talk to some students who have been through these as they have a better perspective being out a year.
 - Kara said it's easy, just don't have it yet. In the last year they created a unified evaluation system.
 - Alex added there is a survey mechanism in place, but they need to do a better job at asking the appropriate questions for this data.
- MBA program would like to review course structure, deliverables, learning outcomes
 - Dr. Houston asked if any of the surveys and learning outcomes are on the front end.
 - Kara answered yes. Teams do an analysis of the company before the trip.
 - Dr. Houston said that he thinks that information is more useful on the front end.
 - Alex added that it makes the time on the ground more meaningful and everyone agreed.

VII. Internet MBA & Professional MBA Program Changes

- Information to be presented on planned changes
- Alex presented a power point presentation on making some moderate changes to the structure of the program to make them more market ready and viable.
- Alex said that he wanted to "double down on the residencies" making their weekend here with us more robust and meaningful as opposed to them doing what they need to do and leaving on a plane.
 - Sherry asked if the students were still only present for the 2 days on the weekend. Alex replied yes.
 - Dr. Houston asked about the residencies in relation to career services and employers who pay the MBA tuition for their employees. Alex confirmed that the program currently has a policy that prohibits students who are fully sponsored to use our full suite of career services. These students can get career and professional development assistance to help with career

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progression within their own firm, but they are not able to participate in activities that are directly related to MBA recruiting (such as career fairs and on-campus interviews). This reduces the total number of WPMBA students that utilize our career services resources.

- These students do have the ability to have their employer sign a waiver form that would grant them full access to career services.
- Dr. Houston asked if they are planning to cap the classes and if student's want to take one of the electives and nobody wants to choose the other three. Alex replied yes they will cap and his hope is that there will be a natural balance across the electives which will reflect the interests and backgrounds of the students. Once they start to offer the electives, the program will be in a better position to assess demand and make changes if necessary.
- Sherry wanted to point out that we are going to offer legal issues in technology management in lieu of legal environment in I2&P2. Also, for the capstone we were doing business policy in some groups & global strategy in others, it will become global strategy only now.
- Dr. Houston asked if there's ever a scenario where Traditional program will intersect with the Internet program or say electives online.
 - Kara said it's happening in other Hough specialized masters programs. Alex answered we need to be open to those things, but not ready to move in that direction without further consideration and analysis. Our world is changing and flexibility is quintessential.
 - Kara said that it's great for allowing flexibility for students who want to study abroad.
 - Sherry interjected and said we need to make sure that we're not cannibalizing the traditional program.
 - Dr. Houston and Alex said the point is to enhance the traditional program, but that we are a long way off from crossing this bridge.
- Dr. Cooke asked what the new number of course approvals will be?
 - Alex guessed probably two to four.

VIII. Next Meeting

- Toward the end of the semester.