

WCBA Undergraduate Committee Meeting

Fall 2009 Meeting #2: (November 6th, Bryan Hall 101A, 1:00 – 2:45 pm)

Committee Members: Haldun Aytug (ISOM), Dominique DeSantiago (FSOA), Sharon Koele (student), John Kammeyer-Mueller (MGT), Rich Lutz (MKG, chair), Brian Ray (ex-officio), Mark Rush (ECO), and Craig Tapley (FIRE), Matt Tringali (student)

1. Approval of the minutes from September 25, 2009

2. Announcements by the Chair (Rich Lutz)

- Future Undergraduate Committee Meetings: TBD
- Future Faculty Meetings: November 9th and December 3rd
- Deadline for Faculty Meeting Agenda Items: November 19th

3. Information/Discussion Items

- Course Number Change: GEB 3113 to ENT 3113 Principles of Entrepreneurship
- Course Number Change: GEB 4114 to ENT 4117 Fundamentals of New Venture Planning
- Status on a Possible Minor in Accounting (Dominique DeSantiago)
- Status on Development of New Courses for the Management Major (John Kammeyer-Mueller)
- Update on the Direction of the Finance Major (Craig Tapley)
- Update on Possible Lower-division Information Systems Course (Haldun Aytug)

4. Assurance of Learning (AoL)

- Status of Four '10-'11 AoL Goals (Mark Rush)

5. New Business

A. Prerequisite Change

1) MAN 4301 Human Resource Management (John Kammeyer-Mueller)

Current Prerequisite: Grade of "C" or Better in MAN 3025 Principles of Management

Proposed Prerequisite: Grades of "C" or Better in MAN 3025 Principles of Management and MAN 3240 Organizations, Structure, and Behavior.

B. Proposed Courses

- 1) ENT 4930 Special Topics in Entrepreneurship (Brian Ray)
- 2) GEB 3373 International Business (Roy Crum)
- 3) GEB 3403 Principles of Ethical Decision Making (Brian Ray)

C. Proposed Curriculum Revisions (2010-2011 Catalog)

- 1) **Revision of the 3000-4000 Level Restricted Elective Requirements for the following BSBA Majors: Economics, Finance, Information Systems, Management, and Marketing (Brian Ray)**

Current Requirement: Complete 11-12 credits of 3000-4000 level courses offered by other UF colleges (not WCBA) or 1000-4000 level foreign language courses. Students can take one professional development or professional communication course to fulfill part of the restricted elective requirement, including GEB 3035 Effective Career Management in Business, GEB 3213 Professional Business Writing in Business or GEB 3218 Professional Speaking in Business.

Proposed Requirement: Complete 11-12 credits of 3000-4000 level courses (beyond the student's business core and major requirements) or 1000-4000 level foreign language courses. Students may only count one non-core/non-major electronic platform course toward this requirement (e.g., GEB 3113, REE 3043, GEB 3035, ISM 3004). Students may use one of the college's professional communication courses toward this requirement if they complete both GEB 3213 Professional Writing in Business and GEB 3218 Professional Speaking in Business.

- 2) **Adjustment to the Requirements for the Management Major (John Kammeyer-Mueller)**

Current Requirement: MAN 3240 Organizations, Structure and Behavior; MAN 4301 Human Resource Management; MAN 4723 Strategic Management; and two credits of MAN/BUL 3000-4000 electives with a GPA of at least 2.0.

Proposed Requirement: MAN 3240 Organizations, Structure and Behavior; MAN 4301 Human Resource Management; MAN 4723 Strategic Management; and four credits of MAN/BUL 3000-4000 electives with a GPA of at least 2.0.

- 3) **Adjustment to the Requirements for the Marketing Major (Rich Lutz)**

Current Requirement: MAR 3503 Consumer Behavior; MAR 4803 Marketing Management; and four credits of MAR 3000-4000 electives with a GPA of at least 2.0.

Proposed Requirement: MAR 3503 Consumer Behavior; MAR 4803 Marketing Management; and eight credits of MAR 3000-4000 electives with a GPA of at least 2.0.

4) Adjustment to the Business Core Requirements (BABA & BSBA Majors) (Brian Ray)

Current Requirement: Seven core courses to include ECP 3703 Managerial Economics

Proposed Requirement: Seven core courses to include GEB 3373 International Business

5) Adjustment to the Requirements for the Economics Major (Mark Rush)

Current Requirement: ECO 3203 Intermediate Macroeconomics and 12 credits of 3000-4000 level economics electives with a GPA of at least 2.0.

Proposed Requirement: ECO3101 Intermediate Microeconomics (with a grade of C or better), ECO 3203 Intermediate Macroeconomics, and 12 credits of 3000-4000 level economics electives with a GPA of at least 2.0.

6. Adjourn

Last revised October 29, 2009