

## **WCBA Undergraduate Committee Meeting**

**Fall '11 Meeting #1: (9:00 – 10:30 am; Friday, October 7th, 133G Bryan Hall)**

Committee Members: Amanda Aschenbrenner (SB student), Michelle Darnell (MGT), Dominique DeSantiago (FSOA), Will Hadley (FSOA student), Rich Lutz (MKG), Aditi Mukherjee (ISOM), Brian Ray (ex-officio), Mark Rush (ECO, chair), and Craig Tapley (FIRE)

### **1. Approval of the minutes from April 15, 2011**

### **2. Announcements by the Chair (Mark Rush)**

- Future Undergraduate Committee Meetings: November 18th, December 9th (if necessary)
- Future WCBA Faculty Meetings: October 12th, December 5th
- Deadline for WCBA Faculty Meeting Agenda Items: November 21st

### **3. Information Only: Items Approved by the UCC (Brian Ray)**

- New Course: MAR 4232 Retail Consulting

### **4. New Business**

- A) Proposed Minor in Retailing (replaces the Retailing Certificate) (Steve Kirn)  
(see attachment)
- B) New Course: MAR 4XXX New Product Development (Rich Lutz)  
(see attachments)
- C) Proposed Adjustments to the Requirements for the Entrepreneurship Minor (Jamie Kraft)  
(see attachment)

### **5. Discussion Items**

- A) Update on Assurance of Learning (Brian Ray & Mark Rush)
- B) WCBA Strategic Planning Committee (Rich Lutz)
- C) Possible Inclusion of ENT 3003 Entrepreneurship in the BSBA/BABA Core (Bill Rossi)

### **5. Adjourn**

*Last revised October 3, 2011*