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