

Summary of Work Completed by the Undergraduate Committee (2009-2010)

The Undergraduate Committee met five times during the 2009-2010 academic year: September 25th, November 6th, January 25th, March 1st, and April 12th. The following are the highlights of the committee's work. Details of the following highlights can be read in the attached minutes of the individual meetings.

New Courses and Curriculum Revisions

New Courses:

- GEB 3373 International Business
- ENT 4701 International Entrepreneurship
- FIN 4XXX Venture Capital and Private Equity
- REE 4105 Real Estate Valuation

Curriculum Revisions

Revision of the 3000-4000 Level Restricted Elective Requirements for the following BSBA Majors: Economics, Finance, Information Systems, Management, and Marketing

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.

Adjustment to the Requirements for the Finance Major

Current Requirement: FIN 4243 Debt and Money Markets, FIN 4504 Equity and Capital markets, FIN 4414 Financial Management with a GPA of at least 2.0.

Proposed Requirement: FIN 4243 Debt and Money Markets, FIN 4504 Equity and Capital markets, Four credits of FIN Electives 3000-4000 level 9FIN, REE and/or ACG (REE beyond 3043), FIN 4414 Financial Management with a GPA of at least 2.0.

Adjustment to the Requirements for the Management Major

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.

Adjustment to the Requirements for the Marketing Major

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.

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

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

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

Adjustment to the Requirements for the Economics Major

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.

Assurance of Learning

Overall Strategy: The committee reviewed the learning goals and objectives for the BSBA and BABA programs. 2010-2011 will be dedicated to data collection. 2011-2012 will focus on data analysis and recommended improvements. 2012-2013 will focus on the implementation of recommended improvements.