

WCBA Undergraduate Committee Minutes of the September 30, 2010 Meeting

Attendance

COMMITTEE MEMBERS: Harold Benson (ISOM), Dominique DeSantiago (FSOA), Sharon Koele (FSOA student), Kenny Merritt (SB student), Shrikanth Paruchuri (MGT), Rich Lutz (MKG), Brian Ray (ex-officio), Mark Rush (ECO, chair), and Craig Tapley (FIRE)

VISITORS: Derek Guffin, Nicole Johnson, and Tawyna Means

The meeting was called to order at 8:33 a.m.

Approval of Minutes

The minutes of the April 12, 2010 meeting were approved.

Information/Discussion Items

Derek Guffin and Nicole Johnson provided a briefing on the Career and Peer mentor program, otherwise known as CAPs (warrington.ufl.edu/sb/mywcba/internships/cap.asp). The purpose of the program is to provide career coaching to sophomores and juniors. The group of 17 CAPs reaches juniors (approximately 650 students) through one-on-one meetings and sophomores (approximately 550 students) via mandatory small group advising. Dr. Ray mentioned that a similar program has been quite successful at UT-Austin. The annual cost of the CAP program is approximately \$33,000.

The committee discussed the process by which students are added to EP courses after the drop/add deadline. An error was recently been made by an advisor. It was decided that an advisor will consult with another advisor when adding a student to an EP course and will send the professor an e-mail. The exception is FIN 3403. Since students in FIN 3403 are assigned to groups immediately after the drop/add deadline, students will not be added to that course.

New Business

The following items were approved by the committee.

New Course: MAR 4XXX Retail Consulting

- ◆ Credits: 4; Prerequisite: Grade of C or better in MAR 3023
- ◆ This course is designed to provide students with an opportunity to practice making strategic decisions based on market research through hands-on experience in approaching real retail problems and coming up with solutions that will be used by sponsoring retail clients. Teams of students will work on retail issues provided by a real client. Student teams are responsible for designing and executing all phases of the project. By working closely with retail clients, students will gain practical insight into actual retail business operations while performing problem identification, exploring opportunities, collecting data and developing strategy.

Prerequisite Change: MAN 4504 Operations Management

- ◆ Current prerequisites: MAC 2233, STA 2023, BUL 4310, **ECP 3703**, FIN 3403, MAN 3025, MAR 3023 and QMB 3250; BA and AC majors
- ◆ Proposed Prerequisite: MAC 2233, STA 2023, BUL 4310, **GEB 3373**, FIN 3403, MAN 3025, MAR 3023 and QMB 3250; BA and AC majors

Information/Discussion Items (continued)

Dr. Benson reminded the committee of the ISM 4930 Special Topics course being taught this term. The intent of the course is to provide students with an introduction to information systems as well as an opportunity to achieve Microsoft certification in Excel and Access. The course currently has 34 students. The tentative plan is to offer the course again in the spring to a larger number of students (approximately 50). The committee asked that the instructor, Dr. Aditi Mukherjee, attend the October 28th meeting to provide feedback on the current offering as well as the opportunities/challenges associated with the possibility of offering the course electronic platform in Fall '11.

Tawnya Means briefed the committee on the BSBA/BABA assurance of learning course map and timeline. Things are on track for data collection in Spring '11 and subsequent analysis by the Undergraduate Committee in Fall '11 (warrington.ufl.edu/itsp/teaching/assuranceoflearning.asp).

Dr. Ray provided a briefing on BSBA/BABA headcount. The following are the key points.

- Nationally, the percentage of freshmen choosing business as a major is at a 25-year low (14.4%). At UF, the percentage is approximately 10% (includes accounting).
- The on-campus headcount for Fall '10 is 2,570, a 35% decrease over the past four years. During the same four-year period, the number of business minors conferred has increased 49%.
- To increase the number of degree-seeking students, the faculty mentioned a willingness to give special consideration to students (e.g., engineering, pre-med) who take MAC 2311 and don't perform well. The consideration might include not counting the grade earned in MAC 2311 in the calculation of the preprofessional GPA if the student subsequently takes MAC 2233.
- As headcounts decrease, so too does the demand for major-specific sections. Dr. Ray provided data that showed the expected number of excess sections, even taking into account the new major-specific requirements (e.g., economics 20 credits, finance 16 credits, etc). The College is interested in moving some of the excess sections to the Hough Graduate School of Business, a process that will start in Spring '11.

There was not enough time for Dr. Ray to provide his presentation on the planned expansion of the Online Business Program.

The meeting was adjourned at 9:36 a.m.