

WCBA Undergraduate Committee Meeting Minutes of the October 7, 2011 Meeting

Attendance

Members in Attendance: 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)

Visitors: Steve Kirn and Bill Rossi

The meeting began at 9:03 a.m.

Approval of Minutes

The minutes of the April 15, 2011 meeting were approved.

Information Items

The following information items were mentioned.

- 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
- New course approved by the UCC: MAR 4232 Retail Consulting

New Business

The following items were approved unanimously.

- A) Proposed Minor in Retailing (would replace the Retailing Certificate)
- B) New Course: MAR 4XXX New Product Development

The following item was tabled pending the introduction of additional entrepreneurship coursework.

- A) Proposed Adjustments to the Requirements for the Entrepreneurship Minor

Discussion Items

Assurance of Learning: Brian Ray and Mark Rush provided an update on assurance of learning for the BSBA/BABA programs. Brian mentioned that data for each of the program objectives have been collected and compiled. These data will be circulated among the committee members with the goal of having a set of recommendations for review November 18th.

Strategic Planning: Rich Lutz provided the committee with an overview of the goals of the recently convened Strategic Planning Committee. Rich is serving as the chair of the committee. Additional members of the committee include the following:

Economics: Chunrong Ai & David Sappington

FIRE: & Andy Naranjo & Jay Ritter

FSOA: & Steve Asare & Jenny Tucker

ISOM: Haldun Aytug and Praveen Pathak

Management: Joyce Bono & Larry DiMatteo

Marketing: Robyn LeBoeuf

The following serve as ex-officio members: Jon Cannon, Sherry Deist, Selcuk Erenguc, Gary McGill, and Brian Ray. The committee will provide a preliminary report by the end of the Spring '12 term. After incorporating feedback from faculty, students, and other stakeholders, the committee will publish a final report for faculty review in Fall 2012.

ENT 3003 Principles of Entrepreneurship: Bill Rossi suggested that the committee consider adding **ENT 3003 Principles of Entrepreneurship** as a core course for the BSBA and BABA programs. ENT 3003 is currently offered every term. The average enrollment during a fall or spring term is 650-700 students, 60% of whom are business or accounting majors. If the committee decides that adding the course to the core is advantageous, the following possibilities were mentioned: 1) make ENT 3003 one of the seven core courses by collapsing QMB 3250 and MAN 4504 into a four credit course, 2) add ENT 3003 as an eighth core course and reduce the number of free electives, 3) add ENT 3003 as an eighth core course and reduce the number of restricted electives (restricted electives are defined as follows: any 3000-4000 level course outside the college or any level of a foreign language).

The meeting was adjourned at 10:15 a.m.