

**GENERAL FACULTY MEETING AGENDA | MONDAY, OCTOBER 22, 2018 | 3:00PM | HOUGH 120**

1. The Minutes for the September 21, 2018 General Faculty Meeting is presented for approval by the faculty.
2. The Undergraduate Committee voted to approve 4 new areas of specialization and is presenting these to the faculty for approval. Documentation for each is attached.
  - Bachelor of Arts in Business Administration - Area of Specialization: **Retailing**  
This proposal requests approval to offer the Area of Specialization in Retailing within the BABA:GBA major
  - Bachelor of Arts in Business Administration - Area of Specialization: **Real Estate (REE)**  
This proposal requests approval to offer the Area of Specialization in Real Estate within the BABA: GBA major.
  - Bachelor of Arts in Business Administration - Area of Specialization: **Entrepreneurship (ENT)**  
This proposal requests approval to offer the Area of Specialization in Entrepreneurship within the BABA:GBA major.
  - Bachelor of Arts in Business Administration - Area of Specialization: **Professional Selling**  
This proposal requests approval to offer the Area of Specialization in Professional Selling within the BABA:GBA major.
3. Other Business
4. Dean's Report

**GRADUATE FACULTY MEETING AGENDA | MONDAY, OCTOBER 22, 2018 | 3:00PM | HOUGH 120**  
*(Immediately following the General Faculty Meeting)*

1. The Minutes for the September 21, 2018 Graduate Faculty Meeting is presented for approval by the faculty.
2. Other Business
3. Dean's Report

**GENERAL FACULTY MEETING MINUTES | FRIDAY, SEPTEMBER 21, 2018 | 2:00PM | HOUGH 120**

1. A motion was made to approve the August 24, 2018 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. Dean Kraft explained the new process for Graduation at UF. The university ceremony is a campus-wide ceremony in which all students from all colleges can participate. There will be a Doctoral Commencement on December 14, and there will be a University-Wide Commencement on December 15. At the university ceremonies degrees will be conferred but students will not be individually recognized. Each College will hold their own recognition ceremony. The WCB ceremony will be held on Sunday, December 16 at 10 a.m. at the Exactech Arena at the Stephen C O'Connell Center. All WCB graduates are encouraged to attend the Warrington Ceremony where they will be individually recognized and celebrated. This event is a college-specific ceremony that will celebrate individual student achievement at all levels from the Heavener School of Business, the Hough Graduate School of Business, and the Fisher School of Accounting. More information can be found on the college website at: <https://warrington.ufl.edu/about/commencement/>
3. Other Business - none
4. Dean's Report - none

A motion was made to adjourn. The motion was seconded and the meeting adjourned.

**GRADUATE FACULTY MEETING MINUTES | FRIDAY, SEPTEMBER 21, 2018 | 2:00PM | HOUGH 120**  
*(Immediately following the General Faculty Meeting)*

1. A motion was made to approve the August 24, 2018 Graduate Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as presented.
2. The Specialized Masters Committee approved of and presented to the faculty the following items. A motion was made to approve the following prerequisite changes and the credit changes. The motion was seconded and the faculty voted to approve these items as presented.

1. Prerequisite Changes

• **ISM6215 (Database I)**

- Current Prerequisite: ISM6129
- Proposed prerequisite: ISM6128

**Rationale:** Almost all data modeling concepts are covered in ISM6128. ISM6129 covers Object Oriented Modeling concepts, that are relevant but not directly related to relational database concepts and SQL.

• **ISM6405 (Business Intelligence and Analytics)**

- Current Prerequisite: ISM6216 (Database II)
- Proposed Prerequisites: ISM6215 (Database I), QMB6358 (Statistics)

**Rationale:** Concepts covered in ISM6405 requires basic knowledge of databases, data extraction and manipulation, and statistics. These concepts are covered in ISM6215 and QMB 6358.

2. MACC/ISOM Minor ( see <https://warrington.ufl.edu/academics/certificates-and-minors/information-systems-and-operations-management-minor/>) - instead of 10 fixed credits now the minor will involve 6 core credits and 4 elective credits from a variety of choices (4 out of 10 credits for electives).

#### Current

ISM 6128 – Advanced Business Systems Design and Development I (2 credits), *Prereq: None*

ISM 6129 – Advanced Business Systems Design and Development II (2 credits), *Prereq: C grade or better in ISM 6128*

ISM 6215 – Business Database Systems I (2 credits), *Prereq: C grade or better in ISM 6129*

ISM 6222 – Business Telecom Strategy and Applications I (2 credits), *Prereq: none*

ISM 6223 – Telecom Strategy and Applications II (2 credits), *Prereq: C grade or better in ISM6222* (Note – ISM6223 is no longer regularly offered. We have approved QMB6358 or ISM6216 as substitutes until a new curriculum is approved to accommodate students that are graduating. These two courses will also be electives in the proposed Minor.)

#### Proposed (Effective Fall 2019)

##### Core - Required (6 credits)

ISM 6128 – Advanced Business Systems Design and Development I (2 credits), *Prereq: None*

ISM 6215 – Business Database Systems I (2 credits), *Prereq: C grade or better in ISM 6129*

ISM 6222 – Business Telecom Strategy and Applications I (2 credits), *Prereq: none*

##### Electives (4 credits) - Two of

ISM6129 – Advanced Business Systems Design and Development II (2 credits), *Prereq: C or better in ISM6128*

ISM6216 – Business Database Systems II, *Prerequisite: C or better in ISM6215*

ISM6405 – Business Intelligence, *Prerequisite: C or better in ISM6216* → (Note that if the above changes are approved, the new prerequisites will be **ISM6215, QMB6358**).

QMB6358 – Statistical Analysis for Managerial Decisions, *Prerequisite: none*

ISM 6562 – Data Presentation and Visualization, *Prerequisite: C or better in ISM6215*

**Rationale:** There are two main reasons. First, ISM6223 will not be offered as a core course anymore. If it stays in the Minor it might delay graduation for some of these students (we may or may not offer it every year). There is increased emphasis on Data Analytics in the Accounting profession. The new curriculum for the Minor will allow MACC students to sample Business Intelligence and Analytics track courses (more of a Data Analytics Minor). The students can almost replicate the old Minor curriculum by taking ISM6129 and ISM6216 which is more of an IT Minor.

3. Other Business - none

4. Dean's Report – none

A motion was made to adjourn. The motion was seconded and the meeting adjourned.

Attendance: John Kraft, John Gresley, Haldun Aytug, Richard Lutz, Alan Cooke, Joe Alba, Steve Tufts, Anthony Coman, Chris Janiszewski, Amanda Phalin, Rachel Slivon, Alex Sevilla, John Laibson, Michelle Helmer, Gary McGill, Bob Thomas

## **Bachelor of Arts in Business Administration** **Area of Specialization: *Retailing***

### ***Description***

The Business Administration area of specialization provides students with information about the field of retailing. For career information view: <http://www.crc.ufl.edu/>

### ***Requirements***

Students are required to have a minimum of three classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

MAR 3231	Introduction to Retailing Systems and Management	<b>4</b>
MAR 3503	Consumer Behavior	<b>4</b>
MAR 4403	Sales Management	<b>4</b>

### ***Contact Information***

Advisors in the Heavener School of Business are the primary point of contact for advising specifically related to this Area of Specialization. For registration, scheduling, and area-specific questions, please contact:

Heavener School of Business  
352-273-0165  
333 Heavener Hall

Department Website: <http://warrington.ufl.edu/undergraduate/>

### ***Minor Option***

A minor is available in this Area of Specialization. To complete the minor students must complete the requirements detailed at: [https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/RET\\_UMN/](https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/RET_UMN/).

## **Bachelor of Arts in Business Administration** **Area of Specialization: *Real Estate (REE)***

### ***Description***

The objective of the real estate specialization is to (1) introduce students to the business of commercial real estate, including the roles, activities and players in the industry, common terminology, and the real estate transaction process, and (2) to prepare students to make sound decisions concerning real estate use and investment. Students will also be exposed to the numerous career paths available in the commercial real estate industry, including development, real estate appraisal and investment, leasing and asset management, mortgage lending, and commercial brokerage.

For career information view: <http://www.crc.ufl.edu/>

### ***Requirements***

Students are required to have a minimum of three classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

REE 3043	Real Estate Analysis	4
REE 4303	Real Estate Investment Decision Making	4
MAR 3400	Professional Selling	4

### ***Contact Information***

Advisors in the Heavener School of Business are the primary point of contact for advising specifically related to this Area of Specialization. For registration, scheduling, and area-specific questions, please contact:

Heavener School of Business  
352-273-0165  
333 Heavener Hall

Department Website: <http://warrington.ufl.edu/undergraduate/>

### ***Minor Option***

A minor is available in this Area of Specialization. To complete the minor students must complete the requirements detailed at: [https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/REA\\_UMN/](https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/REA_UMN/).

## **Bachelor of Arts in Business Administration** **Area of Specialization: *Entrepreneurship (ENT)***

### ***Description***

The purpose of the entrepreneurship area of specialization is to instill a deep appreciation for “entrepreneurship as a life philosophy” by providing an innovative and integrative educational experience while creating opportunities for students to act on this philosophy. The program has been built around two core precepts: “every student an entrepreneur” and “total entrepreneurial immersion.” Our fundamental objective is to help every student on campus recognize their innate entrepreneurial potential and facilitate them acting on that potential. Students are challenged to extend the entrepreneurial mindset to all facets of their lives. We believe entrepreneurship has a role in every discipline, and exciting outcomes derive from connections and collisions that occur when inter-disciplinary linkages are established. The entrepreneurial spirit at UF transcends the business school, embracing every student on campus.

What should a person get better at when exposed to entrepreneurship education? We focus on 13 unique entrepreneurial competencies to complement traditional managerial competencies including: opportunity recognition, opportunity assessment, risk mitigation, resource leveraging, conveying a compelling vision, guerilla skills, focus and adaptation, creative problem-solving, value-creation, tenacity, self-efficacy, resilience, and building and leveraging entrepreneurial networks.

### ***Requirements***

Students are required to have a minimum of three classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements

ENT 3003	Principles of Entrepreneurship	4
ENT 4934	Special Topics	2
ENT XXXX	ENT Elective	2
MAR 3400	Professional Selling	2

### ***Contact Information***

Advisors in the Heavener School of Business are the primary point of contact for advising specifically related to this Area of Specialization. For registration, scheduling, and area-specific questions, please contact:

Heavener School of Business  
352-273-0165  
333 Heavener Hall

Department Website: <http://warrington.ufl.edu/undergraduate/>

### ***Minor Option***

A minor is available in this Area of Specialization. To complete the minor students must complete the requirements detailed at: [https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/ENT\\_UMN/](https://catalog.ufl.edu/UGRD/colleges-schools/UGBUS/ENT_UMN/).

## **Bachelor of Arts in Business Administration** **Area of Specialization: *Professional Selling***

### ***Description***

The Professional Selling area of specialization provides students with the knowledge and skills necessary to be consultative sellers. Through the coursework for this area of specialization, students will develop a blend of hard and soft skills that are necessary to be successful in this very analytical discipline. Over 80 percent of business graduates will have a sales oriented position sometime in their career (Cespedes & Weinfurter, 2016; SEA, 2016). Students who complete this area of specialization will learn professional selling skills and techniques, gain knowledge necessary to properly administer a sales force, and be more prepared to start down an entrepreneurial path through knowledge of how to build, manage, and maintain a consultative sales force.

For career information view: <http://www.crc.ufl.edu/>

### ***Requirements***

Students are required to complete the three classes listed below (totaling 12 credits) and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

ENT 3003	Principles of Entrepreneurship	<b>4</b>
MAR 3400	Professional Selling	<b>4</b>
MAR 4403	Sales Management	<b>4</b>

### ***Contact Information***

Advisors in the Heavener School of Business are the primary point of contact for advising specifically related to this Area of Specialization. For registration, scheduling, and area-specific questions, please contact:

Heavener School of Business  
352-273-0165  
333 Heavener Hall

Department Website: <http://warrington.ufl.edu/undergraduate/>

### ***Minor Option***

*No minor is currently available in this Area of Specialization.*