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Undergraduate Curricula and Assessment Committee Meeting : 2006 : 09 : 29

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**University of South Florida St. Petersburg
College of Business
Undergraduate Curriculum Committee**

Meeting Minutes for September 29, 2006

Members Present: Karin Braunsberger (chair), Grover Kearns, Dan Marlin, Rich Moss, Gary Patterson, Bob Thompson

Visitors: Dean Geralyn Franklin, Chris Davis attended for John Gum, Scott Geiger, Jim Strachan, Todd Shank

Dean Franklin charged the committee with (1) undergraduate program development and (2) course program assessment. The AACSB visitation team will be interested in overall program assessment and standardized testing of programs. The Spellings Committee Report has reinforced standardized testing. For this reason, we should retain the ETS major field assessment (MFAT) and measure against peer or aspirant schools for each field.

Dean Franklin also noted that we needed to show how the core met the AACSB requirement for Operations Management (including quantitative methods, management science, and production management). Grover Kearns volunteered to collect information on how this is currently being done and how we might extend our emphasis in this area.

Dean Franklin mentioned that, currently, the COB website links to outdated programs which mention COBA (Tampa's College of Business Administration) and to Tampa requirements. Grover Kearns stated that the links are being changed to the new program (2006/2007) which should be correct. Each discipline should check the program pages to ensure correctness and completeness.

Also, each member should ask his/her academic discipline to evaluate the program pages and course descriptions for recommended changes or corrections to be reflected in the 2007 catalog (due no later than January 1). The recommended changes must go through the university committee so should be available by October 20.

When the discussion turned to the General Business degree (GBA), Bob Thompson, head of advising, noted that the GBA HAD BEEN a weak major, but had been restructured to include two concentrations and it could be a good program if students choose good pairings of concentration that supported their objectives.

Karin Braunsberger stated that the academic learning compacts (ALCs) have been almost completed which represented the first full cycle for the ALCs. Each discipline had provided outcomes for the measures and had stated what actions had been taken on the basis of the outcomes. It was agreed that, if the measure had been met, then no action was necessary and that the measure could remain unchanged.

International business was discussed. USF St. Pete currently offers a minor but not a major, because the minor – in comparison to the major – does not require the regional studies concentrations and the advanced foreign language. It was noted that several of the academic areas in the COB offer a course to meet the international requirement of the minor in

International Business. It was decided that – instead of developing a major in IB – the UGCC would instead look into further expanding its travel-abroad programs and the implementation of exchange programs with foreign universities.

The question was asked if we offer a Bachelor of Arts (B.A.) degree. Bob Thompson, head of advising, explained that the College of Business offers both the BA and the BS degree. Students can choose which they prefer, if they meet the requirements. For Business majors, the only difference between the BS and BA is the foreign language requirement. For the BS, students must meet FLENT (foreign language entrance requirement), which most of our students satisfy with 2 years of sequential high school foreign language (e.g., Spanish I and II). For the BA, students must meet FLEX (foreign language exit requirement), which can be met with 2 semesters of sequential college level spoken foreign language OR competency exam. All students must meet FLENT, only the BA seekers need FLEX. Further, it should be noted that either the BA or the BS is acceptable for graduate study, Law School or employment.