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Graduate Curricula and Assessment Committee Meeting : 2008 : 01 : 04

University of South Florida St. Petersburg. College of Business. Graduate Curricula and Assessment
Committee.

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GRADUATE CURRICULA AND ASSESSMENT COMMITTEE
Meeting of January 4, 2008

Present: James Fellows, Chair
Mike Lockett
Alison Watkins
William Jackson
Cindy Bean
Toni Criss
Geraldyn Franklin, ex officio
Scott Geiger, ex officio
Ryan Langan, ex officio

Absent: Wei Guan

The meeting was called to order by Chair Fellows at 1:15pm. Dean Franklin gave the committee an overview of their charge for the Spring 2008 semester. The first task is to review the learning goals for the MBA program and establish learning objectives for each goal. After this is accomplished the GCAC must undertake a thorough review of the MBA program. This is required by AACSB standards.

The GCAC discussed the existing learning goals, as well as proposed objectives for each goal. After much discussion the following learning goals and objectives were unanimously approved for Academic Year 2008-2009. {See attachment following}.

The GCAC also discussed whether or not the MBA program should admit “provisional” candidates who do not meet minimum entrance requirements. These students would be given the chance to earn a 3.00 GPA during the first semester of probation. If this GPA is achieved the student would be admitted to the program. The GCAC determined that the “10% exception” rule is sufficient to allow marginal students in the program and AACSB standards would not permit a “provisional” admittance program that is basically an open admissions policy.

Also discussed was whether some justification is needed for the benchmark 80% grade that is usually found in most assessment measures. The committee deferred a full discussion of this until a later date.

The meeting was adjourned at 3:15pm. At the next meeting an initial discussion of the program review will take place.

LEARNING GOALS AND OBJECTIVES FOR MBA PROGRAM
Effective for Academic Year 2008-9
Approved by the GCAC
January 4, 2008

Upon graduation from the USFSP MBA program the following goals should be met by our graduates.

- A.** Our graduates will be able to analyze and evaluate complex issues on the global environment of business.
- B.** Our graduates will be able to evaluate community responsibilities in organizations and society, and to propose innovative solutions to complex ethical issues faced by organizations.
- C.** Our graduates will be able to design and propose policies for the creation of value through the integrated production and distribution of goods and services.
- D.** Our graduates will be able to analyze and evaluate complex issues on the political, economic, legal and regulatory context of business.
- E.** Our graduates will be able to effectively communicate ideas and proposed solutions to complex issues in both an oral and written context.
- F.** Our graduates will develop the capacity to design solutions in new and unfamiliar circumstances through an integration of the knowledge of relevant academic disciplines.

The learning goals for each course for AY 2008-9 are as follows:

	A	B	C	D	E	F
BUSINESS ENTERPRISE					X	X
REG & REPORTING				X	X	
21 ST CEN STRATEGY		X		X		X
GLOBAL ECON	X		X			
DYNAMIC IT			X			
COMMUNITY PARTNERS		X		X		

LEARNING OBJECTIVES FOR EACH LEARNING GOAL

A. Our graduates will be able to analyze and evaluate complex issues on the global environment of business.

1. Students will evaluate the market potential for a product or service in a foreign market and develop strategies for its distribution.
2. Students will evaluate and analyze the business environment of various countries.

B. Our graduates will be able to evaluate community responsibilities in organizations and society, and to propose innovative solutions to complex ethical issues faced by organizations.

1. Students will be able to identify and assess a company's efforts toward social responsibility.
2. Students will analyze a complex ethical issue faced by a particular company and present alternative and practical solutions to this issue.

C. Our graduates will be able to design and propose policies for the creation of value through the integrated production and distribution of goods and services.

- Students will successfully develop a strategy for the production and distribution of a new product or service in either a local market or an international market.

D. Our graduates will be able to analyze and evaluate complex issues on the political, economic, legal and regulatory context of business.

1. Students will evaluate the impact of the legal environment on a particular company or sector of the economy.
2. Students will analyze how the political and social environment in the relevant market affects decisions made by a particular company.

E. Our graduates will be able to effectively communicate ideas and proposed solutions to complex issues in both an oral and written context.

1. Students will successfully present oral arguments that propose a solution to a specific problem that relates to a company's business strategy.
2. Students will successfully complete a written solution to a complex issue.

F. Our graduates will develop the capacity to design solutions in new and unfamiliar circumstances through an integration of the knowledge of relevant academic disciplines.

- Students will evaluate strategic planning alternatives for a particular company and propose a course of action.