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Graduate Curricula and Assessment Committee Meeting : 2008 : 12 : 05

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

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**UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG
COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE
Minutes of December 5, 2008 Meeting**

Attending: James Fellows, Chair
Toni Criss
Phil Trochia
Wei Guan
Ryan Langan, ex officio

Absent: Cindy Bean
Bill Jackson
Alison Watkins [on sabbatical]

The meeting was called to order by the Chair at 10:00am.

● The first order of business was to summarize the changes to the MBA program that were approved by the USFSP Graduate Council in November. All are effective for new students admitted for Fall 2009 and later. These changes are:

- 1) All students will now be required to complete courses in Managerial Analysis and Financial Analysis as part of their MBA program. Managerial Analysis replaces the Dynamics of Individuals in Technology and Financial Analysis replaces Global Economic Environment of Business as core courses.
- 2) In order to enroll in Organizational Strategies for the 21st Century students must now have at least 18 hours in the program, to include both Managerial Analysis and Financial Analysis. This makes Strategies the exit course for the program.
- 3) All students in the program must have at least one international course as part of their MBA program.
- 4) The course Creating Community Leaders and Partners has been renamed Leadership and Corporate Accountability

● The second order of business was to assign learning goals for the core courses in Spring 2009. Learning Goals and Objectives are shown in the attachment to these minutes. The Chair stated that he would inform the instructors of the following.

Business Enterprise: Learning Goal C
Regulation and Reporting: Learning Goal D
Strategies for the 21st Century: Learning Goal F
Global Economic Environment: Learning Goal A
Community Leaders and Partners: Learning Goal B

- The next order of business was a discussion of academic misconduct by students in the Essentials classes. The GCAC voted to implement the following rule in this case:

A student engaged in academic misconduct in Essentials classes is not allowed to repeat that Essentials class. The student must, at a minimum, take the equivalent core classes for the MBA program at USF- Tampa or take the equivalent undergraduate courses. These are minimum requirements. The university reserves the right to dismiss the student from the MBA program if the situation is warranted.

- The next order of business was a discussion of MBA students taking independent study or independent research for credit in their programs. The GCAC voted to allow students to take a maximum of one course for credit in the program that is either independent study or independent research. Therefore, a maximum of 3 semester credit hours of independent work can be applied towards an MBA degree. Any independent research or independent study course must be approved by the GCAC before the student enrolls.
- The next order of business was a discussion of the ETS exam for MBA students. SACS is now requiring us to administer the ETS exam to our MBA students. Bill Jackson did this in his Business Enterprise class this semester, and it is expected that he will do so again next semester. The GCAC noted that once 21st Century Strategies becomes the exit course the ETS exam should be administered in that class.
- The last order of business was for the GCAC to advise Ryan Langan, MBA Director, on the admission of two students to the MBA program under the “10% exception rule.” Two students and an alternate were chosen.

The meeting was adjourned at 11:15am.

LEARNING GOALS AND OBJECTIVES FOR MBA PROGRAM
Effective for Academic Year 2008-9

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
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.