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## Graduate Curricula and Assessment Committee Meeting : 2010 : 03 : 01

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 (GCAC)  
Minutes of March 1, 2010 Meeting**

Attending: James Fellows, Chair  
Alison Watkins, Associate Dean for Graduate Studies, *ex officio*  
Tom Ainscough  
Antoinette Criss  
Mary Jo Jackson, Special Advisor for AOL

Absent: Cynthia Bean  
Christopher Davis  
Wei Guan (sabbatical)

The Chair called the meeting to order at 3pm. The minutes from the prior meeting had been approved via email prior to this meeting.

The first order of business was a discussion of an online MBA program. The Chair had developed a hypothetical online program that would entail the entire core plus six electives. Enough faculty have volunteered to teach in the online program to provide sufficient staffing. This proposed program is attached to the end of these minutes, along with suggested faculty to staff the individual courses.

Dr. Jackson noted that because it is technically a separate program from our traditional MBA it would have to be separately assessed, even though the learning goals and objectives would be the same for the program.

The GCAC agreed that students in the traditional program could enroll in online courses as well. One issue that was raised was how to administer exams. Some discussion was entertained about having these courses all “hybrid” courses, with instruction online and exams on campus. The Chair mentioned that this would effectively eliminate students outside the Tampa Bay area from enrolling in the program, which would defeat the purpose of the program. Students from Osyka, Mississippi or Ho Chi Minh City, Vietnam should be able to enroll in the program. The Chair will discuss this exam issue with the Dean of the College of Business to get his idea on whether this should be a local “online” program or a “global” online program.

Some concern was expressed at the meeting that an online program could “steal” students from the traditional program, so that there would be no net gain in enrollment for the college, or very little at all. The Chair mentioned that a global MBA would reduce this concern, as students from Osyka, Mississippi, Ho Chi Minh City, Vietnam, and other exotic points around the globe would more than make up for this. This assumes we adopt a global program of course.

Dr. Ainscough mentioned that there was also some serious concern about whether USFSP had the technological resources to support a pure online program. Faculty will need software and hardware support, and there are questions about server capacity and human support as well, both in the COB and at the Library Audio-Visual Department. Some faculty will have to be trained to become proficient at some of the more advanced online instructional techniques.

The discussion of the online program concluded with the point that, although we have sufficient willing faculty to teach in the program, there is serious concern about the “upfront” training costs for faculty, as well as the support costs necessary for the program. The Associate Dean will discuss whether USFSP has sufficient resources to put into this program.

The next agenda item was a discussion of the Executive MBA (EMBA) program. Dr. Ainscough had developed a one-year program that requires meeting every other weekend, with a summer travel abroad program as well. The program would run from January through December. Dr. Jackson noted that this is a totally different program, so learning goals and objectives for each course must be developed. Moreover, there must be new course descriptions developed. The program will also have to be separately assessed.

Concern was raised about support costs, especially staff dedicated solely to this program. Also, there is the additional issue of whether the college has sufficient faculty, even with adjunct help, who would be willing to participate in the program, especially if there are concurrent online and traditional programs as well. The GCAC will continue to explore the EMBA program, and begin the process of creating learning goals and objectives, and developing course descriptions for the curricula, before bringing it to the faculty.

The meeting adjourned at 5pm.

**ONLINE MBA PROGRAM**

**THIS WOULD BE A "COHORT PROGRAM"**

ESSENTIALS - ALL ONLINE (TAKEN IN MONTH BEFORE CLASSES BEGIN)

**FALL - 1:**

FINANCIAL ANALYSIS  
REGULATION AND REPORTING

**POTENTIAL INSTRUCTORS**

Patterson  
Jewell

**SPRING - 1:**

BUSINESS ENTERPRISE  
ONLINE ELECTIVE (INTERNATIONAL MARKETING)

W. Jackson  
T. Ainscough

**SUMMER - 1:**

MANAGERIAL ANALYSIS  
ONLINE ELECTIVE (ORG CHANGE/DEVELOPMENT)

R. Moss or M.Corton or R. Smith  
C. Bean

**FALL - 2:**

LEADERSHIP AND CORPORATE ACCOUNTABILITY  
ONLINE ELECTIVE (INVESTMENTS)

C. Bean or W. Jackson  
T. Shank

**SPRING -2:**

21ST CENTURY STRATEGY  
ONLINE ELECTIVE (FINANCIAL MANAGEMENT)

D. Marlin or S. Geiger  
M. Schmidt

**SUMMER - 2:**

ONLINE ELECTIVE (LEADERSHIP PERSPECTIVE)  
ONLINE ELECTIVE (INTERNATIONAL ECONOMIC ISSUES)

M. Jackson  
M. Corton

ESTIMATED COSTS: \$8,000 - \$12,000 per course, which assumes overload assignment or summer assignment. Assuming an average of \$10,000 per course, total instructional costs would be about \$120,000 for the entire program. No estimate is given of up-front training costs for faculty, nor is there any estimate given for additional support staff for the Associate Dean's office.

NOTE ON ONLINE ELECTIVES: This is not a rigid schedule. As additional faculty construct online electives these can be "added to the mix."