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Graduate Curricula and Assessment Committee Meeting : 2009 : 09 : 18

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**USF ST. PETERSBURG COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE [GCAC]
MINUTES
MEETING OF SEPTEMBER 18, 2009**

In Attendance: James Fellows, Chair
Maling Ebrahimpour, *ex officio*, Dean of the College
Alison Watkins, *ex officio*, Associate Dean for Graduate Studies
William Jackson, *ex officio*, Associate Dean of the College
Mary Jo Jackson, Special Advisor to the GCAC
Antoinette Criss, Member
Wei Guan, Member
Tom Ainscough, Member

Absent: Christopher Davis, Member
Cynthia Bean, Member

■ The meeting was called to order by the Chair at 12 noon. The Dean began the meeting by asking the GCAC to consider implementing a requirement in the MBA program that all students have a foreign travel experience as part of their program. This could be a separate 3-hour course or perhaps part of an existing course. A further potential could be to have it set up as a special two-week study abroad program that is supplemental to the 36-hour graduation requirement. This latter possibility would be on a Pass/Fail basis.

There was vibrant discussion about the issue. Some concern was expressed that such a requirement might make the USFSP program unattractive to full-time working students, which is our current market. However, it was also noted that a nationwide advertising of an intensively global MBA program might attract many non-local students.

The GCAC will continue to review this proposal. The Dean is planning a meeting with all college faculty who have an interest in such a program. If there is enough interest among the faculty to implement such a program, the GCAC will make a more formal proposal to the College of Business Council, for its review before bringing it to the full college faculty.

■ The Dean also asked the GCAC to review our commitment to community engagement as part of the MBA program. Dr. Fellows and Dr. Jackson both stated that there was already much of this, though not part of every course. For example, in Leadership and Corporate Accountability there is a requirement that each student perform a social audit of a company. In addition, when Dr. Fellows taught Corporate Social Responsibility in Summer 2008 he required each student to prepare a CSR report on a company that had local ties. The GCAC will continue to review the potential for students to practice civic engagement as part of the program.

■ Dr. Watkins, the new Associate Dean for Graduate Studies, was next on the agenda. Dr. Watkins gave the GCAC an update on the incoming MBA class. There are 35 new students, with an average undergraduate GPA of 3.46 and an average GMAT score of 560.

■ The next order of business was a review of the assessment policy for the MBA program. Dr. Mary Jo Jackson has been appointed by the Dean as a Special Advisor to the GCAC for AOL [Assurance of Learning] Policy. The GCAC first reviewed the Learning Goals and Objectives that have been assigned to the core MBA classes for academic year 2009-2010. [These are listed at the end of the minutes]. To date the GCAC has been undertaking assessments in each course every semester, sometimes asking faculty to assess two or more student learning goals for each course. Dr. Jackson, with concurrence from the GCAC, wants to develop an assessment program where perhaps 4 goals can be assessed each semester, and only in one course. This would occur in the capstone course Strategic Management for the 21st Century. Dr. Jackson will look into how this might begin in the Spring 2010 semester. She will give a report to the GCAC on her progress at that time. Dr. Jackson will also be asking those faculty doing assessments in the MBA courses for Fall 2009 to provide her with their methodology for doing so. The GCAC will need to review these procedures for consistency and to see if they are within the standards expected by the AACSB.

■ Also discussed at the meeting was whether the GCAC should use the essay portion of the GMAT as an assessment tool. This could serve to assess the student's writing skills. Students taking the GMAT would have to be incentivized to somehow do well on this part of the exam, because currently it is not considered in computing the GMAT score that USFSP uses for admission. Dr. Jackson [Mary Jo] and Dr. Watkins stated that they will have our student assistant compile recent essay scores to see how students have performed. With this information the GCAC can make a determination of how this might be used in our assessment agenda.

The meeting adjourned at 1:30pm after much conviviality.

The next meeting of the GCAC is scheduled for **THURSDAY, OCTOBER 22, at 3pm.**

LEARNING GOALS AND OBJECTIVES FOR MBA PROGRAM
Effective for Academic Year 2009-10

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

- A.** Our graduates will be able to interpret and analyze statistical data relating to an organization’s activities.
- 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 strategies 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.
- G.** Our graduates will be able to analyze and interpret financial data and propose solutions to capital budgeting issues for an organization.

The learning goals for each course for AY 2009-10 are as follows:

	A	B	C	D	E	F	G
BUSINESS ENTERPRISE			X				
REG & REPORTING				X			
21ST CEN STRATEGY						X	
MANAGERIAL ANAL	X						
FINANCIAL ANALYSIS							X
LEADERSHIP & CORP ACCOUNTABILITY		X			X		

LEARNING OBJECTIVES FOR EACH LEARNING GOAL

A. Our graduates will be able to interpret and analyze statistical data relating to an organization's activities.

- Students will evaluate and interpret a regression equation or other statistical models pertaining to a company's demand or cost structure.

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.

G. Our graduates will be able to analyze and interpret financial data and propose solutions to capital budgeting issues for an organization.

1. Students will interpret financial ratios and other data of a company to determine its financial condition.
2. Students will propose a solution from alternative courses of action relating to a capital budgeting decision, using the time value of money as an integral part of the analysis.