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Graduate Curricula and Assessment Committee Meeting : 2008 : 10 : 10

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**USFSP COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE
GCAC**

Minutes of Meeting: Friday, October 10, 2008

Attending: James Fellows, Chair
Cynthia Bean
Antoinette Criss
Wei Guan
Ryan Langan, ex officio
Todd Shank, by invitation
Tom Ainscough, by invitation
Alison Watkins, in absentia

Absent: Phil Trocchia
Bill Jackson

The chair called the meeting to order at 12:45pm. The committee noted that earlier that day the full faculty of the college had approved the new course *Financial Analysis*, which replaces Global Economics of Business as a core course in the MBA program. See the attached description of this course. With this approval the new core requirements for the MBA program, effective for students admitted for Fall 2009 and later, are:

Managerial Analysis - New
Financial Analysis - New
Regulation and Reporting
Strategies for the 21st Century
Creating Community Leaders and Partners
Business Enterprise

Both new courses, Managerial Analysis and Financial Analysis, are required of all MBA students. There is no waiver from these courses, regardless of undergraduate major. See the attachment for a description of the new Managerial Analysis course, approved by the faculty in Spring 2008.

The GCAC also approved the following during the meeting:

- 1) Approved a special course for Spring, 2009, *Economic Development and Sustainability in Latin America*, to be taught by Todd Shank and Tom Ainscough. This will be an intensive three-week course that will involve an on-site trip to Guatemala. The course will count as an elective within the following MBA tracks: CSR, marketing, management, and international business.

2) Approved the following motion, to wit:

All electives within the Finance track of the MBA program will have as their prerequisites the course, FINANCIAL ANALYSIS, or the completion of an undergraduate degree in Finance or Accounting.

This new prerequisite is effective for all students admitted into the MBA program for Fall 2009 and later.

3) Approved the following motion, to wit:

All students admitted into the MBA program for Fall 2009 and later must take at least one international course within their program in order to be certified for graduation.

The meeting was adjourned at 1:45pm.

NEW MBA COURSE: REQUIRED COURSE FOR MBA STUDENTS

▶ **The course would be required of all MBA students entering Fall 2009 and later**

▶ **It would replace Global Economic Environment as a core requirement**

▶ **Responsible Disciplines: Primary: Finance; Secondary: Accounting**

Title GEB 6930: Financial Analysis

Catalog Description: Analytical methods for understanding a firm's financial statements, its valuation, and its capital budgeting policy

Prerequisite(s): MBA Essentials or their equivalent

Course Objectives: At the completion of this course the student should demonstrate an ability to recognize:

- 1) how to analyze financial statements in order to understand a firm's financial condition
- 2) techniques for valuing companies and their equity interests
- 3) how a firm makes long-term capital budgeting decision
- 4) the time value of money and cash-flow analysis

Possible Textbooks: FINANCIAL REPORTING AND ANALYSIS, Charles Gibson, South-Western Cengage Publishing
BUSINESS ANALYSIS AND VALUATION: USING FINANCIAL STATEMENTS, Palepu and Healy, South-Western Cengage Publishing
FINANCIAL REPORTING, FINANCIAL STATEMENT ANALYSIS, AND VALUATION: A STRATEGIC PERSPECTIVE, Stickney, Brown, and Wahlen, South-Western Cengage Publishing

Required Course Content:

- Financial statement analysis
- Business valuation
- Capital budgeting
- Time value of money and cash flow analysis
- Long-term financial decision making

**NEW MBA COURSE: REQUIRED COURSE FOR MBA STUDENTS:
- Replaces Dynamics Of Individuals In Technology And Organizations**

Responsible Discipline: Economics

Title Managerial Analysis

Catalog Description: Application of microeconomic theory, decision theory, and statistical analysis to problems in business decision making.

Prerequisite(s): MBA Essentials or their equivalent, including QMB 6305, Management Decision Analysis

Course Objectives: In this course, the student will learn and apply fundamental economic and quantitative analysis to business decision making.

- analyzing the forces of supply and demand, and the determination of social welfare
- understanding production, cost, and the economic behavior of firms in society
- using statistical methods and other aspects of decision methods as part of business strategy

Possible Textbook: *Managerial Economics and Organizational Architecture*, James A. Brickley, Clifford W. Smith Jr., and Jerold L. Zimmerman, McGrawHill.
Managerial Economics, Mark Hirschey, Thomson-Southwestern

Required Course Content: Economic view of behavior
Application of economic and quantitative tools to business strategy
Supply and demand, elasticity and applications
Estimating cost and revenue functions
Estimating product demand
Market structure and pricing strategies
Game theory (decision theory) applied to oligopoly.
Labor and capital markets, including social issues in these markets
Forecasting and time series analysis

Optional Course Content: Theory of consumer choice
Economic regulation and antitrust policy
Income inequality and poverty
Information asymmetry
Risk analysis
Corporate structure and governance
Quality control

