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Graduate Curricula and Assessment Committee Meeting : 2008 : 04 : 25

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**UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG
COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE [GCAC]
Minutes of April 25, 2008 Meeting**

Attending: James Fellows, Chair
Cindy Bean
Alison Watkins
Toni Criss
Mike Lockett
Wei Guan
Bill Jackson
Dean Geralyn Franklin, ex officio

The meeting was called to order by Chair Fellows at 12noon. The first item on the agenda was a discussion by Dean Franklin about differential tuition rates. USF-Tampa College of Business is charging an extra 4% tuition per graduate hour, over and above the 6% increase in graduate tuition that is to take place for all of USF beginning in Fall 2008. The Dean asked the GCAC members their opinion on this, and the GCAC agreed that the tuition increase was necessary for USFSP as well. The extra 4% will be earmarked for the College of Business, according to the Dean. She has been told this verbally but will ensure that it is in writing as well.

The Dean also mentioned the possibility of an online program for the MBA program, which would get special funding from the University for any start-up costs. The program would be a separate program from the current MBA program. Faculty would be paid overload money for teaching online courses. The GCAC decided that a general MBA online program would face too much competition from other online programs, so it would be better to explore the possibility of a more niche program, such as an M.S. in Organizational Development. Cindy Bean stated that she would explore some of these special M.S. programs as a possibility for the USFSP graduate program. The GCAC will look further into the feasibility of this program during the next academic year.

The next item of the agenda was a discussion of whether or not to make 21st Century Strategy an “exit course,” whereby students could not take the class until their last 18 hours in the program, and had completed all of their required essentials courses. The committee voted to adopt this requirement, beginning with the Fall 2009 semester. In addition the courses Managerial Analysis and Financial Analysis [see below] would be prerequisites for the course.

The last agenda item on the agenda was a discussion of a new required core class, Financial Analysis. This will be a combination of financial statement analysis and financial management. [See the attached course proposal]. The course would replace Global Economic Environment as a required course. Global Econ would become one of the elective courses in the program, in particular in the International Business concentration. The course would first be offered in Fall 2009 if approved. The committee tentatively approved the course, but put off a full discussion and vote until the first committee meeting in Fall 2008. Some discussion among committee members may take place via email during the summer.

The meeting was adjourned at 1:15pm.

NEW MBA COURSE PROPOSAL: REQUIRED COURSE FOR MBA STUDENTS

- ▶ **Replacing Global Economic Environment as a Required Core Course**
- ▶ **Responsible Disciplines: Finance; 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 have a fundamental understanding of:

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

Possible Textbooks: BUSINESS ANALYSIS AND VALUATION: USING FINANCIAL STATEMENTS, Palepu and Healy, South-Western Cengage Publishing
FINANCIAL REPORTING AND ANALYSIS, Charles Gibson, 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:

- Capital budgeting
- Time value of money and cash flow analysis
- Long-term financial decision making
- Financial statement analysis
- Business Valuation
- Equity Security Analysis