

9-24-2009

## Undergraduate Curricula and Assessment Committee Meeting : 2009 : 09 : 24

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

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**Undergraduate Curriculum and Assessment Committee**

Thursday, September 24, 2009 12:00pm  
Dean's Conference Room COB

**MINUTES**

Committee Members Present: Chris Davis, Grover Kearns, Mike Lockett, Dan Marlin (chair)

Others Present: Maling Ebrahimpour (Dean), Bill Jackson (Associate Dean)

Absent: Rick Smith (with apologies), Todd Shank (with apologies), Mary Jo Jackson (ex-officio)

1. 1st Meeting of Semester

We discussed several items including:

- a) Finishing up last year's report.
- b) Assessment history of the College.
- c) Where we are headed - past issues and problems and future directions.

2. Election of Chair

The committee members present unanimously elected Dan Marlin as chair.

3. Meeting Adjournment at 1:00pm

## **Undergraduate Curriculum and Assessment Committee**

Thursday, October 1, 2009 11:30am  
Dean's Conference Room COB

### **MINUTES**

Committee Members Present: Chris Davis, Mary Jo Jackson (ex-officio) Grover Kearns, Mike Lockett, Dan Marlin (chair), Rick Smith, Todd Shank

Others Present: Maling Ebrahimpour (Dean), Bill Jackson (Associate Dean)

Absent: none

#### 1. Maling Ebrahimpour Addressed Committee

Discussed 2 main items:

- a) Asked us to look at a niche for ourselves as a College. Possibilities include: entrepreneurship/innovation, global/international, ethics/SCSR, sustainability/green, health sciences.
- b) Curriculum review of undergraduate courses and majors. Asked us to consider surveying what knowledge is needed to take each of our courses to make sure that students are getting what they need in lower level courses.

#### 2. Bill Jackson Addressed Committee

Discussed several items:

- a) Looking at course offerings and curriculum in each of our areas.
- b) Parking courses versus taking them off the books – 3 year rule.
- c) Residency requirements within majors.
- d) Online course development offerings and concerns.

#### 3. Mary Jo Jackson Addressed Committee

Discussed several items:

- a) Assurance of learning - including AACSB, SACS, and State of Florida requirements.
- b) Reviewing program learning goals and objectives.
- c) Reviewing ALC goals for each discipline.
- d) Using ETS exam – we voted in favor of using it again this year.

#### 4. Meeting Adjournment at 1:15pm

## **Undergraduate Curriculum and Assessment Committee**

Thursday, October 15, 2009 11:30am  
Dean's Conference Room COB

### **MINUTES**

Committee Members Present: Grover Kearns, Mike Lockett, Dan Marlin (chair), Rick Smith, Todd Shank

Others Present: Maling Ebrahimpour (Dean), Bill Jackson (Associate Dean)

Absent: Chris Davis (with apologies), Mary Jo Jackson (ex-officio)

#### 1. We discussed 3 major items

##### a) Program and core business knowledge reviews (CBK)

Maling addressed the committee clarifying (1) what needs to be done to complete this task and (2) the time frame in which it needs to be completed (by the end of the academic year).

##### b) Program learning goals and objectives

The committee discussed and then voted on modified program learning goals and objectives for the coming year. With a minor change to one of the objectives they passed with a 5-0 vote.

The committee also discussed and voted on modified goals and objectives in the Communication Skill, Critical Thinking Skills, Ethical Leadership, and Global Leadership sections of our Academic Learning Compacts ALCs. Without any modifications they also passed with a 5-0 vote.

##### c) Courses Listing Removal from Catalog

The committee discussed the list we were forwarded concerning courses that are slated for removal from next years undergraduate catalog. As a group we agreed that removing any Special Topics, Independent Study, and Independent Research courses from any business areas in the catalog would not be in the best interests of our students or the COB more generally. The committee chair asked that everyone respond via e-mail to the appropriate person(s) with the wishes of their discipline area concerning course deletions.

#### 2. Meeting Adjournment at 12:30pm

## **Undergraduate Curriculum and Assessment Committee**

Thursday, October 29, 2009, 12:00pm  
Dean's Conference Room COB

### **MINUTES**

Committee Members Present: Chris Davis, Grover Kearns, Mike Lockett, Dan Marlin (chair), Todd Shank, Rick Smith, Mary Jo Jackson (ex-officio)

Others Present: Bill Jackson (Associate Dean), Bob Thompson (Academic Advising)

#### 1. Dropping General Business Administration (GBA) Major

After a discussion weighing the costs and benefits of dropping this major, which currently about 3.5% of COB students pursue, the committee voted unanimously in favor of:

Removing GBA program from undergraduate catalog

This proposal will be taken to the full faculty for a vote.

#### 2. Dropping Courses from Catalog

USFSP Registrar wants final list from COB by 10/30/09.

#### 3. Residency/Credit Hours Changes

The committee voted in favor of the following requirements:

- a. Increase total business hours to 33 in residence at USFSP for COB students.
- b. Increase total major hours (if not already the case) to 21 for all USFSP COB discipline areas except Management.
- c. Increase the minimum number of hours to 15 in each major that needs to be taken in residence (note: some majors will require more than 15).
- d. Increase to 12 the minimum number of hours that need to be taken in residence at USFSP for all USFSP COB discipline area minors.

These proposals will be taken to the full faculty for a vote.

#### 4. Changing Prerequisite for ACG 3401 Accounting Information Systems

The committee voted in favor on the following:

ISM 3011 should be added as a prerequisite for ACG 3401.

This proposal will be taken to the full faculty for a vote.

#### 5. Changes in the Marketing Program

The committee voted in favor of the following:

- a. Changes to the major in Marketing.
- b. Changes to the minor in Marketing.
- c. Approval of 3 new courses:

- MAR 3231 Retail Management
  - MAR 3711 Sports Marketing
  - MAR 4503 Consumer Behavior
- d. Changes to the prerequisites for MAR 4824

These proposals will be taken to the full faculty for a vote.

6. Proposed Healthcare Program

In anticipation of a new USF System Health Science degree, the committee approved the creation of 3 new courses:

- a. MAN 3XXX: Healthcare Management (PR: Junior Standing)
- b. MAR 4XXX: Healthcare Marketing (PR: Junior Standing)
- c. FIN 3XXX: Healthcare Finance\* (PR: Junior Standing)
  - may not be used as an elective for FIN majors)

These proposals will be taken to the full faculty for a vote.

7. Mary Jo Jackson on Assessment Issues

Before the end of the semester, Mary Jo will look at the syllabi of the core courses in each major to identify objectives that correspond to each discipline's learning goals (from ALCs).

8. Meeting Adjournment at 1:30 pm