

8-22-2014

## Graduate Curricula and Assessment Committee Meeting : 2014 : 08 : 22

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

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**USFSP COLLEGE OF BUSINESS**  
**GRADUATE CURRICULA AND ASSESSMENT COMMITTEE**  
**GCAC**  
**Minutes of Meeting: August 22, 2014, C.E.**

Present: James Fellows, Chair  
Maria Corton  
Wei Guan  
Alison Watkins, Associate Dean, *ex officio*

Absent: Karin Braunsberger (excused)  
Sharon Segrest (excused)

The meeting was called to order at 1:00pm by James Fellows, the chair from the prior academic year. The first order of business was the election of a chair for the academic year 2014-15. Wei Guan nominated Professor Fellows to serve as the chair. The motion was seconded by Maria Corton and Professor Fellows was elected by a 3-0 vote to serve as chair for the ensuing academic year.

The chair next reported to the committee that the proposed USFSP Master of Accountancy had been subject to objections by the School of Accountancy in Tampa, under the theory that the USFSP program would be duplicating the one in Tampa. Meetings were being held during between administrators on both campuses to resolve the issue. The chair stated that he would keep the GCAC informed of the results of these deliberations.

The next order of business concerned the assignment of learning goals to be assessed for the MBA program this year. The goals and concomitant objectives are attached following this report. The committee agreed to the following assignments.

Learning Goal A:	Managerial Analysis: Spring 2015
Learning Goal B:	Leadership and Corporate Accountability: Spring 2015
Learning Goal C:	Global Business Environment: Fall 2014
Learning Goal D:	Regulatory and Reporting Environments: Fall 2014
Learning Goal E:	Organizational Strategies for the 21st Century: Fall 2014
Learning Goal F:	Financial Statement Analysis: Spring 2015

In addition the ETS Major Field Test (MFT) will be administered in Spring 2015 in Organizational Strategies for the 21st Century.

The chair also mentioned that the Assessment of Learning (AOL) report for AY 2013-4 had been completed and distributed to all GCAC members for their review. At this point no corrections have been noted, but the committee is invited to submit any corrections or suggested changes if any are found upon further review.

The next order of business concerned the proposal for permanent course numbering for three courses:

**Social Entrepreneurship I**  
**Social Entrepreneurship II**  
**Social Entrepreneurship in Emerging Markets**

The committee considered comments from Bill Jackson, Professor of Entrepreneurship, about whether the courses should more aptly be termed as **Social Enterprise**, given the course description and outline in the syllabus. The committee was in general agreement with Professor Jackson, but deferred any further action on these courses until a later date.

Associate Dean Watkins, speaking *ex cathedra*, noted that it was not critical for the committee act on the courses any time soon, as they have yet to have been offered as special topics for at least three years. Social Entrepreneurship in Emerging Markets has been offered under special topics under three different names during the prior three years, so technically it has yet to be offered as a special topics course. This year is only the second year for Social Entrepreneurship I and II. With this in mind the committee decided to postpone until a later date any further consideration of these courses for permanent numbering.

The meeting adjourned at 1:45pm. The next meeting is tentatively scheduled for 3pm on Friday, September 19, immediately after the college faculty meeting.

Respectfully Submitted By:

*James Fellows*

James Fellows, Chair and Amanuensis of the Committee

**LEARNING GOALS AND OBJECTIVES FOR MBA PROGRAM**  
**Effective for Academic Year 2014-15**

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

- A.** Our graduates will be able to analyze and interpret statistical data and economic models 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 students will be able to demonstrate knowledge of salient dimensions of the global business environment and evaluate its implications for individuals, businesses, societies, and nations.
- 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 develop the capacity to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of the relevant academic disciplines.
- F.** Our graduates will be able to analyze and interpret financial data and determine the value of an organization using various techniques.

**The learning goals for each course for AY 2014-15 are as follows:**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
GLOBAL BUSINESS ENVIRONMENT			X			
REGULATORY & REPORTING ENVIRONMENTS				X		
ORGANIZATIONAL STRATEGIES FOR THE 21 <sup>ST</sup> CENTURY					X	
MANAGERIAL ANALYSIS	X					
FINANCIAL ANALYSIS						X
LEADERSHIP & CORPORATE ACCOUNTABILITY		X				

## LEARNING OBJECTIVES FOR EACH LEARNING GOAL

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

1. Students will analyze and interpret a regression equation or other statistical models pertaining to a company's demand or cost structure.
2. Students will analyze and interpret an economic model regarding the pricing or costing decision of a company.

**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 students will be able to demonstrate knowledge of salient dimensions of the global business environment and evaluate its implications for individuals, businesses, societies, and nations.**

1. Students will demonstrate an understanding of core concepts and main theories of international business.
2. Students will apply their knowledge of these core concepts and main theories by analyzing case studies and presenting their analysis to peers.

**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 develop the capacity to apply knowledge in new and unfamiliar circumstances through a conceptual understanding of the relevant academic disciplines.**

1. Students will evaluate a company's strategy in a complex environment.
2. Students will successfully complete ETS Major Field Test

**F. Our graduates will be able to analyze and interpret financial data and determine the value of an organization using various techniques.**

1. Students will interpret financial ratios and other data of a company to determine its financial condition.
2. Students will determine the value of a company under a cash flow, earnings-based, or market-based approach.