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Graduate Curricula and Assessment Committee Meeting : 2013 : 12

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 E-Mail Meetings: December 2013

Virtual Attendance:

James Fellows, Chair
Gary Patterson
Karin Braunsberger
Maria-Luisa Corton
Alison Watkins, *ex officio*

During the course of the semester several virtual discussions took place regarding the proposal of new graduate courses. These courses have been offered as special topics courses for the past few years, so the intent is to have each course assigned a permanent number. At the end of the Fall 2013 semester two courses had been approved by the GCAC and are awaiting approval next semester by the USFSP Graduate Council. These two courses are as follows, with their temporary numbers displayed:

GEB 6469 Managing Global Sustainability
ISM 6124 Contemporary Issues in Information Systems Management

In addition, via virtual meetings and discussion, the following learning goals were assigned to be assessed in Fall 2013:

Learning Goal A: Managerial Analysis
Learning Goal B: Leadership and Corporate Accountability
Learning Goal D: Regulatory and Reporting Environment
Learning Goal E: Organizational Strategies for the 21st Century
Learning Goal F: Financial Statement Analysis

Learning Goal C will be assessed in Spring 2014, along with additional assessments for Learning Goal E. A full description of the learning goals and objectives for AY 2013-2014 follows this report.

Respectfully Submitted,

James Fellows, Chair

LEARNING GOALS AND OBJECTIVES FOR MBA PROGRAM

Effective for Academic Year 2013-14

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 2013-14 are as follows:

	A	B	C	D	E	F
GLOBAL BUSINESS ENVIRONMENT			X			
REGULATORY & REPORTING ENVIRONMENTS				X		
ORGANIZATIONAL STRATEGIES FOR THE 21 ST 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.