



Kate Tiedemann College of Business: College
Curricula and Assessment Committee:
Graduate

Kate Tiedemann College of Business (KTCOB)

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Graduate Curricula and Assessment Committee Meeting : 2011 : 09 : 09

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USFSP COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE (GCAC)
Minutes of Meeting: September 9, 2011, C.E.

Attending: James Fellows, Chair
Gary Patterson
Karin Braunsberger
Richard Moss
Sharon Segrest
Alison Watkins, *ex officio*

Absent: Cynthia Bean, *with regrets*

The meeting was called to order at 10:30am by Alison Watkins, the Associate Dean for Graduate Studies. Dr. Watkins conducted the elections for the chair of the committee. After due deliberations and thoughtful analysis, James Fellows was elected chair of the committee.

The first order of business was the approval of Dr. Braunsberger's syllabus for her Spring 2012 course, *Marketing in Emerging Economies*. The committee voted to approve the syllabus and the course, noting that it met all the requirements for Education Abroad courses.

The second order of business was the issue of Spring 2011 outcomes assessments. Professor Fellows noted that there are still two outstanding reports to be done for two core courses, *Regulatory and Reporting Environment* and *Leadership and Corporate Accountability*. The chair stated that he will follow up with the two instructors in the course to encourage them to complete their reports. Richard Moss also discussed his Spring 2011 assessment report for *Managerial Analysis*. Dr. Moss will be instituting weekly quizzes for his students in Fall 2011 in an effort to improve their performance in the assigned learning goal for the class.

The next order of business was the proposal to alter slightly the course description for BUL 6652, *Regulatory and Reporting Environments*. The addition of the following sentence to the course description was proposed:

The course coverage includes the uniform commercial code, contracts and torts considerations as affecting commercial enterprises.

The committee voted to adopt this measure. This addition reflects actual course coverage and ensures that the course qualifies as a second business law course for CPA certification in the state of Florida. The full course description is shown in Appendix-1 to these minutes. The chair mentioned that he will forward this change to the USFSP Graduate Council. No further action is required on its part, as this is considered a minor modification to the course description.

The next order of business was to reduce the number of learning goals from 2 to 1 for the course *Leadership and Corporate Accountability*. This has been the only course that has two learning goals. The GCAC voted to drop Learning Goal E and to retain Learning Goal B. Learning Goal E (dealing with effective oral and written communication) has been measured several times in the past five years, with successful results. The GCAC also briefly considered establishing a learning goal in the international area, but because there are no current students in the Global MBA program, this action was not undertaken. After the elimination of Learning Goal E, the newly reordered learning goals and objectives are shown in Appendix-2 to these minutes.

The GCAC next assigned to the core courses the learning goals that are to be measured in academic year 2011-2012. Using the learning goals stated in Appendix-2 the following assignments were made:

Fall 2011:	Learning Goal A:	Managerial Analysis
	Learning Goal B:	Leadership and Corporate Accountability
	Learning Goal C:	Business Enterprise
	Learning Goal E:	Organizational Strategies for the 21 st Century
Spring 2012:	Learning Goal D:	Regulatory and Reporting Environments
	Learning Goal E:	Organizational Strategies for the 21 st Century
	Learning Goal F:	Financial Analysis

The next order of business was to consider the new MBA online class that Todd Shank is developing, *Managing Global Sustainability*. After careful and thoughtful review, the GCAC voted to approve this course, which will be offered for the first time in Summer 2012.

The final order of business was to consider the two Education Abroad classes being formulated by Dan Marlin and Mike Lockett. Both will involve classroom time plus field trips in Europe. The planning of both courses is in the early stages, and both instructors have been notified that a complete syllabus is necessary before the GCAC can approve the course.

The meeting concluded with Associate Dean Watkins, discussing some of the wonderful things happening with the MBA program, including a new video commercial that will be distributed to media outlets. The commercial is also done in Spanish in an effort to reach the Hispanic community.

The meeting adjourned at 11:45pm with good cheer from all. The next meeting is scheduled for October 14.

Appendix 1
New Course Description for BUL 6552: Regulatory and Reporting Environments
New sentence added in bold

This course provides exposure to the regulatory and reporting environments that affect contemporary businesses, including study and analysis of current board of director topics and other governance matters. The course includes an overview of securities regulation, including the Sarbanes-Oxley Act, with coverage of corporate reporting issues, independence, transparency, and corporate governance analyses. **The course coverage includes the uniform commercial code, contracts and torts considerations as affecting commercial enterprises.**

The course surveys various legal and regulatory matters facing businesses such as business communications and workplace equity. An overview of U.S. governmental hierarchy is considered from its 1789 Constitutional underpinnings to detailed legislation and court opinions with significant influence over business organizations. The course is a training tool for boards of directors. The interaction of the business model within various spheres of economic, social, cultural, environmental, political, and legal influences is considered and developed throughout the course, particularly as relevant to current issues presented in the various business media.

Appendix 2
LEARNING GOALS AND OBJECTIVES FOR MBA PROGRAM
Effective for Academic Year 2011-12
Revised September 9, 2011

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 graduates will be able to design and propose strategies for the creation of value through the integrated production and distribution of goods and services.
- 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 2011-12 are as follows:

	A	B	C	D	E	F
BUSINESS ENTERPRISE			X			
REG & REPORTING				X		
21 ST CEN STRATEGY					X	
MANAGERIAL ANAL	X					
FINANCIAL ANAL						X
LEADERSHIP & CORP ACCOUNTABILITY		X				