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

Kate Tiedemann College of Business (KTCOB)

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## Undergraduate Curricula and Assessment Committee Meeting : 2006 : 10 : 20

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

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**University of South Florida St. Petersburg  
College of Business  
Undergraduate Curriculum Committee**

Meeting Minutes for October 20, 2006

Members Present: Karin Braunsberger (chair), Chris Davis, John Gum, Grover Kearns, Dan Marlin, Rich Moss, Gary Patterson, Jim Strachan, Bob Thompson

Visitors: Lou Oddo

1. Lou Oddo presented the possibility of a new undergraduate concentration in business consulting services. Lou consults with IBM and the company has a plan to help business colleges develop a new academic field called SSME (i.e., Services Science, Management, and Engineering). Lou did not know if financial support was available from IBM. Grover Kearns, Chris Davis, John Gum and Rich Moss volunteered to form a sub-committee in order to explore the potential for such a concentration.

2. Bob Thompson stated that the current link to the course descriptions was picking up the Tampa course descriptions but that the USF SP link to program descriptions was separate from Tampa. How to enter separate course descriptions for USF SP is currently being explored.

Grover Kearns stated that the COB website links to programs and course descriptions have been updated to the 2006/07 USF SP links.

3. There was discussion about plans to hold large classes (about 100 students) at the Poynter Institute. Mark Durand has stated that a graduate student will be provided to assist for large classes. However, the precise number that represents a large class has not been announced. Some faculty members have requested that large classes constitute a larger teaching load. Dean Franklin is still looking at alternatives.

4. Dan Marlin, as the representative of the Management Department, discussed a number of proposed changes to the program in Management. The first and most important change consisted of adding 3 more required courses to the Management Major (MAN 3240 – Organizational Behavior Analysis; MAN3301 – Human Resource Management; MAN4600 – International Management). This change represents a deviation from the program offered at USF Tampa. The change was approved by all member of the UCC.

Additional proposed changes that were discussed include the change of the Management Minor, the change of the major description in the course catalog to reflect the major description given in the ALCs, and the addition of additional electives to the Management Program. Some of these changes were proposed by committee members, and will be discussed and voted on in the Management Department before being voted on by the UCC. After the UCC approves the changes they will go to Dean Franklin and then to the university committee. Dan Marlin will meet with the university committee to explain the changes.

5. AACSB Assurance of Learning Programs.

Karin discussed the Assurance of Learning Plan that Dean Franklin had provided. It is similar to the academic learning outcomes. It was suggested that we request a completed plan and it will be provided to the UCC as soon as it is finished by Frostburg State University.

It was further suggested that we should use the objectives and outcome measures that were developed for SACS (i.e., ALCs) and tailor them to AACSB requirements. It was suggested that we should be able to measure the outcomes each semester (Fall and Spring of each Academic Year), but report the outcomes and corrective activities based on such outcomes during the Fall Semester of the following Academic Year. According to Dean Franklin this can be done.

In addition, it was decided that the ETS should be administered each Fall and Spring Semester. To make this feasible, the administering of the ETS should be pulled out of the capstone management course and become an exit requirement for each student. The Committee will discuss how this can be done during its next meeting.

6. Discussion about the use of old editions of current textbooks followed. Some faculty had suggested using textbooks that were several years old in order to provide students with inexpensive texts. The committee members agreed that such a practice was not in the best interest of students and that faculty should be requested to use current texts unless some compelling reason existed to do otherwise. One such reason could be that a new edition of a textbook is scheduled to be released at the beginning of a new semester and the faculty member deems relying on this to happen as being too risky.

7. Dean Franklin had requested the committee examine the use of a common syllabus for **ALL** classes. Members agreed that this should be done and that each area should appoint a faculty member to coordinate that syllabus. This is especially important for multi-section classes, but should be done for all classes (both core and non-core classes). It was agreed that each of these “master syllabi” should include a list of the topics that have to be covered in the respective course, as well as a list of other topics from which the faculty member can choose.

In addition, it was decided that each area should produce a list of acceptable textbooks for each of the courses and instructors would be given the freedom to choose from the respective list.

8. Kearns also suggested a common syllabus template that would be used by all faculty. He later explained the reason for this suggestion: There are several sections that are common to all course syllabi and reflect university and/or college policy. These contain language and web links that are periodically updated. For example: religious holidays, academic honesty, etc. To ensure consistency across all syllabi, Kearns proposes that we identify these areas and have a staff member update them each semester. Faculty can then use the updated version and copy these to their own syllabi.

Kearns also suggests a link to a web page of resource links that can assist students particularly with core subjects: statistics, Microsoft office, etc.