



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 : 2010 : 02 : 19

University of South Florida St. Petersburg. College of Business. Graduate Curricula and
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**UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG
COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE (GCAC)
Minutes of February 19, 2010 Meeting**

In Attendance:

James Fellows, Chair
Alison Watkins, Associate Dean for Graduate Studies, *ex officio*
Antoinette Criss
Cynthia Bean
Mary Jo Jackson, Special Advisor for Assurance of Learning

Absent:

Christopher Davis
Wei Guan (sabbatical)
Tom Ainscough

The chair called the meeting to order at 3:15pm. Minutes from the prior meeting had been approved via email vote and discussion prior to this meeting.

The first order of business was to recognize that the course *Managing Business Sustainability* had been approved for the Fall 2010 semester. The approval was done via email discussion and vote prior to the meeting.

Following this was a discussion of a proposed online MBA program for the college. It was noted that there were sufficient faculty who were willing to develop an online course, if the university provides sufficient training and incentives to teach these courses. The curricula for any online MBA program would be the same as the traditional MBA program. The chair of the GCAC stated that he would put together a tentative hypothetical schedule of courses in proper sequence and also work up an estimate of the cost of the program. This will be done before the next meeting of the GCAC.

The next order of business was to approve the modification of Learning Goal G, which is assigned to the new core course, *Financial Analysis*. The three voting members of the GCAC present at the meeting all voted to approve the changes. Subsequent to the meeting, two other voting members approved the changes via email discussion and vote. The modification to the learning goal and objectives will be effective for the Spring 2010 semester. On the following page are the old learning goal and objectives and the new learning goal and objectives for *Financial Analysis*.

Old Learning Goal G

Our graduates will be able to analyze and interpret financial data and propose solutions to capital budgeting issues for an organization.

1. Students will interpret financial ratios and other data of a company to determine its financial condition.
2. Students will propose a solution from alternative courses of action relating to a capital budgeting decision, using the time value of money as an integral part of the analysis.

New Learning Goal G

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

New Learning Objectives

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.

The last order of business was a thorough discussion of the assurance of learning goals and objectives for the MBA program. For each of the six courses required in the MBA program, the GCAC reviewed the learning goals and objectives assigned to each course. Dr. Jackson has developed a series of matrices which identify who is teaching the course, when the goals and objectives are measured, the methods used to measure the objectives, and the threshold requirements to be established for each learning goal.

The GCAC reaffirmed that its minimum threshold for achieving any objective should be the 80/80 rule, which was adopted two years ago. Under the 80/80 rule an objective is met if 80% of the students being measured achieve a score of at least 80% of the maximum score allotted for that measurement tool. Individual instructors may institute higher thresholds at their own discretion.

Dr. Jackson stated that she will continue to work with the instructors in these core classes to ensure the goals and objectives are being measured on a timely basis, and in a correct manner.

The meeting adjourned at 4:45pm. The next meeting is scheduled for Monday, March 1, in the Davis 108 Conference Room, from 3-5pm.