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

Kate Tiedemann College of Business (KTCOB)

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8-20-2010

## Graduate Curricula and Assessment Committee Meeting : 2010 : 08 : 20

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Assessment Committee.

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**USFSP COLLEGE OF BUSINESS  
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE  
GCAC**

**Minutes of Meeting: August 20, 2010, C.E.**

Attending:

James Fellows, Chair  
Gary Patterson  
Karin Braunsberger  
Richard Moss  
Alison Watkins, *ex officio*

Absent:

Cindy Bean  
Christopher Davis, *sabbatical*

●The meeting was called to order by Professor Fellows, the prior year's chair, at 9am. The first order of business was to elect a new chair for this academic year. Professor Fellows volunteered to serve another term, and his election was affirmed by robust and enthusiastic cheers and a unanimous vote of the committee.

● Dr. Alison Watkins, Associate Dean of Graduate Studies for the college, representing Dean Ebrahimpour, gave us our initial charge for the year, which will be to continue to develop the online MBA program as well as undertake a thorough quality review of the existing MBA program, which will include a analysis of relevant content for each core course in the program. Learning goals for the program will be reviewed as part of this program review. Naturally, other items will also be discussed as need be.

●The next order of business was a discussion of whether we could use the GRE as a substitute for the GMAT in accepting MBA students. Dr. Watkins, speaking *ex cathedra*, said that we have been doing this on an ad hoc basis for the past year, for those students who had already taken the GRE. The process has been to use the ETS conversion formula to determine the GMAT equivalency. The following motion was then unanimously approved by the committee, to wit:

*Applicants to the MBA program who have taken the GRE within the past 5 years may submit their GRE score in lieu of a GMAT score. The GRE score will be converted to a GMAT equivalency using the ETS conversion formula.*

●The next order of business was a discussion of policies for teaching in the online MBA program. Because many of those teaching in the online program are to be compensated on either an overload basis in the regular academic year, or by means of an additional course in the summer, the GCAC members feel it is incumbent upon the college administration to ensure that these faculty members recognize their commitment to the entire MBA program, including the traditional program, and not participate just in the online program simply for additional

compensation. Moreover, the GCAC members agreed that teaching in the online program on an overload basis does not reduce the faculty member's commitment to college and university service. After a spirited discussion the following resolution was unanimously approved by the committee, to wit:

*Faculty who teach in the online MBA program for overload compensation or as an additional course assignment in the summer shall also teach the same course at least once a year in the traditional MBA program as part of their normal teaching load. Furthermore, teaching in the online MBA program for this additional compensation in no way reduces the faculty member's requirement for participation in college and university service.*

Associate Dean Watkins mentioned to the GCAC members that the current state of affairs of the online program is that it has been approved by the USFSP Regional Chancellor's office. However, before we can formally announce the program, we must have approval from SACS to begin this program. Dr. Watkins has prepared a lengthy prospectus that is being reviewed by Dr. Norine Noonan, Regional Vice-Chancellor for Academic Affairs. Upon approval from her office, the prospectus will be sent to SACS.

- Following this discussion, the chair reviewed what learning goals have been assigned to the core courses for the following academic year. These were assigned at the last meeting of the GCAC in Spring 2010. The learning goals and objectives are attached to the end of this report. For the Fall 2010 semester, all the core courses are being offered except Leadership and Corporate Accountability, which will be offered in Spring 2011. All of the learning goals listed will be assessed in Fall 2010. For 21<sup>st</sup> Century Strategy the graduate ETS exam will be done as its measurement assessment. The GCAC Chair will contact each faculty member teaching a core class this Fall semester to remind them of this assignment. Learning goal assignments for Spring 2011 will be discussed by the GCAC at a later meeting.

- The GCAC Chair next brought to the floor the fact that the committee must undertake a program review this year, consistent with accreditation requirements. The chair mentioned that we have been doing this already, especially last year with the development of the proposed online MBA program and the creation of the full-time MBA and Global MBA program. There was a discussion at the meeting of the possibility of altering the Business Enterprise core class, because Bill Jackson, the current instructor in the class, may no longer be able to teach the class because of his duties and involvement in the new entrepreneurship program. A further discussion of this point and the general program review will be undertaken at future meetings.

- The last order of business was brought to the floor by Associate Dean Watkins, again speaking *ex cathedra* in her capacity as an *ex officio* member of the committee. Dr. Watkins stated that the College of Arts and Sciences has suggested that we offer a three-course program leading to a Leadership Certificate for their Master of Liberal Arts graduates. They would have to take the Management essentials class before taking the three MBA courses. The committee members thought this was a splendid idea and asked Dr. Watkins to pursue this further with the CAS administrative team.

The meeting adjourned at 10:10am. The next meeting will be announced at a later date.

**LEARNING GOALS AND OBJECTIVES FOR MBA PROGRAM**  
**Effective for Academic Year 2010-11**

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

- A.** Our graduates will be able to interpret and analyze statistical data 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 be able to effectively communicate ideas and proposed solutions to complex issues in both an oral and written context.
- F.** Our graduates will develop the capacity to design solutions in new and unfamiliar circumstances through an integration of the knowledge of relevant academic disciplines.
- G.** 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 2010-11 are as follows:**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>
BUSINESS ENTERPRISE			X				
REG & REPORTING				X			
21 <sup>ST</sup> CEN STRATEGY						X	
MANAGERIAL ANAL	X						
FINANCIAL ANAL							X
LEADERSHIP & CORP ACCOUNTABILITY		X			X		

## LEARNING OBJECTIVES FOR EACH LEARNING GOAL

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

- Students will evaluate and interpret a regression equation or other statistical models pertaining to a company's demand or cost structure.

**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 graduates will be able to design and propose policies for the creation of value through the integrated production and distribution of goods and services.**

- Students will successfully develop a strategy for the production and distribution of a new product or service in either a local market or an international market.

**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 be able to effectively communicate ideas and proposed solutions to complex issues in both an oral and written context.**

1. Students will successfully present oral arguments that propose a solution to a specific problem that relates to a company's business strategy.
2. Students will successfully complete a written solution to a complex issue.

**F. Our graduates will develop the capacity to design solutions in new and unfamiliar circumstances through an integration of the knowledge of relevant academic disciplines.**

- Students will evaluate strategic planning alternatives for a particular company and propose a course of action.

**G. 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.