



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 Annual Report : 2011-2012

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

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USFSP College of Business
Undergraduate Curriculum & Assessments Committee
Annual Report 2011/2012

Members: Chris Davis, Bill Jackson , Grover Kearns (Chair), Mike Lockett, Dan Marlin, Todd Shank, Rick Smith, Bob Thompson (ex Officio)

During the period Fall 2011 through Spring 2012 the UCAC met eight times. The following summarizes the committee's activities.

Actions Taken:

1. Passed request to approve changes to Business Law Minor. (April 18, 2012)
2. Passed request to approve new Business Law course Constitutional Law and the Free Enterprise System. (April 18, 2012)
3. Passed request to approve new Business Law course Anatomy of a Deal. (April 18, 2012)
4. Passed request to approve new Business Law course BUL Selected Topics. (April 18, 2012)
5. Passed request to approve proposal to make Career Empowerment course (being offered as GEB 2935) a permanent course with at the 2000 level. (January 12, 2012)
6. Shank presented the syllabus for a new finance course that had previously been offered as a special study course. The course was approved unanimously. (November 2, 2011)
7. It was unanimously agreed that for Assurance of Learning Goal 6 (1) the present three-column approach would be used for all measures (unsatisfactory, acceptable, and outstanding) except for ETS and discipline specific measures, (2) ten percent or more of all students would score outstanding, and (3) eighty percent of all students would score acceptable or outstanding. (October 6, 2011)
8. Bill Jackson presented the following changes to the Entrepreneurship Major. The three courses that were a part of the approved Entrepreneurship Major (Spring 2010) were vetted separately in compliance with System requirements—ENT 3XXX Moving an Idea to Market, ENT 3XXX Social Issues in Entrepreneurial Firms, and ENT 4XXX Entrepreneurial Leadership. Four new courses were also presented: ENT 4XXX Scalability in Entrepreneurial Firms, ENT 3XXX Creativity and Innovation in Entrepreneurial Firms, ENT 4XXX Independent Research in Entrepreneurship, and ENT 4XXX Internship in Entrepreneurship. In addition, a proposal for changes in the Major and Minor were presented: 1 new course would be added to the required courses, ENT 3XXX Creativity and Innovation in Entrepreneurial Firms; and, MAN 3301 Human Resource Management would be replaced as a required course for the Major and Minor by ENT 4XXX Scalability in Entrepreneurial Firms. All proposals were approved unanimously by the Committee. (September 15, 2011)
9. Dan Marlin presented the following changes to Management Program. MAN Major: Credit hours will increase from 18 to 21 required hours and a grade of C- or better will be required in all MAN major courses – approved unanimously. (September 15, 2011)

10. Mike Luckett presented proposed changes to the Healthcare Administration (HCA) Minor. The number of elective hours are increased from 3 hours to 6 hours (increasing the number of overall hours in the HCA Minor from 12 hours to 15 hours for all students: COB and non-COB alike). This change was made to address concerns by USFSP RVCAA Norine Noonan and Registrar Linda Crossman among others. The change was discussed and unanimously passed. (September 15, 2011)

Other Important Points of Discussion

1. Kearns remarked that Ernie Gonzalez had not yet entered last year's ALCs. Gonzalez had requested that we use the format on the Q drive (a copy was distributed to members). Davis distributed a document which included a different format which was similar but included a column for the PEBC. Members decided that the formats were similar and each discipline could submit the ALCs using either format. Members agreed that (1) all Spring 2012 ALCs would be sent to Bob Thompson on or before June 1, (2) each discipline would maintain a copy of the ALCs, and (3) Thompson will forward all ALCs to E. Gonzalez. Currently, the ALC documents are on the Q drive in the Institutional Research directory.
2. Members should advise faculty that the objectives and goals on the ALCs should be identical (verbatim) to those on the syllabus. (September 8, 2011)
3. The members of the committee unanimously agreed that the USFSP COB should retain the 2.5 GPA entry standard for the following reasons:
 - There is not sufficient evidence that our current students are not capable of attaining our academic objectives.
 - Raising the GPA would result in a lowering of overall enrollments.
 - If future evidence suggests that the GPA should be raised then the decision can be re-visited. Once raised, however, it would be difficult to lower it. (September 8, 2011)