



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 : 2013 : 02 : 20

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**USFSP College of Business
Undergraduate Curriculum & Assessments Committee
Meeting Minutes**

Wednesday, February 20, 2013, 2 PM, Piano Man Conference Room

Members: Bill Jackson , Grover Kearns (Chair), Lucie Li, Mike Lockett, Dan Marlin, Todd Shank, Bob Thompson (ex Officio)

Regrets: Rick Smith

Guest: Hemant Merchant

Actions

Approved two new courses:

GEB 3xxx Doing Business in China and GEB 3xxx Doing Business in Europe.

Approved deleting one course and adding a new course:

MAN 4902 will be dropped and replaced with a new course ENT 3004 – Principles of Entrepreneurship.

Approval of Minutes Jan. 25 Online Meeting

Minutes were approved unanimously.

Proposals for New International Courses

Merchant proposed that we change the original proposal and approve two courses: Doing Business in China and Doing Business in Europe. Both courses could be offered over multiple formats (classroom, online, study abroad). The motion passed unanimously. Merchant stated that a Latin America course might be offered within the next year as a special studies course.

Also, Merchant stated that he would develop a broad global program identifying those courses that would be in the program and bring the proposal to the committee.

Proposals for Changes to the COB Core Curriculum

Thompson stated that the COB requirement for 54 hours of non-business courses may be reduced to 48 hours. Originally, there was an AACSB requirement for 54 non-business hours but this requirement no longer exists. If so, then another six credit hours would be available for core business courses.

Jackson had two proposals. First, he proposed that the course MAN 4902 be dropped and replaced with a new course ENT 3004 – Principles of Entrepreneurship. A motion was made and the proposal passed unanimously. Since the proposal does not affect other disciplines it does not have to go before the faculty for a faculty-wide vote.

Second, Jackson proposed that the new course, ENT 3004, be added to the COB core as a required course for all business majors. Discussion about the proposal brought the following arguments. Jackson pointed out that Entrepreneurship was the only discipline that did not have a representative course in the business core. He also stated that the course content would be beneficial to all students. Shank proposed that we first identify all areas that could benefit students and decide which course would best serve students. A motion was not made as it requires a vote of the full faculty.

Kearns suggested a ballot box for faculty voting so that the vote could be reflected in the next catalog if the motion passed. Following the meeting, however, it was noted that the COB governance document requires two weeks notification of faculty for a faculty-wide vote. Kearns sent an email to all committee members asking that the vote for the change in non-business hours and addition of ENT 3004 to the core be delayed until the March 22 meeting which would allow for proper notification of faculty. The vote on the global courses can proceed electronically because a motion had already been introduced before the faculty at the February 15 meeting.

Student Deficiencies in Communication

At the February 15 meeting, Patricia Otero (Career Services Advisor) noted that an employer had complained of the poorly written emails and letters of application from our students. The remarks from the employer are included following these minutes. Marlin noted that students knew how to write but often failed to do so. A discussion showed that the committee members all felt that we needed to improve the communication skills of our students. Kearns recommended the following learning objectives be part of existing courses.

Written Communications

Our students will be able to ...

- write a 10-page professional paper following all rules of grammar and style
- write a courteous and professional e-mail
- write an effective cover letter

Oral Communications

Our students will be able to ...

- prepare and deliver a ten-minute professional slide presentation
- effectively meet and greet other professionals exhibiting proper business manners
- participate in a mock interview using prescribed business methods

Thompson noted that a 3-strikes and you're out approach was effective wherein students who violate three grammatical rules in a paper receive a failing grade and must repeat the assignment. The committee will continue to look into this problem.

The meeting adjourned at 4:05 p.m.

Below are excerpts of the email I received from an employer that was shared during last week's COB meeting.

1) Every single student (there were four) who applied for the internship spelled my name wrong - sometimes in multiple variations. I checked the job listing to ensure that I had not misspelled my own name. While my last name isn't Smith, it is available in its proper spelling both in the listing and in my email footer in later communications. Getting a job application with my name misspelled is a major turn-off. Because communication is so central to jobs in sales and marketing, you may want to work with students on ensuring that they always double-triple check the names of the persons with whom they are communicating before sending emails or other communications. If someone really is unsure as to how to spell a name, To Whom It May Concern is an appropriate greeting.

2) Some of the applications appeared to have been sent by text message and were overly casual. The students seemed to lack basic letter writing skills and the content of their communications featured exceptionally poor writing and business communications skills. We all make typos but an email applying for a job that is a string of typos? One student's presentation stood out in terms of being thoughtful and considered - she had typos but at least she wrote in complete sentences. While we are interested in hiring an intern to teach them the ropes of our business, we were not expecting to have to teach college seniors how to write. Please let me know if you need additional information. Thank you and have a wonderful afternoon.

Regards,

Patricia Otero

Career Services Advisor