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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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9-24-2015

## Graduate Curricula and Assessment Committee Meeting : 2015 : 09 : 24

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

**Minutes of Meeting: September 24, 2015, C.E.**

Present: James Fellows, Chair  
Wei Guan  
Sharon Segrest  
Alison Watkins  
Eric Douthirt, Interim Director-KTCOB Graduate Studies

The meeting was called to order by the chair at 2pm. The first order of business was to consider the future offering of a graduate course in Organizational Development and Change, to be taught by Mary Lippit, who currently teaches the course as an adjunct at the Tampa campus. After review of the syllabus the course offering was approved, pending Dr. Lippit's being credentialed to teach graduate courses at USFSP. The chair stated that he would forward Dr. Lippit's vita to Bob Thompson for credentialing.

The GCAC then went through a broad discussion of the MBA program and whether it should be changed to be more relevant in today's market. The committee compared the USFSP MBA program to other programs in the peer and aspirant group of colleges. Based on this review the committee made the following tentative conclusions:

- 1) The current offering of Managerial Analysis in the USFSP program will be continued but with more emphasis on practical application of the economic theory, as well as less emphasis on the statistical theory part of the course. The learning goal and objectives of the course should be altered to reflect this.
- 2) The committee discussed offering Organizational Behavior as a replacement for Leadership and Corporate Accountability in the core requirements of the program. The learning goal and objectives now in place for the LCA course would continue with the OB course, but with some adjustments.
- 3) There was also discussion of whether or not to require all students in the MBA program to have at least one graduate course in Marketing. The chair stated that he would follow up with the marketing faculty to see if they could staff these additional courses, especially online versions of courses.

These discussions will be continued at the next meeting where hopefully some final decisions can be made. There being no further business the meeting was adjourned at 4pm.

Respectfully Submitted,

James Fellows,  
Chair and Amanuensis of the Committee