

MBA Committee Meeting Minutes
Warrington College of Business Administration
February 15, 2012
4PM
HGS338

Members attending: Andy Naranjo (chair), Deb Mitra, Virginia Maurer, Alex Sevilla, Praveen Pathak, Doug Waldo, and Dominique DeSantiago (sitting in for Jenny Tucker)

Also attending: Gwendolyn Lee, Tawnya Means, Kara Cupoli, and Katie Beland

I. Approval of Fall 2011 meeting minutes

Minutes were approved by the committee.

II. Curriculum Items

Individual courses approvals

MBA Committee approved the following courses for permanent approval:

- FIN6575-Emerging Markets I
- FIN6576-Emerging Markets II.
- FIN 6585 – Securities Trading

Concentration Revisions

MBA Committee approved the addition of FIN 6930 Mergers & Acquisitions to the Competitive Strategy concentration.

Permanent approval for revised structure for the Security Analysis concentration (FIN 6427, FIN 6438 and FIN 6465). Eight courses have been approved to count as “electives” to complete the concentration (FIN 6585, FIN 6930 (Asset Allocation), FIN 6434, FIN 6537, FIN 6930 (Spec. Topics of Inv. Fin), FIN 6575, FIN 6576 and FIN 6930 (Financial Risk Management).

III. Assurance of Learning

Assurance of Learning background was given by Alex Sevilla. Alex stated that the accreditation is a necessary process and we need to validate what we are doing.

Kara Cupoli gave an explanation of the dashboard and stated that she would like to review and approve the document and process. Upon approval, there will be four checks on the dashboard. Last time, there was an extensive conversation of objectives 1 and 3, how they are measured, data provided, and long discussion of addressing failure of collecting data. Afterwards, she met with deans and discussed the data collected, resulting in an adjustment in data collection. Through this discussion with deans, it was determined that Dean Kraft and Gwen Lee would collect data from case analysis projects in the Working Professional and Traditional MBA programs. Kara stated that the

biggest change is the adjustment in the rubric assessment. Data for Dean Kraft is already being collected and Gwen Lee will begin in spring 2012. Dean Kraft was already doing this for the Masters of Arts in International Business program and now is implemented for the MBA program. The assessment measure guidance and rubric documents map directly to the program goals and objectives.

Deb Mitra asked what the benchmark is. Kara Cupoli stated that this will be determined in the fall, when the MBA committee knows what the data will look like. The process is the most critical part; the MBA committee takes the information and addresses the issues and develops the benchmark. Andy Naranjo stated that benchmarking is an important issue, but there is not a baseline. Alex Sevilla stated that outside of the accreditation visit, it is important to look at information and learn what can be adjusted in the future and ask if it allows us to compare year over year. Kara stated current data suggests an inconsistency between the Option B and Option A students and the Two-Year students. Foundations review (currently offered in Working Professional programs) may solve imbalance.

The MBA office asked for a first approval of the guidance and rubrics and the second approval will be for guidance and goals and asked for the MBA committee to give a recommendation of a plan. Virginia Maurer moved to approve and to go forward with MBA Assurance of Learning process. This was approved by the committee.

IV. MBA Program Update

Alex Sevilla gave an MBA program update. Alex also discussed the program's interest in adding a foundations review experience to the Traditional Option B program. Alex stated that there is a good working model with current Working Professional MBA foundations review. The program is able to collect data from quizzes. Foundations review will be the same model as the one-year Internet and one-year Working Professional MBA programs.

Regarding the strategic planning subcommittee, the challenge is that the full-time MBA market is declining and GMAT test takers are declining. The program is strategically looking at types of student candidates that do well in all three categories (GMAT, GPA, and work experience). The current strategy is to recruit candidates with stronger work experience and possibly mid-range GMAT scores. Alex stated that the TMBA admissions committee has already reduced the international percentage and they are looking to maintain a small international profile, but remain in the top third of their affinity group. By lowering GMAT, we can aim to get better work experience. Alex stated that the program is considering linking together specialized masters and partnerships with MSF and MSRE. The program is also considering offering a partnership with MHA that is similar to the engineering partnership program. Deb Mitra proposed the possibility of waiving the GMAT. Alex stated that with the GRE coming in, there is a loophole and schools are able to increase student population by accepting the GRE and only reporting GMAT because GRE is not mandatory to report. We only have to report the full-time fall incoming class, but for placement we report all three full-time classes.

Alex also explained the percentages of placement and ranking. The issue is that the GMAT is a known indicator, whereas the placement side is contingent upon the economy and students. There would need to be a discussion of what a drop in the GMAT means for program rankings

and how placement would have to compensate for the GMAT in order for the program to keep the ranking. Alex stated that the career placement office is the number one piece and the second is a lack of placement opportunities in the Gainesville area. He stated that they are fixing what they can fix.

Curriculum redesign was discussed and information about the redesign was only discussed; it is not ready for vote. The basic premise is to be more sophisticated about how we bring students in and what we promise them. Virginia Maurer wants to drop the word general on description of the Management concentration. Alex stated there are two purposed concentration paths: general business or management. Kara Cupoli said that if there was a place for students that do not fit into either two paths and stated that she is uncomfortable with limiting concentrations and eliminating the create your own feature of the MBA program. Virginia Maurer stated that we lose functional areas of business. Alex stated that the specialist channel is academic, but more experiential, and this gives students a specific way of describing their core specialty and have the ability to apply it in the real world. Everything experiential has to fit in one of these buckets and give it focus: speakers, mentors, etc. Alex asked for the committee to send him feedback and Virginia Maurer asked for it electronically. Alex stated that the proposal is not done yet and that he is interested in what the academic departments have to say.

Kara brought up items to think about and have follow up discussions. She stated that students are interested in adding projects from companies and mapping onto academic credit. They could create a template of deliverables and expectations that the committee says is allowable for academic credit without waiting for approval from committee. There is value for faculty to be involved - what would interest faculty in participating and what type of faculty would be interested? Alex stated that there is a lot of value in this especially when tying it to the buckets and experiential learning. There is also collaboration between the MBA office and career services office. Kara stated that a lot of peer schools are doing this and it is great for one-year students because there is no time for an internship or outside activities, not for academic credit. A part of the question is how to make this work on faculty side. Kara stated that they will be piloting a new venture technology and entrepreneurial and how to structure business from a financial perspective, not only work but tying it academically. This is envisioned as two credit course for an entire module. Expectations will need to be created in advance. Alex stated that the big picture is that we want to institutionalize this and make it easy for the committee and faculty.

Meeting Adjourned (minutes – Katie Beland)