

MBA Committee Meeting Minutes
Warrington College of Business Administration
March 15, 2013
3:00 p.m.
Hough Hall 338

Members attending: Gwen Lee (chair), Selcuk Erencuc, Alex Sevilla, Andy Naranjo, Doug Waldo, Alan Cooke, Stephen Asare

Also attending: Tawnya Means, Mike King, Kara Cupoli, Kelly Mohrmann

Not in Attendance: Jenny Tucker, Praveen Pathak

I. Approval of Fall 2012 Meeting Minutes

- Gwen Lee began the meeting by asking the committee to approve the meeting minutes from October 3, 2012.
- She explained that the discussion on developing a petition process and a rubric for evaluation independent studies and courses outside the college is the most important item to be addressed in this meeting. The committee should be aware that there is no procedure in place right now for these petitions. Dr. Lee said that the committee will spend the most time discussing item number five on the agenda, the MBA curriculum redesign, because it involves a big change.

II. Assurance of Learning Update

- Gwen Lee discussed two Assurance of Learning documents provided in the meeting materials. There has been more data gathered as far as leadership, and there has finally been data populated from courses where none has been collected in the past.
- The biggest change since round one is what is seen in round two. The data is much more behaviorally focused, specifically in 5246 Organizational Behavior and 5245 Different Populations.
- It is important to consider if the data will help get an understanding about how our students learn about leadership this time.
- Andy Naranjo mentioned that historically the I1 groups have been better than I2 groups, but that has recently changed. Alex Sevilla stated that this is why it is always important to look at two data points.
- Tawnya Means stated that in both goals of the committee, the committee recommends that they are going to collect data again. She suggested that the committee has some sort of action items since there have already been two rounds of data collection. She recommends that the committee implements some sort of change, for example, providing students with some additional resources while data is collected for a third time. Tawnya said that the report is less strongly worded only stating that data will be collected again rather than having some sort of action item.

- Gwen Lee suggested adding that the committee or a representative will meet with Dean Kraft to investigate as an action item. The group agreed that this is a good idea.

III. MBA Curriculum Redesign

- Mission Statement
 - Kara Cupoli stated that Mike brought up that the MBA mission statement does not mention that globalization and ethics are measured in the college. Dean Kraft said that we do not need to measure everything; we just need to map it in courses. Kara said that the MBA programs' mission statement is similar to the college's mission statement.
 - Tawnya Means mentioned that in the past, everything in the mission statement has aligned with courses.
 - The big difference is that we mention ethics and globalization specifically while other colleges do not. Kara asked the committee if it wants to reevaluate the MBA mission statement.
 - Alex Sevilla stated that once the curriculum changes are done, the committee should look at this next year as this is a good time to look at this. The group agreed.
- Kara Cupoli provided an update on the MBA curriculum redesign project. Supplemental materials outlined the plan of action. She explained that she introduced having a matrix of concentrations and narrowing the list of concentrations from 14 down to six. After Kara went to faculty, career services, and alumnae for ideas of opportunities for electives in the first year, and she came up with a lot. Kara stated that she did an assessment of the primary goal of the curriculum change, which is to improve the reputation of the UFMBA program by adding value for students and improving the perception of peer institutions and recruiters. Everything that was looked at was based on the core (required classes) of an affinity group consisting of the following schools:
 - University of Arizona,
 - University of California-Berkley,
 - University of Illinois,
 - Indiana University,
 - University of Iowa,
 - University of Michigan,
 - Michigan State University,
 - University of Minnesota,
 - UNC-Chapel Hill,
 - Ohio State University,
 - Penn State University,
 - Purdue University,
 - University of Texas-Austin,
 - University of Washington, and
 - University of Wisconsin.
- Core

- What is common among these schools is what is required such as some sort of computer skills class helping students to improve their Microsoft Excel skills.
 - Alex Sevilla stressed that this plan has been formulated around what students want. Every student with which he has spoken is over-the-moon excited about this. He spoke with about eight students who also have jobs, and each one of them hit on all of the key points that this report stresses, particularly Excel, taking electives earlier, etc.
 - Electives
 - Kara Cupoli explained that the electives are organized in vertical and horizontal tracks. The vertical tracks are departments where we have a lot of strengths, and the horizontal tracks cut across the vertical tracks. The core and electives consist of 48 credits, and Kara explained that we want to have a faculty champion for each track, and probably 70 percent of the students would be represented in the first three tracks.
 - Alex Sevilla added that 70 percent is accurate today, but this percentage will change over time. He also stated that it would be ideal to have a capstone class for each one of these, and this capstone needs to be in the students' final semester.
 - Selcuk Erencuc added that he would like the curriculum change approved at the April 17 faculty meeting.
 - Kara Cupoli stated that this plan is trying to create a focus for the students. We want to develop a more singular focus, and we believe that having these tracks with a broader applicability will make them more attractive to both the students and future employers.
 - Excel
 - Alan Cooke mentioned that there are already plenty of classes that can reinforce students' skills in Excel.
 - Stephen Asare would rather students go to the computer lab to learn Excel instead of wasting one credit hour on it.
 - Selcuk Erencuc stressed that this course would not be only teaching Excel. Since one credit hour is 14 hours, we would be able to teach students theory and apply the programs, and there will be academic content – not just Excel.
 - Tawnya Means stated that the course will most likely be self-time-based, but the instructor meets once a week or so to make sure all the students are set.
 - Gwen Lee will send a follow-up email to ask if committee members would like more information or if they would like to meet again before the faculty meeting on April 17 and get approval to go ahead with this project.

IV. Curriculum Items

- One-time concentration petitions
 - GEB 6905 The Intersection of Business and Legal Writing
 - The committee voted to decline this petition.
 - AEB 6675 International Agribusiness Marketing for Latin American Business
 - The committee voted to decline this petition. The committee also voted to decline a petition if this student requests to apply this course to an International Business concentration.
 - MAR 6905 Marketing Independent Study for Marketing
 - The committee voted to decline this petition.
 - MAR 6930 Bloomin' Brands for Competitive Strategy
 - The committee voted to decline this petition,
 - The group also agreed that this course could probably be included as an elective but not applied as a concentration.
- Discussion on developing a petition process and a rubric for evaluating independent studies outside the college
 - Andy Naranjo mentioned that the problem is that the committee never knows what this really means. Is the student trying to get out of something or are they genuinely interested in the independent study?
 - Gwen Lee added that the faculty member needs to provide justification for these so they are all uniform.
 - Selcuk Erencuc stated that these petitions should come from the department, not from individual faculty members. Kara Cupoli added that doing this would be a change in the process, which would not necessarily be bad. She also stressed that the need for us to offer independent studies is strong because we are such a small program.
 - Gwen Lee noted that as an action item, she will have the MBA office evaluate a new process to evaluate petitions with department chair approval. She will initiate a string of emails to begin this process.

Meeting Adjourned

Minutes by Kelly Mohrmann