

WCBA Undergraduate Committee Minutes of the October 28, 2010 Meeting

Attendance

COMMITTEE MEMBERS: Dominique DeSantiago (FSOA), Sharon Koele (FSOA student), Kenny Merritt (SB student), Shrikanth Paruchuri (MGT), Rich Lutz (MKG), Brian Ray (ex-officio), Mark Rush (ECO, chair), and Craig Tapley (FIRE)

VISITORS: Jill Lingard, Tawyna Means, and Aditi Mukherjee

The meeting was called to order at 8:31 a.m.

Approval of Minutes

The minutes of the September 30, 2010 meeting were approved.

Information/Discussion Items

ISM 4930: Aditi Mukherjee briefed the committee on her experiences in ISM 4930. She described the topics being covered in the course as well as the status of the certification process (e.g., the Excel certification process is taking place this week). The following key points/concerns were expressed:

- Students have provided positive feedback thus far. Jill Lingard mentioned that students in her Warrington Welcome class do not like CGS 2531 and that the students taking ISM 4930 are pleased with their experiences thus far.
- It is not clear how the class might be scaled, particularly given the skills-based components which are quite hands-on in nature. Brian Ray reminded the group that the entering freshmen class of business and accounting majors is approximately 650. With CGS 2531 as an alternative, and Mac users not feasibly accommodated, the demand for the course will be much less than 650. However, there is an interest on the part of the committee to provide as much access to this course (e.g., an alternative to CGS 2531) as possible without sacrificing key content and/or skills development components. Aditi plans to speak with Gary Koehler and others (e.g., Mark Rush and Brian Ray) about this particular issue.
- Craig Tapley and Dominique DeSantiago expressed interest in students having a chance to develop additional spreadsheet skills (e.g., financial modeling). Brian Ray said he would talk

with ISOM faculty about the possibility of offering additional course options for students with ACG 2021 and FIN 3403 (e.g., a one-credit module course).

AoL for BSBA and BABA: Tawnya Means provided the committee with an overview of the AoL data collection plan for Fall 2010 and Spring 2011. The briefing included an objective-by-objective breakdown of the data to be collected to include source (e.g., specific course, ETS, etc.). Brian Ray described the ETS item analysis data that would be provided for faculty to review.

Expansion of the Online Business Program: In the interest of time, Jill Lingard and Brian Ray provided a summary of the expansion plans for the Online Business Program. The key initiative for the next twelve months will be a greater focus on South Florida, particularly Miami-Dade College, Broward College, and Palm Beach State. Those three institutions graduate 27 percent of the AA students who matriculate into the SUS system. Brian and Jill plan to visit these institutions in early December with the hopes of establishing new positions on these campuses that are focused on recruiting and advising.

Santa Fe Testing Arrangements: Rich Lutz and Craig Tapley asked Brian and Jill to look into moving the exam times at Santa Fe College. Currently, Santa Fe exams being at 7:00 p.m. Given that UF's campus-based exams start at 8:20 p.m., Rich and Craig asked that Santa Fe exams not start any earlier than 7:30 p.m., with the preferred start time between 7:45 and 8:20. Jill mentioned that we are in the process of renegotiating the testing arrangements at Santa Fe and that she will stress this point as a key faculty need.

The meeting was adjourned at 9:50 a.m.