

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

Minutes of Meeting: September 3, 2010, C.E.

Attending:

James Fellows, Chair
Gary Patterson
Karin Braunsberger
Richard Moss
Cindy Bean

Absent:

Christopher Davis, *sabbatical*

The meeting was called to order by the chair at 9:30am. The minutes from the prior meeting had been approved by email vote and this was acknowledged by the committee.

- The meeting began with a discussion by Gary Patterson of the preparation necessary for teaching in the online MBA program. Dr. Patterson noted to the committee that the initial course development time is extensive and that faculty preparing to teach in the program should be aware of this time commitment.
- The first order of business was to review the amended Leadership Management Certificate Program. At the last meeting, the GCAC had approved a leadership certificate program specifically designated for students in the Master of Liberal Arts program. However, in the ensuing two weeks the Dean had suggested that we open this up to more students. Associate Dean Watkins and the GCAC chair, James Fellows, then redesigned the certificate program to open it to anyone with a 3.0 GPA in their last 60 semester hours of college credits. The GCAC then unanimously approved this amended certificate program. A copy of the approved program is attached to the end of these minutes.
- A subsequent point was raised about whether students in the certificate program would be part of the assessments undertaken for accreditation purposes. The GCAC members agreed that they should not be part of any assessments, given they are not part of the regular MBA program. If they are in a course being assessed for learning goals, the results of any exams, projects, etc. of certificate program students are to be excluded for assessment purposes.
- The next order of business was the start of the MBA program review, which will be undertaken this year. The chair noted that the GCAC has undertaken extensive review, modification, and improvement of the MBA program over the last two years, so that this year's program review will be limited to an assessment of how the revised program is consistent with the college and program mission. This will entail a detailed analysis of the core courses, as well as looking at how our elective courses provide the proper mix for student career choices as well as fitting within our mission. Detailed analysis of elective courses will not be undertaken however.

- The GCAC reviewed four core courses at the meeting: *Business Enterprise, Regulation and Reporting, Managerial Analysis, and 21st Century Strategy*. Each course was reviewed for consistency with the college and program mission. In addition the learning goals and objectives for each course were evaluated. Suggestions were made for altering course content and adding a learning goal for one course, *Managerial Analysis*. The GCAC will continue to evaluate these four courses. In addition, a review and critique of the two other core courses, *Financial Analysis*, and *Leadership and Corporate Accountability*, will be started and discussed at the next GCAC meeting.

The meeting adjourned at 11:15am. The next meeting will be held on Friday, September 24, at 10:30am.

LEADERSHIP MANAGEMENT Certificate Program

A. List of required courses and faculty: Students in the program will complete the MBA Management Essentials course before taking 3 elective courses (9 credit hours) within the graduate Management curricula. The following courses are currently offered within the MBA program and can be used by students in the certificate program. The faculty listings are for current faculty teaching the course. Staffing can change based on needs of the college. All courses listed are for 3 hours graduate credit.

1. GEB 6930: Social Issues in Management
Instructor: Tim Curran
2. MAN 6601 International Management
Instructor: Velma McCuiston, Scott Geiger
3. MAN 6289 Organizational Change and Development
Instructor: Cynthia Bean
4. MAN 6607 Managing International Cultural Differences
Instructor: Sharon Segrest, Tim Curran
5. GEB 6930 Leadership and Corporate Accountability
Instructor: Cynthia Bean, William Jackson
6. MAN 6107 Leadership Perspective
Instructor: Mary Jo Jackson
7. GEB 6930 Managing Business Sustainability
Instructor: Todd Shank

Note 1: The Management Essentials course is only offered online, each Fall and Spring semester.

Note 2: Some of these courses will eventually be offered online as well as the traditional lecture format, and students in the certificate program can enroll in these online classes as well.

Note 3: None of these courses are currently part of any other graduate certificate program.

Note 4: Other courses may be added to the certificate program in the future, while current ones may be deleted. At all times there shall be at least six courses for students to choose from.

B. JUSTIFICATION

Many students in the Master of Liberal Arts program are seeking some experience in business applications. This is based on their desire to increase their marketability in their employment searches upon graduation. In addition there are other potential students not currently enrolled in graduate programs at USFSP who may desire some graduate education without being formally admitted to a graduate program. This certificate program offers them this opportunity. In order to be admitted to this certificate program, students not currently enrolled in a USFSP graduate program must have a minimum GPA of 3.0 in their last 60 semester credit hours from an accredited college or university.