

**USFSP COLLEGE OF BUSINESS**  
**GRADUATE CURRICULA AND ASSESSMENT COMMITTEE (GCAC)**  
**Minutes**  
**Meeting of January 28, 2010**

In Attendance: James Fellows, Chair  
Alison Watkins, Dean of Graduate Programs, *ex officio*  
Antoinette Criss  
Tom Ainscough  
Cindy Bean  
Mary Jo Jackson, Special Advisor on AOL

Absent: Wei Guan (sabbatical)  
Christopher Davis

The meeting was called to order by the Chair at 2:30pm. After approval of the minutes of the prior meeting, the committee began its ongoing discussion of the proposed Executive MBA (EMBA) program. The committee reviewed the proposed course schedule developed at the last meeting. Much of the discussion centered on how to handle the Essentials classes as well as the required work in public speaking and writing skills. The GCAC, after much provocative and scintillating discussion, decided to incorporate the Essentials as part of some of the core classes, which raised these courses from 3-hour courses to 4 or 5-hour credit courses. In addition, the public speaking and writing modules would be combined into a one-hour course at the beginning of the program. The GCAC approved the new proposed program outline, totaling 37 semester hours credit, and which is attached at the end of these minutes.

The next order of business was to discuss the time frame for offering the EMBA. The GCAC informally agreed that it should be an 18-month program, with the International Study Abroad program being offered at the end.

The GCAC also informally agreed that the program should not require students to meet every weekend. They should meet, at most, every other weekend. The faculty can supplement the physical meetings with online discussion and other virtual instruction.

The GCAC also informally agreed that the pedagogy used should be a combination of case-study or problem-based instruction. The traditional lecture method is not to be used.

At the end of the discussion Tom Ainscough agreed to construct an 18-month hypothetical schedule, based on the attached course sequence, for our review at the next meeting. The GCAC will also discuss admission requirements at that time.

The last order of business concerned accreditation. Mary Jo Jackson, the Special Advisor on AOL, has put together a wonderful table that indicates which course is responsible for measuring which learning objectives. The instructors for each of these courses for the academic year were identified by the Chair. Dr. Jackson will contact these esteemed instructors to determine their methodology of assessment.

Dr. Jackson also volunteered to develop a draft of learning goals for the EMBA program, based on the course offerings that are being planned. These will be discussed at the next meeting.

The meeting adjourned at 4:15pm.

The next meeting is Friday, February 19, at 3pm in the Davis 108 Conference Room.

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<b>EXECUTIVE MBA COURSE SEQUENCE</b>	<b>Total hours</b>
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<b>Executive Communication</b>	<b>1</b>
<b>Offered at the beginning of the program, over a one-week period</b>	
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<b>Practical Economic Analysis</b>	<b>5</b>
<b>[Includes economics and statistics essentials]</b>	
<b>Financial Reporting Issues</b>	<b>5</b>
<b>[Includes accounting and finance essentials]</b>	
<b>Socially Responsible Leadership</b>	<b>4</b>
<b>[Includes management essentials]</b>	
<b>Strategic Marketing in Competitive Environments</b>	<b>4</b>
<b>[Includes marketing essentials]</b>	
<b>Legal Implications for Business</b>	<b>3</b>
<b>Entrepreneurship and Innovation</b>	<b>3</b>
<b>Business Strategy and the Global Environment</b>	<b>3</b>
<b>Executive Leadership and Corporate Accountability</b>	<b>3</b>
<b>Organizational Strategy for Executives</b>	<b>3</b>
<b>International Study Abroad</b>	<b>3</b>
<b>Total</b>	<b>37</b>