

**COLLEGE OF BUSINESS ADMINISTRATION  
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE  
Minutes of Meeting on Thursday, March 18, 2010**

Attending: James Fellows, Chair  
Alison Watkins, Associate Dean for Graduate Studies, *ex officio*  
Antoinette Criss  
Tom Ainscough  
Mary Jo Jackson, Special Advisor for AOL

Absent: Cynthia Bean  
Christopher Davis  
Wei Guan (sabbatical)

The Chair called the meeting to order at 2pm. The minutes from the prior meeting were approved by email vote prior to this meeting.

The first order of business was the consideration of Marketing Research replacing Business Enterprise as a core course in the MBA program. After discussion the GCAC voted unanimously not to replace Business Enterprise. It was the consensus that the program has just replaced two other core courses effective this year. To replace another one makes the program look as if it has no focus.

The next order of business was a consideration from Dr. Watkins that all of the Essentials classes be made online, and that this be effective for Fall 2010 students. Moreover, the classes should all be “self-contained,” i.e., students can start the course any time they wish and finish it within a certain time frame. For example, students entering in Fall 2010 can start the Essentials classes on August 1, 2010 and have until the end of the Fall semester to complete any Essentials course they started. Similar logic would prevail for January 2011 admitted students. This proposal was unanimously adopted by the GCAC.

The GCAC next considered the application of Damaso Bautista, a current MBA student, for the annual \$250 MBA scholarship. Mr. Bautista was the only applicant. The GCAC unanimously approved Mr. Bautista for the scholarship.

The next order of business was to consider the use of the ETS exam in 21<sup>st</sup> Century Strategy beginning in the Fall 2010 semester. This was approved unanimously by the GCAC.

The last order of business was a consideration of the budget proposal that Dr. Watkins put together for the online MBA program. The proposal showed significant upfront costs, e.g., the program would lose a total of \$500,000 over the first two years. However, the program would begin to earn about \$200,000 a year beginning in the fourth year. After discussion the GCAC encouraged Dr. Watkins to present the budget proposal to the Dean, for his presentation to the Regional Vice Chancellor for Academic Affairs and the Regional Chancellor.

The meeting adjourned at 3:30pm. The next meeting will be announced by the Chair.