

**University of South Florida St. Petersburg
College of Business
Undergraduate Curriculum Committee**

Meeting Minutes for November 17, 2006

Members Present: Karin Braunsberger (chair), Chris Davis, John Gum, Grover Kearns, Dan Marlin, Rich Moss, Gary Patterson, Bob Thompson

Visitors: GERALYN FRANKLIN

1. Dean Franklin informed the committee that a new system was now operational for updating academic learning compacts (ALCs). Names of individuals who will be updating the ALCs for each area are needed so that system passwords can be provided. Documents can be given to Barbara Higel for entry into the system or each area can update the system directly. She also reminded the committee that, for assessment purposes, a class grade could not be used to measure attainment. However, the measure could be a certain percentage of the class will earn a grade of C or better.

2. Conformity of minimum grade requirements (i.e., the minimum grade necessary to count toward a student's major requirements) across different academic areas was discussed. Currently, different disciplines have differing minimum requirements and this mirrors the situation in the COBA USF Tampa. If we were to adopt a policy of conformity across the COB in St Petersburg, two major problems would be created. First, by not mirroring our sister institutions, we would create differing prerequisites for certain classes whereby a student from Tampa might be able to enter with a C- grade, whereas a St. Petersburg student would be required to have passed with a C. Second, according to information supplied to us by Student Advising, registration would be impossible with one set of standards for St Petersburg and another set for Tampa, Lakeland and Sarasota, because all four campuses within the system use the same registration system and there is no way (at least not now) to tell the registration system to treat prerequisites differently by campus. The prerequisites programmed into the registration system in Tampa (e.g., minimum grade of C- in the prerequisite) preclude us from enforcing different standards. Based on the above, it was found that congruency across the COB imposes unnecessary difficulty and is not in the best interest of the students' well-being. The committee therefore decided that grade requirements should mirror those of Tampa and recognized that some disciplines in the COB in St Petersburg will therefore continue to have differing grade requirements.

3. Martine Fernandes has asked the COB for a poll of students who might be interested in pursuing classes in Portuguese and/or Mandarin. This would help the student meet the international requirement and align with the emphasis on study abroad. Faculty in the marketing area are upgrading a questionnaire that had been provided by Dr. Fernandes, and once the questionnaire is done each academic discipline will be asked to perform an assessment of student interest.

4. Mark Durand and GERALYN FRANKLIN had been asked to evaluate a new format for the current ACL to determine if it would meet the requirements for both SACs and AACSB. It was indicated that both Drs. Durand and Franklin that it would. The ACLs include both program and discipline specific assessments. SACs emphasizes discipline specific and AACSB, historically, has

emphasized program specific but is beginning to emphasize the discipline as well. It was concluded that we could use the ACLs for AACSB if we changed the format slightly. Goals common to all areas have already summarized in the new format, and the representatives of each academic area have agreed to work on their discipline specific Learning Goals and Objectives according to the new format and then forward them to Karin Braunsberger who will pull all of the documents together.

5. The committee voted to adopt the proposed Course Outlines (formerly referred to as Master Syllabus) format across all disciplines. Each discipline should create a Course Outline (CO) for all classes offered including those not actually being taught. Each CO should include a list of acceptable textbooks that cover the required course content and instructors will have the freedom to choose from the respective list.

It was recognized that some disciplines might, in addition to the CO, have a more detailed set of course syllabi.

6. Discussion about the use of old editions of current textbooks was again raised. The committee decided that the use of current textbooks was in the best interest of the students and that all faculty should be encouraged to use the most recent version. This does not preclude the use of classical texts such as *Wealth of Nations*.

7. In order to ensure compliance with the AACSB stipulation for Management Science, the committee decided to do the following. A contact will be made with another Florida university that has recently been accredited to inquire as how that university met the requirement. Also, John Gum will review the ETS exam questions for Management Science to ascertain what specific type of knowledge is being sought. Finally, all core classes will inventory their content to identify topics that are related to Management Science. This will include management, information systems, and statistics.

8. The subcommittee reported that a request had been made to Louis Oddo to find out what colleges are offering a program in consulting practice. We are still awaiting a reply.

9. Jim Strachan has asked that, in addition to Accounting and Finance, we support a third degree at the Seminole campus. He suggested Marketing. The question was raised if a third program was really necessary and Karin Braunsberger will speak with Jim to determine the necessity.