College of Business Administration

Chairs/Directors Meeting Minutes

July 9, 2013  9:30 – 11:30am


Invited: Cathy Pucher, Zahn Center

1. Singh presented the Dean’s report
   a. A student-achievement metric (SAM) is being contemplated as a replacement for the widely used six-year graduation metric. An advantage of SAM is that it focuses on student learning. The Provost wants to improve four-year graduation rates; thus, class scheduling, prerequisites, and advising will receive attention. MyMAP will become more important to get students graduating in a timely manner. College of Sciences has a program to encourage students to study 25-35 hours per week. Belch is working with students on a four-year graduation rate study, which he will present at a future meeting.
   b. Strategic planning: the university budget is now divided between operational and strategic issues. The college will be looking for volunteers to serve on various strategic planning committees, and Singh will send out information.
   c. University wide, 67 faculty searches have been approved. Four are reserved for strategic purposes. An international business position for CBA is possible. July 12 is the deadline to put in proposals. Each department was asked to suggest other possibilities.
   d. Assigned time decisions were discussed at the latest Academic Deans’ Council, and there are wide differences among SDSU colleges on reducing course loads from 4/4 to 3/3.
   e. Like other colleges, the CBA runs a structural deficit. Approximately $700,000 is the size of the deficit in the CBA.
   f. Renovation: As of today there is a $3M campaign after scaling back, focusing on the 3rd floor, elevator area, and 3 classrooms. Pledges and donations now exceed half of the target. Summer 2014 is the target start time. The CBA has a surplus of about $3M (including unencumbered accounts held by departments). Some of this is contemplated as a backup in case the money for the renovation cannot be raised. Singh will recommend that the university move forward with the selection of an architect. The Campanile Foundation will finance the project. Singh plans to request more space so there will be enough room for new TT faculty hires and lecturers.
   g. Rankings: the marketing communications committee has been reformed.
   h. Research excellence: The college needs to identify areas of excellence so the university will put resources toward them. There is potential release time for faculty to support writing grants, and Singh can coordinate the application for it.

2. Cathy Pucher, executive director, presented information on Zahn Center initiatives.
   a. Zahn Center is located in the Industrial Technology building, offering services to student and faculty teams including legal, business, mentoring, prototyping and domain experts, all for no charge or equity. It is anchored in College of Engineering and has a partnership
with the Lavin Entrepreneurship Center. Center hopes to diversify beyond the colleges of engineering and business administration.

b. There are 13 active teams today, nine student-based and 4 faculty-based, all with industry mentors. Professors Francis and Deboskey provide consulting through office hours.

c. Prototyping through the machine shop is available for non engineers. There is a 3-D printer that can be made available to students, classes, etc.

d. There is a new gift enabling expansion of the center and support for social enterprises.

e. Teams define milestones every 90 days measuring progress to commercialization. Lack of progress can cause a team to exit the program. New teams are being vetted monthly.

f. There is a decision science lab that will be funded.


   a. 2013/14 department allocations were discussed.

   b. The $100k department allocation is approved. The money is to be spent according to department priority, with the dean’s office generally deferring to the department’s decisions. Going forward, there will not be a similar round for 2014/15.

4. Whittenberg and Chang discussed an internship program proposal to support spring internships for accounting students in the Bay Area. SOA wants to be able to guarantee course availability in summer even if it does not make the usual 15-student “make” level. The graduate fee may be tapped to support this for an initial period.

5. Probett introduced a proposal by the School of Music and Dance to create a major in music entrepreneurship which would embed the CBA entrepreneurship minor into their major (although they will not earn the CBA minor). Students in the program must meet the CBA impaction criteria.

6. Variaya reviewed Fall 2013 graduate admission data. A total of 250 applicants have paid the intent-to-enroll fee (150 MBA, 81 MSA, 7 MSBA-FTP, 12 MSIS).

7. The BA 290 transition to RWS has been agreed by the deans.