Notes from Executive Committee Meeting, September 16, 2008

Present: Gail Naughton, Jim Lackritz, Sharon Lightner, Mehdi Salehizadeh, Bruce Reinig, Alex DeNoble, Joe Belch, Kathy Krentler, David Ely, Sandy Ehrlich, Mark Ballam, Deb Tomic

Invited Guests: Jay Anderson and Colleen Conniff, Office of Financial Aid and Scholarship

The Executive Committee met from 10:00-11:40 AM in the Deanís Conference Room.

Jay and Colleen gave a presentation on the scholarship process, including policies for establishing scholarships, eligibility, application, and award distribution.

David Ely distributed a handout on the student profile for the incoming graduate students in Fall 2008. There was an increase of over 100 applications from a year ago, and we could have admitted more students had we not been in the midst of major budget cuts. There has been a shift to more MBA students and fewer MSBA students due to the new MBA program with the waiveable core classes. Overall distributions of undergraduate GPAs (mean=3.3), GMAT scores (mean=595), age (mean=26), gender (48% female), and international students (24%) are similar to recent years.

David also had a survey to ask the new students the determining factors to attend our graduate program. The top two factors were location and cost, followed by academic reputation, rankings, time to graduation, and flexible class schedules. Gail asked David to include AACSB accreditation on future surveys. David also tracks which schools students attend if they are accepted by SDSU but choose not to attend our MBA program. USC, UCSD, and UC Irvine are the top three on the list from this Fall.

We have been approached by Scripps Health to do an on-site MBA program. There are approximately 12,000 employees in the Scripps Health Care network. David has put together a proposal with a budget from Davette and asked the chairs to see if there was interest in their departments to teach classes in this program. If there is sufficient interest, David will bring the program to the ESP and Steering Committees for approval.

Chris Graham and Patricia van Damme are currently visiting GEMBA partner universities to get signed MOUs and to conduct site inspections. Chris submitted a report on recent activities in ESP and External Affairs.

EMBA applications for the Fall 2008 cohort were up 15% over the previous year, with 40 students enrolled in the newest class. Much of this is due referrals from our 20 year-strong EMBA alumni base and the programís longstanding reputation.

Sports MBA is currently recruiting for its 5th cohort. Last yearís cohort was a record 42 students and we are on track for another strong class this year. Scott Minto, Sports MBA Director, has recently been featured in AdAge, SD Union Tribune, SD Business Journal
and TV to discuss the programís marketing strategy through social networking (Facebook, etc.).

This yearís Sports MBA class recently presented at SONY to senior executives and FIFA (soccer association) regarding strategies for SONYís multi-million dollar sponsorship of FIFA.

EMBA Life Sciences was to start its first cohort in August. 11 full-time students will start their first set of online courses in September with partner Indiana University. Due to the relatively small size for this group, the students are classified as certificate students in Indianaís program, and will join next yearís cohort as EMBA students, thus broadening their group learning and networking opportunities.

GEMBAís program approval for WASC accreditation will be final upon receipt of final MOUs from partner universities. Recruiting has begun for this program and information sessions are held biweekly. The majority of inquiries come from California with good representation from graduates of SDSUís undergraduate International Business Program. The new US News and World Report rankings put our undergraduate IB program 14th nationally. Patricia was formerly IB program director until she came over to launch GEMBA. We anticipate a Spring 2009 start time for this groundbreaking new program.

In External Affairs, Aztec Business Alliance will oversee the 1-unit internship course to for students to receive course credit (this is for students who will not take MGT 401).

For the third consecutive year, The College of Business will co-host an MBA career fair with UCSD and USD called Hire San Diego in Fall 2008. Over 35 recruiters and 250 SDSU Graduate Business students attended this event in 2007.

The College of Business has launched a career services site exclusively for the Graduate Business students at SDSU. This site allows students to easily access MBA job opportunities regionally, nationally and internationally.

We had to adjourn before Mark Ballam had time to give his CIBER report. He distributed a handout with information on some of the programs and initiatives on which CIBER is currently working.

The CIBER Case Challenge for undergraduate business students brings teams of four from around the world to compete in analyzing and presenting an international business case to judges. This offers an excellent opportunity for SDSU students to gain exposure to international business issues as well as meet business students from around the globe. The event, hosted by the Ohio State University CIBER at the end of October, includes social events and company visits in addition to the case competition. Dr. Carol Venable is the Faculty Advisor for the SDSU team. There is an impressive list of schools sending teams to the competition.
The Global Business Project provides graduate business students from premier business schools the extraordinary opportunity to work in virtual teams and in-country on real business issues facing U.S. companies doing business overseas. Information sessions for SDSU MBA students will be held during the Fall Semester. The project/course is conducted during the Spring Semester. The program starts with a kick-off meeting in Washington, DC in March, 2009. The students will work in virtual teams until they travel to the designated country (China, Japan, Brazil) in late May. SDSU students will able to register under MGT 696. Dr. Gangaram Singh will be faculty of record for the course. There is an impressive list of schools participating in this event.

Upcoming SDSU CIBER Outreach events include The National Forum on Trade Policy, October 2-3, 2008, at the Sheraton San Diego Hotel and Marina. This is an annual conference supported by all 31 CIBERs bringing together business leaders, federal and state policy makers, professors and other leading exports on trade policy, from all over the U.S. This year's Forum will focus on Understanding U.S. Trade Policy: Past, Present and Future, a timely theme with profound significance for our regional and national economy.

SDSU CIBER will host the Academy of International Business 2009 Annual Meeting, June 27-30, 2009. The 2008-2009 CIBER Faculty Development in International Business Programs will offer options in China, Vietnam, and South America (Mercosur countries)

A new CIBER grant application will be due sometime in the fall of 2009. This competition will be for a four year funding cycle from 2010 to 2014.