Executive and Specialized Management Programs  
Committee Meeting  
Tuesday, January 31, 2012  
12:00 p.m – 1:30 p.m.  
Dean’s Conference Room

Present: Jim Beatty, Joe Belch, Beth Chung-Herrera, Jim Lackritz, Gangaram Singh, Nik Varaiya

Ex-Officio: Dawette Kawachi, Scott Minto, Ana Righelli, Patricia van Damme

November Meeting minutes were reviewed and approved. Process of creating the new Specialized and International Programs Committee that will replace the ESMP Committee was briefly discussed. Transition to the new committee to occur before June 30, 2012.

I. SMBA

Cohort VIII update – There are 32 students in the cohort; less representation of women, and younger than previous cohorts. This cohort will require more help in terms of professionalism, writing, etc. Students are not allowed to use laptops during class sessions.

Faculty Spring Meeting – Meeting for the instructors that are teaching in spring semester will be set up after the Case Competition.

Case Competition – is scheduled on Friday, February 10th. Only six teams are participating: New York University, University of Notre Dame, University of Texas – Austin, SDSU Sports MBA, UCLA, and USC.

BA 795 – SMBA VII students are in internships this semester; BA 795 project remains the same as last year, one student per one advisor. Presentations will be scheduled in the classroom and current students will be present.

Faculty Development Stipends – Committee had agreed previously to provide stipends to the new instructors that are teaching in Sports MBA program only if the instructors revise their Syllabus to include sports. It was suggested that the new instructor sends the proposal that will be evaluated by the faculty on the Sports MBA committee. It was also suggested that stipends be made available to faculty that are currently teaching but want to ‘improve’ their course; however, clear criteria for course improvement need to be established.

Faculty Review Process – Nik Varaiya presented a draft policy for faculty selection in ESMP programs. Draft needs to be reviewed by the committee members and feedback is expected before the next meeting.

II. EMBA

EMBA XXII enrollment update – Two students have dropped out of the program; Marc Chaanine was promoted and due to frequent travelling won’t be able to continue the program; Patrick McNamara is dropping out due to health issues.

EMBA XXIII recruitment update – seven applications have been received. Information sessions during lunch have only 10 percent no show rate as opposed to evening sessions that have 50% no show rate.

CBA marketing campaign – EMBA and Sports alumni will be interviewed and video recorded for a promotional video that will be available online. EMBA alumni: Christine Shimasaki, Alan Spector, Akhila Rao, Craig Collins, and Taina Rodriguez; Sports MBA: Kate Berkowitz, Steve Gera, Victoria Hoe. Patricia is using alumni networks to get into companies to do info sessions. Marketing funds are very limited. It was suggested that we monitor the effectiveness of our marketing expenses.

International Trip - The Dean has approved that Nik Varaiya participate with Patricia van Damme and Frank Ryan on the EMBA XXII international trip to Brazil. It was suggested that we measure the effectiveness from both academic and business perspectives of such international trips.

Meeting adjourned at 1:30 p.m; next meeting to be held on Tuesday, February 28 at 12pm.