College of Business Administration  
Graduate Committee  

Minutes: November 9, 2004 9:30 am, Dean’s Conference Room  

Members Present: Heather Honea, Murray Jennex, Sharon Lightner, Ken Marino, Mehdi Salehizadeh, Chamu Sundaramurthy  

Item 1. **Review of Section 3.2 of the College Policy File**  
Section 3.2 states “The College Graduate Committee is responsible for developing graduate programs and policy for the College.” It was concluded that this captures assessment and review of the graduate programs.  

**Action.** The committee voted that the wording does not need to be changed.  

Item 2. **Discussion of the Committee’s duties in AY 2004-2005**  
The committee examined the following documents: the 2003-2004 “Eligibility Procedures and Standards for Business Accreditation” adopted by the AACSB; the SDSU Senate Policy File; and a CBA document entitled “Masters of Business Administration (MBA)” containing statements on “learning goals,” various assessment tools/methods, and timelines (available at: [http://www.rohan.sdsu.edu/~gradcomm/html/Documents.htm](http://www.rohan.sdsu.edu/~gradcomm/html/Documents.htm)). It was concluded that this latter document is the one most consistent with the latest university assessment requirements. Next, as outlined in the “MBA” document, the committee agreed on the use of the following assessment tools:  

- Student surveys will continue to be administered each semester. A review of the survey instrument will be undertaken at the committee’s next meeting.  
- The BA 795 Client Survey has been conducted in the past by the Aztec Business Alliance. Ken Marino stated that his office will ensure that this information will continue to be collected on the usual annual basis.  
- The Alumni Survey was last carried out in 2000 by an external outfit called Educational Benchmarking, Inc. Given the high costs associated with this exercise, the committee will inquire as to the value provided to the CBA by the prior survey and whether or not the college can and should proceed with conducting another one in 2005.  
- The committee will complete an assessment of “Learning Goals and Outcomes” items 1.1 and 1.2 of the MBA document and prepare a report by October 2005. The committee concluded that, in addition to the graduate committee itself, a “roundtable” of MBA advisors and/or faculty teaching core graduate courses should be held during the Spring 2005 semester in order to review the student surveys and the outcomes of the other instruments highlighted above.
Item 3. Graduate Courses’ Syllabi
The committee examined the syllabus for Finance 651, concluding that it is a very good representation of the types of syllabi containing the “goals” and “assessment” information as required by the provost (see: http://npv.sdsu.edu/graduate.htm). Also, it was suggested that another useful source is the SDSU’s Center for Teaching and Learning (see: http://ctl.sdsu.edu/). The committee agreed that each department should have all of their graduate courses’ syllabi prepared with a similar format, with the complete set ultimately housed on the official CBA web site. The committee will ask the five CBA department chairs to inform their respective faculty members regarding this matter.

Item 4. SWOT Exercise
Committee member Murray, in his capacity as a representative of the newly formed Graduate Task Force Committee, informed our committee that each member should complete a SWOT analysis pertaining to the CBA graduate programs. Pending the receipt by each member of the SWOT template (to be provided by Jim Beatty), the committee members agreed to complete this instrument.

Adjournment: 10:45 am
Next meeting: November 30, 2004 at 9:30 am, CGI Conference Room

Mehdi Salehizadeh
For the College Graduate Committee