College of Business Administration  
Graduate Committee  

Minutes: September 5, 2006, 10:00 am, Dean’s Conference Room

Members:
Present: Heather Honea, Ken Marino, Mehdi Salehizadeh, Gene Whittenburg

Excused: Murray Jennex, Chamu Sundaramurthy

The committee welcomed Gene as the new representative from the School of Accountancy.

Item 1  Election of Chair
Mehdi was nominated and re-elected as the committee chair (for AY 06-07).

Item 2  Curriculum Proposals
Three Special Topics course proposals were reviewed and approved: Finance 696 (International Real Estate Finance); Accounting 596 (Accounting Information Systems – AIS – Development); and Accounting 696 (Methodology of Quantitative and Qualitative Research). Gene told the committee that the IDS Department’s chair has been consulted on the offering of ACCT 596 and that no objections have been raised concerning any possible duplication of course contents vis-à-vis existing IDS courses. As for ACCT 696, its aim is to teach graduate students majoring in accounting as well as other business disciplines how to conduct academic research. Meanwhile, Ken informed the committee that CBA has received special funding from the university, enabling it to offer a few graduate students the opportunity to be hired as research-only GAs, each of whom is assigned to a single faculty member. Presently, 5 students have taken advantage of this program. These along with other students may be among those enrolling in ACCT 696.

Item 3  MBA Assessment
The Assessment Report on GOALs 2 and 3 (comprised of SLOs 2.1, 2.2, 2.3, and 3.1, respectively) is to be submitted to the university in early Spring, 2007. Both Ken and Heather brought the committee up-to-date on the efforts – initiated back in the Fall of 2005 – to collect the needed data and other information. In addition to the portfolio-of-work material gathered from a randomly selected group of full-time “cohort” MBA students, pertinent information is being drawn from student surveys conducted at the end of each of the last two semesters. The overall dataset will be finalized by the end of this semester.

The next cycle of the Assessment Report is to be undertaken during AY 06-07 (with the possible inclusion of material from Fall 2007). It will focus on the following:
GOAL 4: Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities.

SLO 4.1: Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.

Assessment instrument: Capstone course: BA 795 – Business Consulting; Student Surveys; Client Surveys

SLO 4.2: Formulate strategies to solve business problems and pursue opportunities and communicate these strategies in a clear and concise manner.

Assessment instrument: Capstone Course: BA 795 – Business Consulting; Student Surveys; Client Surveys

Item 4  Graduate Curriculum
The committee continued its debate and discussion on the MBA/MSBA curricula. As a new member, Gene was apprised of the key aspects of the potential changes and modifications to be suggested. Further examination of this item will take place at the next meeting.

Item 5  New MBA Degree Programs
Dean Naughton has proposed two new graduate programs. First, the EMBA in Life Sciences is intended as a collaborative effort with Gallup University (with online courses offered via partnership with the University of Nebraska Lincoln, UNL). A suggested list of courses, put together by Ken, includes a few of the online classes currently taught by Regulatory Affairs (a program in SDSU’s Center for Biopharmaceutical and Biodevice Development and the College of Sciences). Further details on this program are expected from Gallup. Based on the information to-date, the Graduate Committee concluded that the proposal is workable and has potential. The committee awaits receipt of the relevant course proposals. The second program centers on the MBA in Global Entrepreneurship (and is detailed in the CBA’s Notes from Executive Committee Meeting of August 29, 2006, as distributed by Jim Lackritz). The Graduate Committee noted that there is no need for curriculum approval. The proposed curriculum exists and a student could presently pursue that program of study at SDSU and earn the MBA degree. However, during the discussion the following issues were raised, which the committee expects will have to be addressed by other faculty committees (including the International Programs Committee, the Executive and Specialized Programs Committee, the Steering Committee, and Department Chairs regarding faculty qualifications):
a) The target student population and recruitment strategy
b) The identity of partner institutions and their responsibilities
c) The adjunct faculty selection and review process
d) Staff resources necessary in the E&SP office
e) Budget and profit projection
f) Initial investment in staff and recruiting expenses.

Adjournment: 11:45 am

Next meeting: Monday, September 18, 10:00 am, Dean’s Conference Room

Mehdi Salehizadeh
For the College Graduate Committee