College of Business Administration
Graduate Committee

Minutes: March 12, 2007, 9:00 am, Dean’s Conference Room

Members:

Present: Heather Honea, Murray Jennex, Mehdi Salehizadeh, Chamu Sundaramurthy, Gene Whittenburg

Excused: Ken Marino

Guest: Kathy Krentler

Item 1 IDS Curriculum Proposals
The IDS Department presented several curriculum proposals. Two involved new program titles – MBA and MSBA in Supply Chain Management – replacing existing titles bearing the words Operations Management. Three existing graduate courses, IDS 744, 752, and 754, represented changes in course titles and/or description, with two graduate/undergraduate courses, IDS 515 and 520, undergoing changes in title, prerequisite, and description. The proposals received unanimous approval from the GC.

Item 2 IDS Partnership Program with IDU
The IDS Department has proposed a graduate degree program in partnership with the National Defense University (NDU) Information Resources Management College (IRMC). NDU is a Department of Defense university offering graduate level certificate programs. As described in its brochure, the IRMC:

— Focuses on information leadership and management
— Conducts instruction by three academic departments: Information Strategies Department, Systems Management Department, and Information Operations & Assurance Department
— Enrolls military and civilian DOD managers, and personnel from other government organizations, foreign defense ministries, and private sector

According to the yet-to-be signed MOU – designed for a term of three years, potentially renewable – between the CBA/IDS and NDU/IRMC, the partnership would:

“enable graduates of the NDU/IRMC certificate programs in either Enterprise Architecture (EA) or Information Technology Project Management (ITPM) to transfer 12 units of credit towards an MSBA in Information Systems. NDU/IRMC graduates of the EA and ITPM certificate programs would have to meet all of the regular admittance standards into the CBA and the 12 units would only apply to the MSBA in Information Systems degree.”
The IDS proposal states that “students who transfer credits through this partnership would work directly with Alex Koster, IDS Department’s graduate advisor, to determine which courses would be substituted for the 12 units of credit. This would depend on the certificate program and the student’s experience.” Upon completion of the “remaining requirements at SDSU/IDS, the following degree(s) may be awarded from SDSU/IDS: MSBA in Information Systems.” The IDS department anticipates between 5 and 10 transfer students to enroll annually in existing IDS graduate courses. No additional funding is needed, nor is there any expected resource implications. From a pedagogical/curriculum perspective, the GC unanimously approved the proposed partnership, including the endorsement of 12 units of transfer credits. The committee noted, though, that a 9-unit transfer limitation is stipulated in the graduate bulletin that applies to most Masters degree programs at SDSU. The endorsed exception would allow students participating in the partnership to transfer 12 units of credit towards the MSBA in Information Systems degree, provided they first satisfy all regular admittance standards to the CBA. The committee recommended that the IDS chair contact the University’s division of Graduate and Research Affairs to seek university approval on granting this exception.

Item 3  MBA Assessment
With guest Kathy Krentler in attendance, the GC discussed the overall MBA assessment process and the fact that there have been concerns expressed, by at least one faculty member, regarding the potential time and efforts to be devoted on the part of faculty in completing the next round of MBA assessment report which is primarily based on BA 795 projects.

[FYI: Excerpts from the distributed Minutes of the GC Meeting of 1-29-07:

The next cycle of the Assessment Report is due next Spring semester, 2008. It will focus on ... GOAL 4 ... SLO 4.1 ... SLO 4.2. Assessment instrument: Capstone course: BA 795 – Business Consulting; .... Ken informed the committee that he has selected 2 BA 795 Projects from each of the 2006 terms (Spring, Summer and Fall). The 6 cases represent a total of 3 instructors ... and 6 faculty advisors ....]
Kathy talked about the possibility of there being some limited funds available for providing honorariums for both faculty and students involved in future MBA assessment reports. Also, Kathy suggested that graduate assistants could be used to tabulate question scores (as was the case by some of the faculty members who contributed to the MBA assessment of core classes completed last year). For the next report, Kathy informed the committee that a modified version of a certain “rubric” instrument, which has been utilized for assessing the BA 790 in the Marketing Department, may prove to be useful to those faculty members who will be asked to participate. Chamu and Heather agreed to work with Kathy in developing this instrument. Following this decision, it was further agreed that for this next round of MBA assessment, “new” BA 795 cases – as opposed to those already selected by Ken and referred to in the GC minutes of 1-29-07 highlighted above – will be chosen from among the cases completed at the end of Spring, Summer, and Fall of 2007.

**Item 4 Proposed New MBA Curriculum**

The committee took up some of issues and concerns previously raised by individual faculty as well as through meetings with departments. At the request of Mehdi, Nancy (from the Graduate Business Office) had kindly gathered the raw data showing the academic performances of MBA and MSBA students in shared/common courses taken by both groups. Figures were made available for the latest five offerings (ending in Fall 2006) of the following courses: FIN 641; FIN 653; IDS 753; MGT 669; MGT 721; MKTG 761; MKTG 779. The data analyses, conducted by both Gene and Murray, showed no significant differences in the performances of MBA vs. MSBA students. Thus, it would appear that the waiver of the core classes in the proposed New MBA Curriculum, allowing graduate students to pursue a 30-unit MBA – instead of the MSBA – degree is not expected to lead to any academic “deficiencies” as measured via the two groups’ historical performances in the shared/common courses.

The committee decided to conduct an examination of various MBA programs around the U.S. to determine the extent of existence of 1-year MBA degrees and the attendant requirements for admission into such programs. From among the schools listed in the 2007 MBA rankings by *Business Week*, GC selected 15 institutions – 5 of the top MBAs (UC-Berkley, USC, UT-Austin, Michigan-Ann Arbor, and Penn-Wharton), 5 in the middle category (UW-Seattle, U. of San Diego, Arizona State, Cincinnati, and Georgia Tech), and 5 in the lower rankings (Rutgers, Georgia State, Florida State, Houston, and UN-LV). In addition, GC would examine a number of others – some regarded as “peer” schools and others considered to be “aspirant.”
The committee agreed that the proposed legal/ethics and technology courses should be offered on the basis of “selection from an elective list” (similar to existing theme system). Moreover, in light of the latest MBA Assessment report which revealed the less-than-optimum outcome from student surveys of these two theme topics, GC decided to take a closer look at the choice courses/contents. Mehdi provided Chamu with the syllabi for the existing Legal/Ethical Theme classes: ACCT 681; FIN 604; FIN 659; MGT 626; MGT 722; MGT 740; MGT 742; and MGT 746; similarly, Heather was given the syllabi for Management of Technology Theme: IDS 680; IDS 688; IDS 691; IDS 754; MGT 731; MKTG 761; MKTG 768; and MKTG 770. The committee members were asked to evaluate the target courses (with Chamu seeking input from all departments, and Heather collaborating with Murray), determining which ones will best match the proposed theme course in each of the two respective areas. GC noted that some courses may not be relevant to the area, and that some may no longer be offered.

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PERSONAL NOTE: The Graduate Committee would like to take this opportunity to convey its well wishes for a full and speedy recovery to our colleague Ken Marino. Our thoughts and prayers are with him and his family, and all of us look forward to having him back soon.

Adjournment: 11:00 am

Next meeting: Monday, April 2, 9:00 am, Dean’s Conference Room

Mehdi Salehizadeh
For the College Graduate Committee