College of Business Administration  
Graduate Committee  
Minutes: February 23rd, 2010 1:15pm, Dean’s Conference Room  

Members (in attendance):  
Karen Ehrhart: MGT  
Heather Honea: MKTG  
James Beatty: IDS  
Damon Fleming: ACCTG  
Kuntara Pukthuanthong-Le: FIN  
David Ely: Graduate Director  

Item 1-Graduate Business Student Enrollment  
The Graduate Committee reviewed graduate business student enrollment by specialization/concentration from Spring 2008 through Spring 2010. For Spring 2010 enrollments are as follows: 374 MBA, 153 MSA, and 61 MSBA students. The most highly subscribed specializations/concentrations in terms of students enrolled are Entrepreneurship (20), Finance (30), Information Systems (21), Management (23), and Marketing (19). Two-hundred and twenty five students are in the General MBA and 36 students are in other specializations.  

If the admissions continue to be limited to the Fall semester, the COB can anticipate enrollment in the MBA program to be approximately 400. This number is a significant reduction relative to 2009 and 2008. This reduction will have implications for the funds made available through the Graduate Professional Fee, will reduce the number of core course sections needed each semester, and may reduce the number of graduate level electives that can be filled.  

Item 2- BA 795  
The Graduate Committee’s on-going analysis of the BA 795 culminating experience continues to provide evidence that BA 795 is a highly valued experience for students. The Committee’s goal was to examine potential solutions to issues regarding 1) the large number of projects required, 2) misalignment of student expertise and interests with project focus, 3) student teams having multiple bosses (faculty advisors and client), 4) differences in academic capabilities or experience of team members and 5) free rider issues within a team. Progress has been made regarding the following issues (referenced by number).  

#1. The issue related to the number of client projects needed for the BA 795 program will likely resolve itself due to the reductions in graduate business student enrollment.
Two student teams competed in a finance business competition, the Association for Corporate Growth, for their culminating experience. The members prepared for the competition and are completing additional business case assignments to fulfill their BA 795 requirement. This allowed students with a focused interest in finance to pursue a culminating experience related to their specific expertise and interest. The workload for the competition and cases is equivalent to a traditional BA 795 experience. The competition experience was perceived positively by the student team members. The project also provided exposure to business community and highlighted the quality of SDSU MBA students (two noted benefits of the traditional BA 795 experience). The Committee will examine whether there are any similar opportunities in Entrepreneurship/Management, Accounting, IDS and International Business.

Marketing is not included in this list. Generally misalignment of interests with their projects is not an issue in the domain of marketing, as many projects have a marketing focus. However, it was noted by the Committee that relative to alignment of expertise, market research and analysis skills are often critical to the completion of BA 795 projects. Many students have not completed a research course when they engage in the culminating experience.

Heather Honea (GC Chair) and Damon Fleming (member) are serving as the faculty and second, respectively, for an internal BA 795 project this spring. They are piloting an individual assessment exercise with this team and will examine whether it helps to identify differences in academic capabilities or experience of team members and free rider issues within the team.

Item 3- Accreditation: Assessment, AQ Faculty

The Graduate Committee reviewed the contributions that the committee can provide to the accreditation process and review. The Committee feels they are on track relative to assessment activities.

The Graduate Committee discussed concerns regarding academically qualified faculty (retirements, attrition, overall numbers). The Committee acknowledges the crisis situation the College of Business faces relative to these issues and will continue to examine the role this curriculum committee may play in addressing this situation.

Adjournment: 3:05 pm

Next meeting: Tuesday, March 9th, 1:15pm. Ciber Room

Heather Honea