Undergraduate Committee  
August 30, 2004  
Minutes

Present: Pat Dintrone, Annette Easton, Gary Grudnitski, Kathy Krentler, Bruce Reinig, Mehdi Salehizadeh  
Absent: None

1. Introduction of New Members and Welcome  
Three new members joined the Committee for the upcoming year, Annette Easton (IDS), Bruce Reinig (IDS), and Mehdi Salehizadeh (Finance).

2. Election of Chair  
On a unanimous vote, Gary Grudnitski was elected to chair the Committee for the upcoming academic year.

3. Annual Assessment of Change  
The Undergraduate Committee is charged with consideration of four factors regarding the program at its first meeting of each academic year. Changes in any of these factors would spark a review of the stated objectives for the B.S. degree in Business Administration. No changes were noted in the first three factors: the University’s mission or objectives for baccalaureate programs, the College’s mission or objectives, and the existing majors in the College. Regarding the fourth factor: the characteristics of students and other constituents served by the B.S. in Business Administration degree, it was noted that the only potentially significant change to occur in the past year was the distribution of majors across the College. The Committee agreed that this changing pattern should continue to be watched, but was not of sufficient magnitude currently to spark a review of objectives.

4. Enrollment Update  
As of 8-27-04, 758 students had declared upper-division Business for Fall 2004. Three weeks remain in the declaration period and the total number is projected to reach approximately 775 students. This is almost 100 more students than Fall 2003, which was itself the highest semester in history. The continuing struggle to meet the needs of our students, within the environment of constrained resources and limited control over admittance to Business, was discussed.

5. Program Update  
   a. Upper Division Welcome  
   Krentler described a new program which will be offered for the first time in Fall 2004. All new upper-division students have been invited to attend a welcome reception on Saturday, September 4. The reception will feature lunch and a short program.  
   b. Cohort Program  
The history of the cohort program, offered for the first time in Spring 2003 was reported. The program has been discontinued as the result of budget cuts.
c. **Honors Program**
   The history of the honors program was briefly described for new Committee members. There are approximately 25 students currently active in the program.

d. **Ethics**
   The history of the Undergraduate Committee’s efforts to provide content in Ethics to CBA students was described for new Committee members. Currently a potential agreement with the Philosophy Department is being explored. Under the agreement the Philosophy would teach a one unit course in Business Ethics to all CBA students during their first semester of upper-division. The one unit course would provide the theoretical foundations of the material and be followed with application-oriented material in upper-division business courses. Although the Philosophy Department has agreed in principle, funding has not been finalized. The issue remains in discussion, and the Committee will be talking further with the departments regarding this option or other potential ways of meeting the requirement to incorporate Ethics into the Business curriculum.

6. **Curriculum Proposals**
   a. **IDS 481**
      Two proposals, one to add IDS 481 (e-Business/Web Development) as a new course and one to include the course as an elective for IS majors, were considered. Both were unanimously approved pending noted corrections to the new course proposal.

   b. **IMC Program**
      A proposal to add two Communications courses to the course choice options for students in the IMC Specialization of the Marketing major was considered. The proposal was tabled pending receipt of a letter from the Communications Department indicating their willingness to accept business students in the two noted courses.

7. **Strategic Planning & Situation Analysis**
   Krentler explained that the Undergraduate Committee has been asked to prepare a situation analysis of the undergraduate program as a precursor to the College’s strategic planning efforts. Since the analysis was requested by September 30, 2004, Krentler agreed to develop an initial draft, using secondary data, and send it to the Committee for comment.

8. **Projects for the Coming Year**
   a. **Prep and Core Assessment**
      The need to proceed with the development of assessment programs for IDS 180, ACC 201, and ACC 202 was noted. It is the goal of the Committee to have such programs in place in the upcoming academic year. It was agreed that assessment programs for FIN 240 and IDS 290 would be postponed until these programs are in place. Further discussion of core assessment was postponed until the next meeting.

Meeting Adjourned at Noon
Next Meeting: Monday, September 13, 10:00 a.m.; Dean’s Conference Room