Present: Pat Dintrone, Annette Easton, Gary Grudnitski, Kathy Krentler, Bruce Reinig
Absent: Mehdi Salezideh

1. IMC Program Change
   The Committee unanimously approved the addition of COMM 565 as an elective in the Marketing Major/IMC Specialization program.

2. Strategic Planning Retreat
   The Committee reviewed a draft of the Undergraduate Program situation analysis prepared by Krentler. The analysis will be distributed to CBA faculty and an abridged version of the analysis will be presented at the CBA Strategic Planning retreat on Saturday, September 18.

3. Welcome Reception
   Krentler reported on the Upper Division Welcome Reception that was held Saturday, September 4. The program appeared to go well and was well received by those in attendance. Attendance, however, was disappointing. Of the 758 students invited, 133 students confirmed they would attend. Of these students, only 35 actually attended the Reception. Discussion centered on whether to attempt the reception for a second time, and if so, what could be done differently to increase attendance.

4. Ethics Update
   Krentler and Grudnitski reported on the current status of a proposed agreement between the CBA and the CAL to have the Philosophy Department offer a one-unit Business Ethics course as part of the CBA core. A memorandum of agreement between the CBA and the CAL has been drafted. The agreement will serve as the basis of communication between the Deans of the two Colleges.

5. Core Assessment
   Dintrone reported on the status of core assessment in the College. Currently individual Departments undertake assessment in their core courses. In Spring 2004 the CSU Business Assessment Test (BAT) was also administered in some sections of MGT 405. The pros and cons of the two approaches were discussed. The Committee unanimously approved the discontinuance of the individual Department assessment efforts in favor of the BAT. The BAT will be administered for a second time during the Spring 2005 semester.

The meeting adjourned at 11:10 am.
Next Meeting: September 27, 10:00 a.m.; Dean’s Conference Room