Undergraduate Committee  
January 24, 2007  
Minutes

Present: Michelle Dean, Annette Easton, Gary Grudnitski, Kathy Krentler, Bill Sterk, Sandi Williams  
Absent: Andrew Ly (ABSC representative)  
Guests: Patricia Flores van Damme, Dean Popp, Gangaram Singh

I. International Business Guests  
Grudnitski introduced Dean Popp (Acting Chair, International Business department) and Patricia Flores van Damme (Director of Academic Programs, International Business program). Dean and Patricia plan to attend Undergraduate Committee meetings to stay apprised of College of Business issues that affect the International Business program, and to ensure a strong relationship between the College of Business and the International Business program.

II. Spring Declarants  
Krentler presented the Committee with information regarding the Spring 2007 upper-division declarants. As of January 19th, 552 students had declared. This is an increase of 38 students over the total number of students who declared in Spring 2006 (the Spring 2007 declaration period still has three weeks to go). In an effort to determine where the increase came from, Williams identified the year of admittance for 516 of the new declarants. The largest group of students was new to the University in 2004 (hence are most likely native students who started as freshmen in 2004). The second largest group comprised students new to the University in 2006 (hence are most likely transfer students admitted last year but did not meet the qualifications to declare upper-division at the time they were admitted). Analysis of the market shares of the various majors indicates that IMC and Finance are up significantly between Spring 2006 and Spring 2007 (112% and 39% increases, respectively) while Financial Services and Information Systems recorded the greatest declines in that period (31% and 20% respectively). Most other majors were similar to Spring 2006, although Accounting has experienced a 10% decrease.

Discussion about the implications of the ever increasing numbers of students and the College of Business’ ability to serve them adequately ensued. Grudnitski suggested that he believes that a competitive admission to upper-division is the only real long-term answer. A competitive system eliminates the stated GPA for admission to upper-division. The College determines the number of new declarants it could adequately serve, rank orders qualified students by GPA, and then admits the appropriate number of students starting with the highest GPA. Other Committee members agreed that such a system would help to limit over demand for upper-division business courses and would allow for better planning of sections and seats to be offered. It was
noted that accurate determination of number of students that can be adequately served would be challenging.

III. **BA 300**
The Committee discussed student demand for BA 300 (Ethical Decision Making in Business). It is estimated that approximately 520 upper-division business students currently have a 2006-07 catalog year, and hence require the course. This creates a 200+ backlog as only 300 seats of the course have been offered to date. Further, this figure does not recognize a significant number of students with earlier catalog years that are not required to take the course but are choosing to. Demand for the course will increase in the 2007-08 academic year as that is the first year in which International Business students new to the University will be required to take the course. By the 2008-09 academic year, students who started as freshmen at SDSU in Fall 2006 will begin entering upper-division and will also be required to take the course. Hence it is estimated that by Fall 2008, approximately 1,500 seats per year will need to be offered to meet current demand (but not counting the potential backlog of demand that may have been created in the previous two years). The Committee agreed that these numbers are of concern and that it is important for the CBA to begin now to consider how to handle what is expected to come. Ideas included:

- Requesting a faculty line in ethics.
- Entering into discussion with the Philosophy department regarding any potential interest they might have in teaching the course.
- Offering some sections of the course in a two day format (for example two consecutive Saturdays).
- Offering the course as a hybrid course which would involve 7.5 hours of online lecture and a single full day in class (for example, a Saturday).

IV. **Upper-Division Welcome**
Krentler informed the Committee that the Upper-Division Welcome Luncheon will be held this semester on Monday, February 5. E-mail invitations went out to all new declarants on Monday, January 22. All core faculty and department chairs have been invited to attend, and ten student organizations and programs are expected to be represented. The Eastridge Group donated $2,600 to fund t-shirts. It is expected that the 750 shirts purchased with the Eastridge donation will last several semesters. Discussion of how to systematically include International Business majors in this event took place.

V. **HTM**
Grudnitski informed the Committee that an agreement has been reached between the College of Business, the College of Professional Studies and Fine Arts (PSFA), and the Hospitality and Tourism Management (HTM) department that will result in the HTM program ending its joint program status between the CBA and PSFA. HTM will become a “school” residing in the PFSA. A formal announcement is expected soon.
VI. **Assessment**

Krentler updated the Committee on the status of this year’s undergraduate program assessment efforts. A team led by Pat Dintrone assessed our student’s critical thinking skills using case analyses written in MGT 405. The team decided that the results of the effort would be enhanced if further data was collected. The assessment exercise will be supplemented with an analysis of MGT 405 case analyses from spring semester 2007.

A brief discussion of the validity of the Business Assessment Test (BAT) took place. The BAT is administered annually to all students in MGT 405 and is used to assess the “essential business principles” goal for our undergraduate program. The Committee stated that it wished to review the exam questions and might consider alternatives means of assessing this goal in the future.

VII. **Management Department Program Proposals**

Gangaram Singh, chair of the Management department, discussed a major revision of undergraduate programs in his department. The revision has been underway in the Management department for nearly two years. Changes are being proposed to the general Management major to strengthen it. Further, two new emphases have been developed under the Management major: Entrepreneurship and Human Resources. The appropriate curriculum proposals to move these changes forward have been developed and approved by the Management department. A total of twelve new courses are being proposed. Undergraduate Committee members received copies of the program forms (a change form for the existing general Management major and new program forms for the emphases in Entrepreneurship and Human Resources) and the new course proposal forms. Additional material including a variety of appendices and supporting information is available in a binder located in the Dean’s office. Committee members agreed to review the material by the next meeting of the Undergraduate Committee in three weeks. That meeting will be devoted to the Management proposals.

**Meeting Adjourned:** 11:55 a.m.

**Next Meeting:** Wednesday, February 14, 10:00 a.m.; Dean’s Conference Room