Undergraduate Committee
March 14, 2007
Minutes

Present: Michelle Dean, Annette Easton, Gary Grudnitski, Kathy Krentler, Tyana Perez (ABSC representative), Bill Sterk, Sandi Williams

Guest: Patricia Flores van Damme

1. Curriculum Proposals
   a. Management
      Suggested changes have been made to the various courses in the Management curriculum package that the Committee evaluated at its 2-14-07 meeting. These changes were reviewed by Sandi Williams and Kathy Krentler. Williams and Krentler reported that they are satisfied with the proposals as they currently stand.

      The Committee unanimously approved all program changes and new course proposals in the Management curriculum package.

   b. Marketing
      - MKT 477 – The Committee reviewed a new course proposal for a marketing elective. The course involves student participation in marketing-based small business consulting as well as participation in the Students In Free Enterprise (SIFE) program. Discussion centered on how students will use the course in their program and the course’s prerequisites.

      The Committee unanimously approved MKT 477.

      - Program Change – The Committee unanimously approved a program change to the General Marketing major that includes MKT 477 as an elective.

      - Program Change – The Committee reviewed a program change for the IMC Specialization in Marketing that adds additional elective choices from Journalism & Media Studies, Psychology, and Sociology. These courses are being added to provide IMC students with a greater number of options as the program grows.

      The Committee unanimously approved the program change.
c. Finance
Grudnitski informed the Committee that a curriculum package to include the creation of a specialization in Commercial Real Estate and the development of four new courses to support the new specialization should be expected. Finance is aware of the April deadline for these materials to reach the Undergraduate Committee to make the 2008-2009 catalog.

2. BAT Exam
Krentler informed the committee that CSU – Long Beach has a new Associate Dean, Mary Wolfinbarger, who is now administering the Business Assessment Test (BAT). Mary recently e-mailed all CSU campuses that have been involved with the BAT to determine whether they would be interested in participating in an effort to evaluate and improve the existing test. Also noted in the e-mail was the fact that several schools from the original CSU consortium have opted out of the BAT program.

The Committee discussed options available to SDSU for assessing essential business knowledge (the purpose of the BAT). The options include continuing to use the BAT as is, agreeing to participate in an effort to improve the BAT, dropping the BAT, switching to a different comprehensive exam (most likely Educational Testing Service’s Major Field Test in Business), developing an internal test (to be used only by SDSU), or adopting a non-test approach to assessing essential business knowledge such as a business simulation in the capstone business course). The pros and cons of these various options were considered.

The Committee decided that it would volunteer to participate in the evaluation and potential overhaul of the existing BAT. If the revision does not ultimately meet SDSU’s expectations, then the Committee will consider other options. Krentler agreed to distribute the discipline-specific subset of BAT questions to the appropriate Committee members for review and recommendation. Further, Krentler will contact Wolfinbarger to inform her that SDSU is willing to participate in the effort to improve the BAT.

3. Strategic Initiatives
Krentler informed the Committee that the three strategic initiatives adopted for the Undergraduate program at its 2-14-07 meeting were presented to the Executive Committee at its 3-13-07 meeting. Current status of the initiatives is:
a. **BA 300** – A hybrid version of BA 300 will be developed. This hybrid will be tested in a limited number of BA 300 sections during the 2007-2008 academic year. If all goes well, it is anticipated that the hybrid model will be adopted for all BA 300 sections beginning in Fall 2008. The model involves approximately 6 hours of online content that will be viewed by students coupled with two face-to-face sessions (either two evenings or two Saturday mornings). The face-to-face sessions will include discussion of readings and case analyses. The online content will be developed over the summer (2007) by Lori Ryan and Dan Eaton.

b. **BAC** – Two efforts are being spearheaded within the Business Advising Center (BAC). The first is the development of a means to communicate directly, via e-mail, with all business students. Williams reported that two Blackboard “classes” have been established – one for Pre-Business students and one for Upper-Division Business students. The Upper-Division group will be further sub-divided by major. Williams will communicate with the department chairs regarding use of the system. The second BAC endeavor involves the use of AdvisorTrac, which is an automated system designed to capture data about student use of the Advising Center and allow for feedback from students. Williams is currently working with Wayne and John on the information technology aspects of the system. Further, she anticipates the system will be up and running some time during the week of 3-19-07.

c. **Business Week Rankings** – The Committee discussed the *Business Week* ranking of Undergraduate Business Programs. The 2007 (second annual) ranking was released this week. There were 93 schools ranked in 2007 compared to 61 in the first year of 2006. The Committee discussed the methodology used to produce the rankings, SDSU’s ability to supply the data required for ranking to occur, and the potential benefits and risks of participating in the ranking process.

*The Committee voted unanimously to recommend to the CBA Executive Committee that SDSU’s College of Business participate in the 2008 ranking process.*

The meeting adjourned at Noon.

**Next Meeting:** Wednesday, April 11, 2007, 10:00 a.m.; Dean’s Conference Room