Undergraduate Committee  
October 8, 2009; 10:00 a.m.  
Minutes

Present:  Michelle Dean, Gary Grudnitski, Kathy Krentler, Josh Lyon (ABSC Representative),  
Bill Sterk, Sandi Williams

1. Program San Mediterranee  
The Committee reviewed a proposal for a dual degree program between SDSU and  
Euromed Marseille (EM), located in Marseille, France. Participants in the program would  
earn a BSBA with an emphasis in Marketing from SDSU and a BA in International  
Business from EM. The Committee voted unanimously to approve the program pending  
some editorial issues and corrections.

2. MKT 370 Online  
Krentler informed the Committee that the proposal to offer MKT 370 as a fully online  
course did not pass the Marketing Department.

3. Upper Division Welcome  
Following up on the recommendation from its last meeting that the Upper Division  
Welcome event be hosted annually rather than every semester, the Committee  
discussed event timing. Williams and Lyon indicated that the Associated Business  
Students believe that a Fall semester event would be more beneficial to organization  
recruitment than a Spring semester event. The Committee agreed to cancel the Spring  
2009 event and begin a trial period in which the event is held annually starting in Fall  
2009.

4. Essential Business Knowledge Fixes  
The Committee continued its ongoing discussion of strategies for “closing the loop” in  
the area of Essential Business Knowledge. The development of some sort of  
toolkit/online review of specific topics that would be made available to all students was  
discussed. Other colleges of business have discussed this idea but no concrete examples  
are available for evaluation. The Committee agreed that Statistics and Accounting were  
two likely subjects to serve as pilots. Discussion will continue.

5. Oral Communication Skills Assessment  
The Committee (with the exception of our ABSC representative) will participate in the  
assessment of CBA students’ oral communication skills this semester. Classroom visits to  
listen to and assess presentations are planned in a number of capstone classes during
the week of December 1-5. The Committee plans to conduct training/norming sessions prior to classroom visits.

Meeting adjourned at 11:40 p.m.

**Next Meeting:** Wednesday, October 22, 2008, 10:00 a.m.; Dean’s Conference Room