Undergraduate Committee  
September 1, 2010  
Minutes

Present: Michelle Dean, Annette Easton, Paul Graf, Kevin Hee, Kathy Krentler, Gabriela Marichi (ASBC representative), Robert Plice, Sandi Williams

1. Welcome & Introductions  
Kathy Krentler, Director of Undergraduate Programs, welcomed the committee to a new academic year. The committee introduced itself.

2. Election of a Chair  
Krentler nominated and Plice seconded, Annette Easton as committee chair for the 2010-2011 academic year. Easton accepted the nomination. The committee voted unanimously to approve Annette Easton as chair.

3. Member Additions  
The committee briefly reviewed a change to the CBA Policy File that was approved via a vote of the CBA faculty in Spring 2010. The change allows tenure track, probationary faculty to be invited to serve on the Undergraduate Committee as full voting members. Based on this, the committee voted unanimously to invite Kevin Hee (ACC) to serve a one-year term on the committee. Kevin accepted.

4. Annual Program Check  
At its first meeting of each academic year the committee is charged with considering four factors. Changes in any of these factors would spark a review of the stated objectives for the B.S. degree in Business Administration. The four factors are:

a. The University’s mission or objectives for baccalaureate programs  
b. The College’s mission or objectives,  
c. The existing majors in the College,  
d. The characteristics of students and other constituents served by the B.S. in Business Administration degree.

It was agreed that there had been no changes to the first three factors. With regard to the fourth factor, several characteristics of the student body were considered:

- **Major Market Share.** Market shares across majors for new declarants to upper-division in Fall 2010 were compared to those declaring in Fall 2009. The only notable changes were a 2.5 percentage point drop in Management and a 1.9 percentage point increase in Information Systems.
• **Upper-Division/Lower-Division Balance.** The traditional balance of more lower-division students and fewer upper-division students has shifted. This is believed to be a temporary change as currently large numbers of students work their way through upper-division while lesser numbers of new students are admitted.

• **Native vs. Transfer Balance.** The traditional balance of approximately 60% Transfer/40% Natives in upper-division has shifted. There is currently a slightly higher percentage of native students than transfer students in upper-division. This change is also expected to be temporary as the system adjusts to changes in admission cycles.

The committee did not feel that any of the changes noted were of sufficient magnitude nor expected to represent sufficiently permanent shifts to warrant a review of the stated objectives for the B.S. degree in Business Administration.

5. **Fall 2010 Numbers**

The committee discussed the decline in admissions to upper-division for Fall 2010. To date, 736 students have declared upper-division in the CBA versus a total of 1,006 students in Fall 2009. Further, the CBA has declined to a total of 3,948 students in Fall 2010 from 4,229 students in Spring 2010. As a significantly lower number of freshman admits to the university occurred for Fall 2010, it is anticipated that numbers in the CBA will continue to shrink for the next couple years.

6. **Fall UG Program Kick-Off Info**

The committee previewed a short presentation that Krentler & Williams will be making at the CBA Kick Off luncheon on Thursday, September 2. The presentation provides information about CBA Undergraduate Program numbers as well as UG Special Programs and the Undergraduate Business Advising Center.

7. **Fall 2010 Upper-Division Welcome**

Krentler informed the committee that the annual Upper-Division Welcome luncheon for all students new to CBA Upper-Division in 2010 (Spring, Summer, and Fall) will be held on Wednesday, September 8 in Montezuma Hall. Slightly over 1,000 students were invited to the event.

8. **Initiatives & Strategic Plans**

The committee reviewed the three strategic initiatives it had established for the 2009-2010 academic year and the outcome of those efforts:

   a. **Alumni Database.** The committee concluded that alumni databases are most effective at the departmental level rather than the program level. Departments
were encouraged to develop individual databases and the UG Program offered to provide aid and support to the departments in this endeavor.

b. **Rankings.** A profile of the undergraduate program was developed and submitted to *Business Week*. Data was collected, following the end of Spring Semester, from graduating students. The committee agreed to review this data in an effort to determine whether the CBA undergraduate program should submit itself to the *Business Week* rankings process. Williams will obtain the data from Career Services and it will be reviewed at a future meeting.

c. **Study Abroad.** The committee had approved a Global Experience Program (GEP) certificate as an option for students. The GEP received support from the CBA International Programs Committee however it was tabled before moving to the Steering Committee due to lack of sufficient staff in the Study Abroad office to support it. New Study Abroad staff should allow this proposal to move forward.

Krentler informed the committee that in lieu of annual initiatives tied to the CBA Strategic Plan, the associate dean has indicated that he would like a strategic plan developed for the undergraduate program. The committee agreed that they would like to invite the associate dean to its next meeting to allow him to explain his vision for this effort.

9. **Excellence Fee**

The committee was informed about an effort underway to introduce an undergraduate Excellence Fee. The fee must be voted on by all SDSU undergraduates however it may be possible to implement it by college based on varying vote outcomes across colleges. A student body vote is targeted for March 2011. Focus groups with students in the CBA were conducted during Summer 2010 as an initial fact finding effort.

10. **Retention Policy**

Williams informed the committee that the BAC would like to add to the CBA undergraduate retention policy as stated in the catalog. Currently the retention policy address only upper-division students but a policy addressing lower-division students would add clarity. The proposed change:

**Current**:

**Retention Policy**

The College of Business Administration expects that upper division students will make reasonable academic progress towards the degree. Students earning less than a 2.0 average in their major GPA for two consecutive semesters will be removed from business and placed in undeclared.

**Proposed Change**:

The College of Business Administration expects that students will make reasonable academic progress towards the degree. Students earning less than a 2.0 average in their major GPA for two consecutive semesters will be removed from business and placed in undeclared.
**Proposed:**

**Retention Policy**

The College of Business Administration expects that all business students will make reasonable academic progress towards the degree. Business PreMajors who have completed major preparatory courses, earned 60 units, but have less than a 2.9 may be removed from the PreMajors and placed in Undeclared. Upper Division Business Majors earning less than a 2.0 average in their major GPA for two consecutive semesters may be removed from business and placed in undeclared.

The committee voted unanimously to approve the change. Williams explained that this is likely to be viewed as an editorial change and as a result it is possible that it may be included in the 2011-2012 catalog.

**11. Assessment**

Krentler informed the committee that the results of four assessment efforts completed in Spring 2010 are available and will be presented to the committee for discussion at an upcoming meeting. The four are:

- Business Assessment Test Results (Assessing Essential Business Knowledge)
- Ethical Reasoning Results
- Global Perspective Results
- Written Communication Loop Closing Results

Further, the committee acknowledged that Communication Skills will be assessed during the Fall 2010 semester. Written skills are assessed using the results of the university-mandated WPA exam. Oral skills will be assessed through the evaluation of presentations made in various college capstone courses. The committee will serve as raters following the process used in Fall 2008.

**12. Finance Curriculum Prep**

A number of curriculum changes from the Finance Department were distributed to the committee. The committee was asked to review these materials and be prepared to discuss them at its next meeting.

The meeting adjourned at 2:30 p.m.

**Next Meeting:** Wednesday, September 15, 1:00 p.m.; Dean’s Conference Room