Present: Michelle Dean, Annette Easton, Kevin Hee, Kathy Krentler, Paula Peter, Sandi Williams

1. Election of Chair
   Annette Easton was nominated and seconded to serve as chair of the Undergraduate Committee for the 2011-2012 academic year. The committee unanimously voted to elect Annette chair.

2. Committee Meetings
   The committee agreed to move its start time to 8:00 a.m. in order to avoid conflicts some members have with meetings that begin at 10:00 a.m. on Fridays. The committee will meet the first and third Fridays of the month.

3. Potential Member Additions/Membership vis-à-vis a new Policy File
   The committee recognized that if the CBA Policy File changes this fall that departmental representation may be mandated. Since that has not yet occurred, however, it was agreed that inviting a member of the Finance department to serve on the committee, as allowed by the current policy file, is desirable.

   a) Finance Department representative
      Jaemin Kim, from the Finance Department, has expressed an interest in serving on the CBA Undergraduate Committee. The committee chair will invite Jaemin to join the committee.

   b) ABSC representative
      Sandi Williams agreed to invite Cord Claffey, president of the Associated Business Students Council to serve or identify someone to serve on the CBA Undergraduate Committee this semester.

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 2011 were compared to those declaring in Fall 2010. There has
been a notable increase in Accounting majors. The committee discussed the implications of this change. Williams pointed out that a larger number of declarants in Accounting does not ultimately translate to a larger number of Accounting graduates. The increase does, however, have implications for ACCTG 321, the first required course in the major. He explained that the SOA is monitoring the numbers. Class sizes in ACCTG 321 are up this semester but Hee (who teaches the course) is confident that the course is still being appropriately delivered. Should numbers continue to increase there may be discussion in the SOA regarding the requirement that students take ACCTG 321 in their first upper-division semester. Monitoring will continue. There has also been a notable increase in General Management majors and a decrease in Integrated Marketing Communications specializations in the current term. Neither of these changes is expected to significantly impact their respective departments.

• Upper-Division/Lower-Division Balance. The shift in the traditional balance of more lower-division students and fewer upper-division students, first noted in Fall 2010 is continuing. As the university continues to shrink and as the waiting list for upper-division admission continues to be used, it is predicted that the balance will be closer to even in the future.

• Native vs. Transfer Balance. The traditional balance of approximately 60% Transfer/40% Natives in upper-division appears to have been more or less restored following a year of slightly higher percentages of native students than transfer students in upper-division. This is expected to continue.

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

5. Fall 2011 Numbers

a) Declarants
The committee reviewed the most up-to-date upper-division admissions numbers for Fall 2011. As of August 22nd, there was an increase of 29 declarants over Fall 2010. With 765 declarants to date this increase is not deemed significant and it appears that Fall 2011 declarations are pretty much on par with Fall 2010 declarations.

b) FTES
The committee noted that as of “end of registration” that the CBA was 212.5 FTES below target. This is of concern since it has implications for college funding and since historically the college has lost FTES during the add/drop period. It was agreed that the very slight (3.9%) increase in Fall semester upper-division
declarations was insufficient to account for the significant reduction in the size of graduate programs.

c) Admission Criteria
The committee discussed the management of admission criteria for upper-division in the college. Currently admission requires completion of all prep courses with a minimum grade of a “C” and a 2.90 overall GPA. Students not meeting the 2.90 criterion can be asked to be put on a waiting list from which students are admitted on a space available basis. This semester approximately 60 students were admitted from the waiting list. It was noted, however, that currently students applying to the university who note business as their preferred major are denied admission if they do not already have a 2.90 GPA. The committee agreed that since SDSU students with less than a 2.90 GPA are allowed to use the waiting list as a potential means of achieving upper-division status, that transfer students should not be held to the 2.90 GPA when they apply for admission. It was proposed that transfer applicants with less than a 2.90 GPA, asking to major in business be considered for admission to the university. These students will still be held to the University criteria for admission when admitted. Like all new students they will come into a PreMajor. Students understand that admission into a PreMajor is not a guarantee of admission to upper-division in the CBA. Students who remain on the waitlist after the declaration process is completed are advised into other university programs. The committee voted unanimously to support this change in admission criteria.

6. 2011 Upper-Division Welcome Lunch
Krentler reminded the committee that they are invited to the CBA Upper-Division Welcome Lunch which will take place on Wednesday, September 7th at noon at the Parma Payne Goodall Alumni Center.

7. Update on Excellence Fee
The committee was updated regarding the Excellence Fee. The fee was approved by CBA Undergraduate students in Spring 2011 however the CSU chancellor has put its implementation on indefinite hold.

8. Internal Minors in the CBA
In May 2011 the Undergraduate Committee discussed and approved allowing CBA students to choose minors within the college. This has not been allowed previously due to the fact that seats in courses in the college were difficult to obtain. The proposed change is viewed as a means of potentially increasing FTES with existing students. Williams noted that CBA students frequently inquire in the Business Advising Center about this possibility. Over the summer Williams prepared the paperwork to allow this change for each of the existing minors in the college. Krentler has worked with the department chairs to introduce them to the proposal and to request that it be discussed within their departments. To date both Marketing and MIS have agreed. Management, Finance, and Accounting have agreed to discuss it.
9. Upcoming Curriculum Matters
   a) New Programs
   b) Changes in Minors
Krentler informed the committee that she is aware of proposals for changes in and/or new minors in the college that are in the preparation stages in more than one department. The Undergraduate Committee should expect to see these proposals in the coming weeks or months.

10. Assessment – what’s on tap for this semester
   a) Ethical Reasoning – Data Collection
   b) New Results – Critical Thinking, Global Perspective, Essential Business Knowledge
   c) Closing the Loop Efforts
The committee was informed that the BSBA goal of Ethical Reasoning is being assessed during Fall 2011. Further, in coming meetings during Fall semester, the results of 2010-2011 assessments of Critical Thinking, Global Perspective, and Essential Business Knowledge will be presented to the committee for consideration and discussion.

Next Meeting: September 16, 2011, 8:00 a.m.; Dean’s Conference Room