Present: Michelle Dean, Annette Easton, Kevin Hee, Jaemin Kim, Kathy Krentler, Sandi Williams, Brittany Yary (ABSC representative)
Absent: Paula Peter (on leave)

1. BSBA Goals
The committee discussed approaches for increasing student awareness of the BSBA programmatic goals. It was unanimously agreed that the UG Committee will ask all prep and core course instructors to include the following statement on their syllabi beginning in Spring Semester 2012:

**BSBA PROGRAM GOALS**
BSBA students will graduate being Effective Communicators, Critical Thinkers, Able to Analyze Ethical Problems, Global in their Perspective, and Knowledgeable about the Essentials of Business. This class contributes to those goals through its student learning outcomes.

**Course-Level Student Learning Outcomes**
[Followed by course-level list . . . ]

It was further agreed that faculty members should be strongly encouraged to talk to their students about how various components of their course (lectures, assignments, exercises, etc.) contribute specifically to one or more of the BSBA program goals. The UG Committee would like to see the CBA Policy File mandate the above statement for all BSBA prep and core courses in the college.

2. Strategic Direction
Following on a discussion begun at its last meeting, the Undergraduate Committee agreed that a comprehensive review of the BSBA program is in order. Such a review is suggested by BSBA assessment results in recent cycles as well as recognition that the SDSU CBA BSBA program has not undergone evaluation relative to other programs nationwide in some time. A comprehensive review of the program has been encouraged by the CBA associate dean and is in keeping with recent efforts by the graduate committee to review the college’s MBA program.

The committee discussed the best way to approach such a review. It was agreed that ultimately any recommendations coming from the effort should be informed by both
assessment results as well as comparative benchmarking. It was agreed that while assessment results are available and are reviewed by the UG Committee on an ongoing basis, a benchmarking effort to gather additional data is in order. The committee decided to gather information about the top 50 ranked undergraduate business programs (Bloomberg/Business Week 2011 rankings). It was agreed that at a minimum, data on the following criteria would be gathered: Program Goals & SLOs, Admission Criteria, Admission Process, Required Courses, and Course Delivery Approach. Committee members were each assigned 7-8 universities from the top 50 list and everyone agreed to bring their findings to the next scheduled UG Committee meeting. The UG Committee meeting on November 18th will be dedicated to discussing this information and how it informs our next steps relative to strategic direction of the UC program.

The committee discussed the impact the planned comprehensive review might have on pending programmatic issues. It was agreed that short-term issues must be addressed even while recognizing that decisions in these areas might be influenced by any longer-term programmatic changes that the comprehensive review might produce. The committee specifically acknowledged that loop closing activities in the areas of critical thinking and global perspective cannot and should not wait for the implementation of any comprehensive alterations to the BSBA program.

A second short-term issue that the committee recognized needed to be addressed is the development of fully online core courses. Currently two CBA faculty members have been awarded course releases by the university ITS Department and the provost’s office to develop fully online versions of MIS 301 and MIS 302 respectively. The awards are contingent on the CBA agreeing to offer and fund the online courses for at least three summers following their development. Due to an upcoming sabbatical, development of the fully online MIS 301 would not occur until Spring Semester 2013 thus providing time for the UG Committee to determine what role the course and online delivery might play in any revisions to the BSBA program. MIS 302, however, would be scheduled for online development in Spring 2012 with expected teaching to occur in the summers of 2012, 2013, and 2014. The Undergraduate Committee agreed to recommend that the development of a fully online MIS 302 be allowed to proceed in Spring Semester 2012 under the following conditions:

- That the MIS Department approve the development of MIS 302 as a fully online course.
- That ITS, other appropriate “across campus” entities, the MIS Dept., and the faculty developer all clearly understand that the future of MIS 302 (both traditional delivery and online delivery) could be subject to change based on any possible curriculum change.
overhaul of the BSBA. Due to the review that is planned, it cannot be guaranteed that the course will be taught in an online version for the three summers following development.

3. Curriculum Proposals

(a) IB 300

The committee once again considered a new course proposal for IB 300 – Introduction to International Business. This proposal was tabled at the committee’s last meeting in order to allow for input from the CBA International Programs Committee (IPC). Subsequent to its tabling, the UG Committee received input on the proposal from the IPC, the Finance Department, and the IB Department. All input was considered by the committee. Additionally the committee acknowledged some requested changes to the proposal that have been made by the IB Department, identified some minor issues that will require correction, and discussed the means necessary to ensure that IB 300 would become a prerequisite for IB 495 and IB students’ study abroad experiences.

After extensive committee discussion it was agreed that there remains some question regarding the IB 300 proposal’s response to Item #20A which indicates that the proposed course does not cover any subject matter similar to existing courses. Specifically there is some question regarding the extent of overlap between IB 300 and FIN 329 (International Finance). The committee agreed that representatives of the Finance and International Business Departments should be encouraged to meet and discuss this issue. The UG Committee once again tabled the IB 300 proposal until the issue of potential overlap is resolved. Krentler will communicate with the chairs of the International Business and Finance Departments regarding the recommendation of the UG Committee that discussion between the two departments occur.

(b) Leadership Minor & accompanying course proposals

The committee began review of a package of curriculum proposals related to a minor in Leadership. It was noted that an overarching New Program Proposal form which would provide a general view of the entire program was not part of the package. Williams provided the committee with background on the development of the proposed program however the committee felt it required the information that a New Program Proposal form would afford as
well as additional time to consider the 13+ documents in the package prior to making a decision about the proposed program. It was the desire of the committee, however, not to hold up proposals for two MGT 296 proposals that were part of the package and that would be taught in Spring Semester 2012. Approval of these two special topics courses is required quickly in order to allow them to be taught in the spring. MGT 296 – Introduction to Leadership was discussed and approved unanimously by the committee based on information provided by Williams that indicates that students who choose to take the course have been clearly advised that the Leadership minor program has not yet been approved and hence some risk exists for students in taking the course. MGT 296 – Ethical Leadership was tabled awaiting input from the Management Department regarding potential overlap between the course and two ethics courses currently taught by the CBA (BA 300 and MGT 356). The committee agreed to act on this MGT 296 proposal as soon as possible following receipt of the input.

Meeting adjourned at 10:05 a.m.

*Benchmarking assignments in lieu of previously scheduled November 4th meeting.*

**Next Meeting:** Friday, November 18th, 8:00 a.m.; Dean’s Conference Room