Undergraduate Committee
May 2, 2012
Minutes

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

Absent: Kathy Krentler

1. BSBA Program Proposal

The committee discussed a comprehensive proposal related to enhancements to the BSBA program. This proposal is the culmination of work this year in reviewing Program Goals & SLOs, Admission Criteria, Admission Process, Required Courses, Assessment Results and data gathered from the 2011 Top 50 undergraduate business programs (Bloomberg/Business Week 2011 rankings.) The committee came to consensus on a draft proposal and will invite the Dean and Associate Dean to our next meeting to share our vision. At the next meeting we will also finalize our proposal, discuss the best methods for sharing our vision with the faculty as a whole, and engage in a dialogue with the faculty to solicit broader faculty input and consensus. Our goal is to have a vote on this proposal next year which would result in these changes reflected in the 2014 catalog.

2. Curriculum Proposals
   
(a) MGT 496 – Seminar for Lavin Entrepreneur Program

This proposal creates a 1-unit credit/no credit course that would be required for students accepted into the Lavin Entrepreneur Fellows Program. The Management Department desires to begin teaching this course in Fall 2012. The committee identified some items in the proposal that needed some corrections but did not affect the substance of the proposal. It was a desire of the committee to not hold up the proposal as they believed that the changes would be acceptable to the Management Department.

However the committee noted that the prerequisite for the course is acceptance into the Lavin Entrepreneur Fellows Program. While the Lavin program has been offered through the EMC for several years, the committee felt that adding a required curricular component for students accepted into the program would require the Management Department to submit a New Program proposal to formalize the Lavin Entrepreneur Fellows Program as a College of Business program (similar to the Business Honors Program.) The committee also thought that having a prominent place in the Catalog would be a benefit to the program.
The committee unanimously approved the MGT 496 proposal subject to the condition that it could only be offered two semesters. Approval of this course to be offered beyond two semesters, or converted into a regular course, would be contingent on submission of a program proposal for the Lavin Entrepreneur Fellows Program.

(b) Entrepreneurship Minor

The committee began review of a proposal from the Management Department to create a minor in Entrepreneurship. Overall the committee is supportive of the Entrepreneurship minor. The committee identified some changes that need to be made to the Catalog Copy for the minor. Additional discussion arose over three issues.

- First, Finance raised concerns related to the required courses in the minor, in particular the need for a required course in Entrepreneurial Finance. The committee asked Jaemin Kim to work with the Management Department to resolve this item.

- The second issue related to resources. Historically, the Undergraduate Committee has left the discussion of resource implications to the Steering Committee. However, in this case the committee felt that the issue of resources must be addressed as part of the proposal in order to ensure academic quality of the minor. The committee noted inconsistencies in the different forms of the proposal related to resource implications. Survey results indicated high interest, yet the proposal indicated that demand would ramp up slowly. Given that the required courses for the minor have been over-capacity for the past year, the committee requested that the department re-look at this issue.

- The third issue related to the list of electives. With respect to Item 8 on the Change in Program form, we appreciate the department providing the supporting documentation from impacted major departments for all elective courses that are outside of the Management Department. However it was unclear from the documentation that all departments realized that the courses included on the list would have to waive any prerequisites the course may have since a program is not allowed to have “hidden” requirements.

The committee tabled the proposal pending resolution of these three issues.

(c) Sales Specialization

The committee briefly discussed a proposal from the Marketing Department to create a specialization in Professional Selling and Sales Management. The overarching concern expressed by the committee related to the need to address the resource requirements before the committee could look at the curriculum details. The proposal noted that the Marketing Department does not have funding or faculty to be able to staff the courses
that are required in the specialization. Additionally the proposal noted that Marketing
does not have any tenure/tenure track faculty that teach personal selling or sales
management courses and that there would be a need to pursue a faculty position in
this area. Finally, the proposal required a commitment to establish an internship
program.

The survey results included in the proposal suggest that there is interest from students
in this specialization. However the committee felt it was critical that the CBA provide
quality programs. The committee needs to have information about how these
resource issues will be addressed in order to complete their evaluation of the proposal.

The committee tabled the proposal pending resolution of this issue.

The committee adjourned at 11:08 a.m.

**Next (and final) Regular Meeting:**       Wednesday, May 16, 2012, 9:30 a.m.;
       Dean’s Conference Room