Undergraduate Committee
Special Meeting Minutes
August 30, 2012 8:30 – 10:30
August 31, 2012 12:00 – 2:00

The normal University deadline for curriculum proposals is April. Due to the importance of several items, the CBA Undergraduate Committee was asked by the Dean’s office to convene a special meeting to address time sensitive issues relative to a late-exception university deadline of September 30, 2012. Curriculum proposals must leave their respective colleges by this date in order to be considered for inclusion in the 2013-2014 catalogue. These items are being considered since they were provided to the UG committee in late April, however they were not able to be added to a UG committee meeting agenda until May 2, 2012.

Additionally, as ABSC did not yet have a student representative appointed to the committee, Dean Cunningham asked Brittany Griffor (ABSC President) to serve as the student representative.

The Undergraduate Committee’s regular meeting schedule for the 2012-2013 academic year will commence September 17, 2012.

Present 8-30:
Members: Michelle Dean, Annette Easton, Kevin Hee, Jaemin Kim, Kathy Krentler, Paula Peter, Christine Probett, Brittany Griffor (ABSC Student Representative)
Guests: Joe Belch (MKTG Dept.), Larry Rhyne (MGMT Dept.), Lynn Shore (MGMT Dept.), Gangaram Singh (Associate Dean), Nik Varaiya (FIN Dept.), Congcong Zheng (MGMT Dept.)

Present 8-31:
Members: Michelle Dean, Annette Easton, Kevin Hee, Jaemin Kim, Kathy Krentler, Paula Peter, Brittany Griffor (ABSC Student Representative)
Absent: Christine Probett
Guest: Michael Cunningham (Dean) via phone/conference call

Three items comprised the agenda for this special meeting:
1. State Bill 1440
2. Entrepreneurship Minor Proposal (from the MGMT Dept.)
3. Professional Selling & Sales Management Specialization Proposal (from the MKTG Dept.)

These minutes reflect discussion and outcome for each of the items as they occurred over the course of the two day meeting. The August 30th meeting was predominately for hearing updates related to the three items and questions/discussion about the items with the guests.
1. **State Bill 1440**

State Bill 1440 is a law that requires a student transferring from a community college to a CSU campus to be able to complete his/her degree in an additional 60 units at the CSU campus if he/she has successfully completed an accepted Transfer Model Curriculum (TMC). A TMC in business was accepted by the state in April 2011.

Given the CBA’s current preparation for the major requirements, some transfer students with a completed TMC in business would be able to earn an SDSU degree in 60 units while others would not. This variance is due to the fact that the approved business TMC allows for options. A student who chooses “all the right options” (i.e. course choices that align with the SDSU CBA preparation for the major requirements) could choose any major in the CBA and graduate in 60 units. In the case of the student who chooses “all the wrong options”, however, he/she would face a number of lower-division preparation for the major requirements in addition to advanced course work at SDSU and would not be able to complete the degree in 60 units.

The SDSU President and Provost requested that by August 31, 2012 all colleges forward to central administration a plan for coming into compliance with SB 1440. Krentler presented the committee with two possible options:

1. **Focus on the CBA major with the largest number of free electives, have the SB 1440 student with missing prep for the major requirements use his/her free electives to account for as many of these requirements as possible, and make accommodations for the remaining prep for the major requirements. In the CBA, this major is Financial Services**.

2. **Develop a new major within the CBA in General Business. This major would be available only to SB 1440 students and would be comprised of 35 units spread across CBA departments. At 35 units the major would allow SB 1440 students to complete all required prep for the major courses at SDSU, complete the major, and graduate in 60 SDSU units.**

The committee had limited discussion of the pros and cons of the two options on 8-30-12. However in the interest of meeting the deadline for sending a “solution” to central administration, the CBA dean requested Krentler send both options to the provost on 8-30-12. At the continuation of its meeting on 8-31, the Undergraduate Committee noted that it fully understands the requirement to come into compliance with SB 1440 however it sees challenges with both options that have been forwarded and has not endorsed either option. The Undergraduate Committee wishes to note that due to the deadline imposed by the President and Provost, the governance process is being sidestepped and it is hoped that additional alternative solutions arrived at as the result of continuing discussion will be acceptable to central administration.

---

1 At the time of the meeting two possible majors were identified: Financial Services and Real Estate. Later review of 2011-2012 curriculum activity however identified an approved increase of 6 required units to the Real Estate major (see 5-16-12 UG Committee meeting minutes) thus leaving Financial Services as the CBA major with the lowest number of required units in the major at 40.
2. **Profession Selling & Sales Management Specialization (PSSM)**

The PSSM specialization proposal was first considered by the Undergraduate Committee at its May 2, 2012 meeting. An excerpt from the minutes of the 5-2-12 meeting:

> 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 UG Committee did not receive a response until August 23, 2012.

Marketing Department chair, Joe Belch, attended the August 30, 2012 portion of the meeting to discuss the department’s ability to staff and provide other resources to support the PSSM specialization. The program has received a $150,000 gift from the Osinski Family Trust. Further 3M Corporation has provided a $90,000 gift to support sales program development through the Marketing Department. The 3M gift is not dependent on the initiation of the PSSM specialization however the Osinski gift is. Belch stated that the Marketing Department would be able to staff the needed PSSM specialization courses initially using adjunct faculty. This approach allows an opportunity to determine student demand for the program without committing to more significant resource expenditure. Belch did state that should the program grow and thrive, tenure track faculty and a faculty program “champion” would be required. After discussion during the August 31, 2012 portion of the meeting, the committee voted unanimously to approve the proposal for a Professional Selling & Sales Management specialization within the Marketing major.

The UG committee acknowledged the significant effort undertaken by Belch to develop this program and all of the supporting materials.

3. **Entrepreneurship Minor (ENT)**

The ENT minor proposal was first considered by the Undergraduate Committee at its May 2, 2012 meeting. An excerpt from the minutes of the 5-2-12 meeting:
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.

Further, the 5-16-12 UG Committee meeting minutes state:

The committee discussed the revised Entrepreneurship minor proposal package which it received Monday afternoon, May 14. Three issues that arose at the committee’s May 2 meeting received additional consideration:

(a) Resource Questions

The committee was satisfied that their questions with respect to resources had been addressed in the revised proposal package.

(b) Hidden Prerequisites

The committee discussed the revised approach to dealing with hidden prerequisites which involves separate lists of elective options for business and non-business students and agrees that this approach does address its earlier
concerns. Review of the specific courses in the two lists identified some problems with courses listed and resulted in some suggestions for additional courses that could be added to the non-business list. It was agreed that these modifications should be suggested to the Management Department as “friendly amendments” to the proposal.

(c) Inclusion of FIN 328 (Entrepreneurial Finance)
The short length of time between receiving the revised proposal package and our meeting did not allow for committee members to discuss this issue with their departments. It was felt by some committee members that such discussion needs to occur prior to a vote being taken on the proposal. The committee reviewed relevant information provided in the revised proposal and discussed a variety of issues.

The proposal was tabled pending:
(i) A response from the Management Department regarding the Hidden Prerequisites suggestions.
(ii) Input from departments that wished to take the issue of the inclusion of FIN 328 to their departments for discussion.

In order to clear the proposal from the committee’s agenda, the committee agreed that it would conduct an email vote on the proposal once the two items above have been addressed.

Finance subsequently proposed FIN 323, instead of FIN 328, to be part of the requirements. This would have created an 18 unit minor including FIN 323, as opposed to the proposed 15 unit minor. This compromise was declined by the Management Department.

The ENT minor was put to an electronic vote of the UG Committee following its last meeting of the 2011-2012 academic year and was not approved.

The UG Committee agreed to reopen consideration of the ENT proposal since the Director of Undergraduate Programs and the UG Committee chair recognized that there had been no time for face-to-face discussion of the issue by the committee following the collection of information requested at the 5-16-12 meeting and prior to the vote.

On August 30, Congcong Zheng (MGMT Dept.) presented information to the UG Committee in support of the ENT minor proposal as it was initially presented – without a required Finance course (FIN 323). Nik Varaiya (FIN Dept.) presented information to the UG Committee in support of the need for a required Finance course (FIN 323) in the minor. The Associate Dean stressed the need to review the proposal in light of the minor’s Mission/Vision, Goals, and Student Learning Outcomes.
On August 31, Michael Cunningham (Dean) addressed the committee stressing the historic importance of the ENT minor in light of the approval of a faculty line in Entrepreneurship.

After discussion during the August 31, 2012 portion of the meeting, the committee voted to approve the proposal for a minor in Entrepreneurship subject to the following modifications:

1. A change in the program’s mission/vision statement:
   For student choosing a minor in entrepreneurship, the goal is to provide a foundation in the overall entrepreneurial process, with an emphasis on opportunity identification, evaluation, exploitation and plan for exploitation.

2. A review of the programmatic goals and student learning outcomes with adjustment as appropriate given the change to the mission/vision statement.

3. Required advising from a designated ENT faculty member for any student prior to declaration of the minor.
   - Advising is intended to help students make good choices given the large number and diverse nature of the elective choices in the minor.
   - Faculty advisers will explain to students the critical importance of strong financial skills for success in entrepreneurship.
   - Students will need to provide a form (to be developed) signed by the ENT faculty member adviser before they will be allowed to declare the minor.

The UG committee wishes to acknowledge the significant effort undertaken by Zheng with regard to this program.

Through its representative to the UG Committee, the Finance Department expressed its desire to have the minutes reflect that it does not support the ENT minor in the absence of a required Finance course (FIN 323).

The meeting adjourned at 2:10 p.m. on Friday, August 31, 2012

1st regularly scheduled meeting of the 2012-2013 academic year:
   Monday, September 17; 9:30 a.m. in the Dean’s Conference Room.

Subsequent to the conclusion of the meeting, the Director was informed that the Management Department agreed to the modifications of the proposal.