Present:  Michelle Dean, Annette Easton, Kevin Hee, Jaemin Kim, Kathy Krentler, Paula Peter, Christine Probett, Brandon Pereira (ABSC Representative)

Absent:

1. Welcomes, Introductions
   The committee welcomed Brandon Pereira, the Associated Business Student representative to the Undergraduate Committee for 2012-2013.

2. Election of a Chair for 2012-2013
   The committee thanks Annette Easton (MIS) for three years of service as chair. Following discussion, nominations, and a vote, Paula Peter (MKT) is the 2012-2013 chair of the Undergraduate Committee.

3. Annual Check-Up
   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.
   The committee agreed that factor A, has not to their knowledge changed. It further acknowledged, however, that factor B is under consideration for review and factor C may change as a result of agenda item #8. Information needs to be gathered on factor D. It was concluded that the currently proposed BSBA revision includes a review of the stated objectives for the BSBA degree, however hence addressing the requirement.

4. Fall 2012 Numbers
   With only the last week of the declaration period missing from available data, the committee noted that there has been a 75 student increase in upper-division declarants between Fall 2011 and Fall 2012.

5. Update on Curriculum Items
   a. ENT Minor
      The Management Department agreed to the provisions set forth by the UG Committee when it conditionally passed the Entrepreneurship Minor at its 8-31-12 meeting. The proposal has moved on to the PAC which approved it on 9-14-12.
b. **PSSM Specialization**
The PSSM Specialization moved onto the PAC and was approved by that committee on 9-14-12.

c. **CBA Minor Declarations**
Anecdotal information suggests that the declaration of business minors by business majors (new for Fall 2012) has proven quite popular. Probett agreed to bring detailed information regarding numbers to the committee at its next meeting.

6. **Assessment Plans for 2012-2013**
   a. **Fall 2012: Oral Communication, Written Communication, Critical Thinking**
   b. **Spring 2013: Ethical Reasoning, Essential Business Knowledge, Global Competency**
The committee briefly reviewed the BSBA assessment schedule for the upcoming academic year. It was noted that Oral Communication is slated for assessment in Fall 2012 however the committee agreed that its schedule is very full hence the assessment of Oral Communication will be postponed until Spring term 2013.

7. **FIN 296**
The committee reviewed and discussed a proposal from the Finance Department for an experimental topics course (FIN 296) entitled Financial Literacy. The course is open to all students on campus, has no prerequisites, and cannot be used to satisfy any major requirements in business. The committee questioned how information about the course offering will be communicated to the campus population and what demand is likely to be given that the course does not satisfy any major requirements nor does it satisfy general education requirements.

The committee unanimously approved the experimental topics course but provides the following recommendations to the Finance Department:

- The Finance Department should communicate to current semester BA 100 faculty members, asking them to encourage their BA 100 students to consider the course for Spring 2013.
- If and when a proposal for a permanent course is developed, the course should be proposed to satisfy a general education requirement.

8. **SB 1440**
The committee engaged in a lengthy and detailed discussion of Senate Bill 1440, the legislation that requires CSU campuses to provide a path to graduation in 60 units to any transfer student who has successfully completed an approved Transfer Model Curriculum (TMC). The CBA proposed two options for SB 1440 compliance to the provost:

- SB 1440 students would be offered a major in Financial Services. This option would require some allowances in Prep for the Major requirements in order to meet the 60 unit requirement.
The development of a new emphasis (major) in General Business within the BSBA degree.

Central administration strongly favors the development of a General Business emphasis/major.

Current allowable units would result in the General Business emphasis/major being 36 units. The committee discussed the fact that this is 4 units less that the lowest unit emphasis/major currently in the BSBA. Also discussed was the advisability of restricting a General Business emphasis/major to only transfer students who have successfully completed a TMC in business (allowable under state law) versus opening the emphasis/major to all.

The committee voted on a proposal to develop an emphasis/major in General Business that would be restricted only to transfer students who have successfully completed a TMC in business. The proposal passed. It was agreed that availability of the BSBA General Business may be reconsidered as the details of the degree are determined.

The committee discussed options for increasing the required units of the BSBA in General Business from 36 units to an amount more in line with existing emphases. Under existing requirements this is not possible. Consideration was given to a change in Preparation for the Major requirements which would allow either a course in either Legal Environment or Business Law (currently only Legal Environment is accepted). This change would free up 3 additional units hence allowing the BSBA in General Business to require 39 units rather than 36 units. Committee members agreed that they would like input from the Finance Department before voting on this change hence a proposal to accept Business Law or Legal Environment was tabled.

Preliminary consideration was given to what a BSBA in General Business would look like. Two models emerged:

- Completion of the common core followed by the requirement that the student choose one course from each CBA department. Remaining units would be electives to be chosen from any CBA department.
- Completion of the common core followed by the option to choose freely across the CBA to fulfill remaining units.

It was agreed that student learning outcomes for the emphasis/major need to be developed before the two models can be fairly considered. Krentler agreed to draft SLOs and circulate them to the committee electronically. The committee agreed to postpone a vote on the two approaches until its next meeting. Krentler also agreed to seek input on these options, in the meantime, from department chairs and to ask department chairs to identify course options should the first model/approach ultimately be adopted.

The committee concluded its discussion of SB 1440 by reviewing the university mandated timeline for compliance. The university senate will vote on October 2, 2012 to approve templates for curriculum changes. In the case of the CBA, this would be vote to approve the
development of a BSBA in General Business. Catalog copy and completed curriculum forms need to leave the affected colleges by November 1, 2012. The UG Committee hopes to approve a proposal for the new emphasis/major at its October 1, 2012 meeting hence allowing time for the proposal to be reviewed by the Program Assurance Committee and the Steering Committee prior to November 1, 2012.

9. Revised BSBA
The committee very briefly discussed a plan for keeping the revised BSBA proposal (developed in 2011-2012) moving in the college. It was agreed that Krentler would request time on the agenda at an October Chairs & Directors meeting to present the proposal to that group.

The meeting adjourned at 11:30 a.m.

Next Meeting: Monday, October 1, 2012, 9:30 a.m.; Dean’s Conference Room