Undergraduate Committee  
March 4, 2013  
Minutes

Present: Michelle Dean, Kevin Hee, Jaemin Kim, Kathy Krentler, Paula Peter, Robert Plice, Christine Probett, Nick Lingenfelter (ABSC Representative)

1. Curriculum
   a. FIN 240
      The committee reviewed a proposal for a description change in FIN 240 (Legal Environment of Business). The change involved adding and dropping a few topics in the course to better reflect the current legal environment of business and the knowledge and skills required to understand and deal with it. The committee unanimously approved the proposal pending clarification to the BSBA Mapping Worksheet for the course. Krentler will contact the Finance Department chair to request the worksheet clarification.

   b. International Business
      i. Proposals 12-103, 12-104, 12-105
         The committee reviewed these three proposals and understands them all to relate to the addition of an English track to the International Business degree program. The committee discussed the reason for the change and the restrictions put in place to ensure that students fluent in English will not be allowed to choose the track. The committee unanimously approved the three proposals pending submission of a PAC form for each proposal. Krentler will contact the IB director to request PAC forms.

      ii. Proposal 12-107
         The committee reviewed this change in program proposal which allows students choosing the English track to fulfill their study abroad requirement by studying at SDSU. The committee felt that “common practice” is an insufficient reason for this change and requests that the IB Department adjust this item in the proposal (Item #6) to be more consistent with the reasons for change offered in the proposals 103, 104, and 105. Further, the committee requests clarification regarding how the COMM courses mentioned in a 2-6-13 email communication between William Snavely and Eniko Csomay relate to the proposal. It was also noted that a PAC form is needed. The committee tabled the proposal until the clarifications noted are provided. Krentler will contact the IB director to request the information and a completed PAC form.

   c. BA 450A
      Krentler introduced the BA 450A new course proposal to the committee explaining that it was initiated at the university level. The university has
requested that each college develop a “450” which would serve as a generic parent course for study abroad sections. After considerable discussion the UG Committee remained unclear as to what existing problem in the current curriculum the addition of such a course would address. Krentler agreed to invite a university-level representative to address this question. The proposal was **tabled** until that visit occurs.

d. **MIS 496**
The committee reviewed a Special Topics course proposal from the MIS Department. The department proposes teaching “Introduction to Business Processes, ERP, and Analytics” in Fall 2013. Krentler explained that since the course, on the surface, appeared to potentially overlap with the MKT 496 Special Topics proposal (see 1e below), she discussed its content with Annette Easton (MIS 496 developer), Andy Baker (MKT 496 developer), and Joe Belch (MKT Dept. Chair). Krentler shared with the UG committee responses from each of these three individuals indicating that the two courses were distinct. Robert Plice (MIS Dept. Chair and UG committee member) agreed with this perspective. The committee **unanimously approved** the proposal pending a wording change to the following SLO: “Learn how to use an ERP system to manage a company.” Krentler will communicate this change request to Annette Easton.

e. **MKT 496**
The committee reviewed a Special Topics course proposal from the MKT Department. The department proposes teaching “Marketing and Sales Analytics” in Fall 2013. See comments above in 1d regarding potential overlap between this course and the proposed MIS 496 course described in that section of these minutes. The committee **unanimously approved** the proposal pending the addition of the exam(s) mentioned in Section 22 of the proposal to the course syllabus. Krentler will communicate this request to Andy Baker.

*It was noted that the MIS 496 and MKT 496 proposals used different versions of the Special Topics course proposal form. It should be determined which of the two versions is the most up-to-date and the department that used the outdated form will be asked to transfer its proposal to the newer form.*

2. **BA 290**
Robert Plice informed the committee of recent developments regarding the future of BA 290 (Business Communication). On Friday, 3-1-13, the MIS Department agreed to move forward with requesting a faculty line in the area of Business Communication only if the provost appeared supportive. Without such a faculty line it will not be possible for the MIS Department to continue to support courses offered in the area of Business Communication once existing tenured Communication faculty retire. Plice met with Provost Nancy Marlin and was informed that the possibility of a tenure track faculty line in Communication to the MIS Department is highly unlikely. The provost’s suggestion was that the CBA look to the RWS (Rhetoric and Writing Studies) Department for
support in delivering content related to the communication goal that exists in the BSBA program.

The UG Committee engaged in considerable discussion regarding the possible options that exist with respect to communication. These options include looking to the RWS Department as suggested by the provost, dropping the Business Communication (BA 290) requirement from the BSBA Preparation for the Major, and attempting to continue with the current requirement using exclusively part-time faculty. The committee concluded that none of these options are attractive but recognizes that additional options may not be forthcoming. Krentler and Probett agreed to touch bases with John Penrose and then request a meeting with the chair of the RWS Department to discuss the potential of relying on that department to deliver communication content in the future, as suggested by the provost.

3. Assessment – Oral Communication
The committee is in agreement that the method used to assess oral communication skills in the past (data collection via UG Committee members) is undesirable for multiple reasons including the lack of inter-rater reliability. The committee believes the best means of proceeding is to have a team of two trained individuals assess across the sample. It is possible that graduate students could be trained to carry out this task. Krentler informed the committee that there are no funds in the 2012-2013 CBA Assessment budget to hire graduate students to complete this task. The committee agreed to postpone the collection of oral communication assessment data to Fall 2013. Krentler agreed to include a line item in the 2013-2014 assessment budget request submitted to the dean to accomplish this task.

4. BSBA Revisions
The UG Committee reviewed the current status of the BSBA Revisions task.

A final decision has not been made regarding the addition of a goal with corresponding student learning outcomes of Leadership and Teamwork. The CBA Graduate Committee, which is also considering this issue has suggested a joint meeting of the two committees [Graduate and Undergraduate] where the issue would be discussed with representatives of the Management Department. The UG Committee agreed to postpone further discussion and a decision regarding a Leadership/Teamwork goal until after this joint meeting occurs. Paula Peter will contact Damon Fleming, Graduate Committee Chair, to schedule the meeting.

Peter explained that she and Krentler agree that the new courses under consideration as part of the revisions package need to be better “fleshed out” prior to presenting the proposed revisions to the CBA departments. Peter indicated a willingness to work on
course development over the summer if appropriate compensation could be worked out.

The meeting adjourned at 11:30 a.m.

Next Meeting: Monday, March 18, 2013; Dean’s Conference Room