

1-29-2018

## Undergraduate Curriculum and Assessment Committee Meeting : 2018 : 01 : 29

University of South Florida St. Petersburg. College of Business. Undergraduate Curricula and Assessment Committee.

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**USFSP Kate Tiedemann College of Business  
Undergraduate Curriculum and Assessment Committee  
Meeting Minutes**

**Monday, January 29, 2018, 10:00 AM, LPH-447 Conference Room**

**Active Members:** Maria Louisa Corton, Julie Harding (Ex officio), Varol Kayhan, Jerry Lin, Mike Luckett (Chair), Dan Marlin (Ex officio)\*, Todd Shank.

Note: Ex officio members are non-voting members.

**Members in Attendance:** Maria Louisa Corton, Julie Harding (Ex officio)\*, Varol Kayhan, Mike Luckett (Chair), Dan Marlin (Ex officio)\*, Todd Shank.

**Absent:** Jerry Lin

**Guests:** None

**I. Approval of Minutes**

The UCAC Minutes 102017 meeting were approved (4-0).

**II. Old Business**

None

**III. New Business**

**ISM Proposal: BS in Management Science**

The committee discussed the New Academic Degree Program Authorization, Pre-Proposal Form with several reservations being discussed including:

- The impact the new degree program would have on the existing ISM major,
- Whether or not sufficient student demand was there to support an additional degree program in Management Science, and
- Concern that the term 'Management Science' was out of date for today's business environment.

**Vote:** After discussion, the committee voted 4-0 in support of moving forward.

**Action:** Mike – Write letter of outcome to Kathleen Gibson, Thomas Smith, Han Reichgelt & Sri Sundaram so process can move forward.

**Entrepreneurship Proposal: New Class Proposals**

The committee discussed both new class proposals and had several concerns including:

#### **ENT4XXX: Social Entrepreneurship in Emerging Markets (Education Abroad)**

- How is this class different from ENT3503: Social Issues in Entrepreneurial Firms? Could this class serve as a viable substitute for the proposed new class? See 2017-2018 USFSP Undergraduate Catalog description (p. 203) below:

*ENT 3503 Social Issues in Entrepreneurship (3) BP ENP This class focuses on various social and ethical issues impacting small business and entrepreneurial firms. Emphasis will be given to the role of sustainability not only of the small business firm but also the environments in which they operate.*

- Has ENT3503 been offered in the past and, if so, when and with what enrollments?
- In order to maintain greater long-term flexibility for the program and class format, can an Education Abroad version of ENT3503 be offered instead of creating a new class?
- Is the title “Social Entrepreneurship” consistent with the three pillars of sustainability as detailed in the course description for the ENT4XXX: Sustainable Entrepreneurship class proposal? The term “social” seldom appears elsewhere in the submitted materials causing concern about the focus of the class or perhaps whether a different title for the course, that more accurately reflects the course content, should be considered.
- The class seems to be too region specific with a focus only on Latin America and should, for greater long-term flexibility allow for the possibility of emerging markets in other parts of the world.
- The class seems to be specifically written with a specific social group in mind ((Women’s) Entrepreneurship Development), while the committee applauds your efforts to work with this particular group, shouldn’t the syllabus be built around a more flexible format to allow for additional social groups to be explored as timing and access to various groups change?
- p. 5, part D, USFSP New Course Proposal form: How exactly would the proposed new class be applied to the Entrepreneurship Major and the B.A. in Sustainability Studies? Will both courses be proposed as additions to the approved Entrepreneurship major electives list in the catalog? If so, then suggest concurrently submitting a proposed change to the Entrepreneurship major electives
- p. 6, part F, USFSP New Course Proposal form: Currently there aren’t any electives listed for either Entrepreneurship Minor; See 2017-2018 USFSP Undergraduate Catalog description (p. 143).

After discussion, the committee decided to table the proposed new class ENT4XXX: Social Entrepreneurship in Emerging Markets (Education Abroad) and ask for additional clarification from Dr. Braunsberger on these issues before resubmission for a vote.

**Action:** Mike – Notify Dr. Braunsberger about the committee’s concerns and, with additional clarification, encourage resubmission as soon as possible.

## **ENT4XXX: Sustainable Entrepreneurship**

- p. 1, Course Information, USFSP New Course Proposal form: class type is listed as “Lecture only” whereas the syllabus and Online Justification (p. 4) discuss the strong online content and discussions.
- p. 5, part D, USFSP New Course Proposal form: How exactly would the proposed new class be applied to the Entrepreneurship Major and the B.A. in Sustainability Studies? Will both courses be proposed as additions to the approved Entrepreneurship major electives list in the catalog? If so, then suggest concurrently submitting a proposed change to the Entrepreneurship major electives
- p. 6, part F, USFSP New Course Proposal form: Currently there aren’t any electives listed for either Entrepreneurship Minor; See 2017-2018 USFSP Undergraduate Catalog description (p. 143).

After discussion, the committee decided to table the proposal for ENT4XXX: Sustainable Entrepreneurship and ask for additional clarification from Dr. Braunsberger on these issues before resubmission for a vote.

**Action:** Mike – Notify Dr. Braunsberger about the committee’s concerns and, with additional clarification, encourage resubmission as soon as possible.

## **Marketing Proposals:**

### **MAR4XXX: Advanced Professional Selling (suggested SCNS equivalent: MAR4415)**

- The new class, **MAR 4XXX: Advanced Professional Selling** will replace a Selected Topics course, **ST: MAR 4933: Advanced Professional Selling** that has been taught twice: Spring 2016 (CRN: 17282) and Spring 2017 (CRN: 17010) with enrollments of 19 and 15 respectively. **Prerequisites: MAR 3400: Professional Selling or Consent of Instructor (CI)**
- This class will function as an Elective in the Marketing Major, a Required class for both the proposed Professional Selling Minor & Professional Selling Certificate programs, and as a General Business Elective for all business majors.
- Since this class has already been offered for two years, no additional impacts on College or University resources are anticipated.

**Vote:** After discussion, the new course was approved 4-0.

**Action:** Mike – Forward approved paperwork on to Dean for approval and submission to the USFSP Undergraduate Council.

**Proposed New Minor in Professional Sales (4 classes/12 credit hours):**

Required Courses (6.0 hours):

- **MAR 3400:** Professional Selling (3.0 hrs) – current taught at USFSP
- **MAR 4XXX:** Advanced Professional Selling (3.0 hrs) – new course proposal (previously offered twice as a ST 4933 (see new course proposal above).

**Elective Courses (select any two of the following classes):**

- **LDR 2010:** Leadership Fundamentals (no PR)
  - **MAR 4403:** Sales Management (PR: MAR3023)
  - **MAR 4453:** Business to Business Marketing (PR: MAR3023)
  - **MAR 4503:** Buyer Behavior (PR: MAR3023)
  - **MAR 4231:** Retailing Management (PR: MAR3023)
  - **MAN 4063:** Management Ethics (PR: MAN3025)
  - **ENC 3250:** Professional Writing (No PR)
  - **MAN 3301:** Human Resources Management (PR: MAN3025)
  - **MAN 3093:** Healthcare Management (No PR)
  - **GEB 4941:** Business Internship (with focus on professional selling) (No PR)
- This Minor program was designed to accommodate both business and non-business majors as sales careers are common across disciplines and industries.
  - Residency Requirement: 75% (3 out of 4 classes) must be taken In-Residence at USFSP.

Discussion centered on the possible inclusion of ISM3011 as a baseline technology course as an elective and the number of electives being proposed. While adjustments to the electives may be needed in future, at this point, the committee agreed to the current list.

**Vote:** After discussion, the new minor program was approved 4-0.

**Action:** Mike – Forward approved paperwork on to Dean for approval and submission to the USFSP Undergraduate Council.

**Proposed New Certificate in Professional Sales (3 classes/9 credit hours):**

Required Courses (6.0 hours):

- **MAR 3400:** Professional Selling (3.0 hrs) – current taught at USFSP
- **MAR 4XXX:** Advanced Professional Selling (3.0 hrs) – new course proposal (previously offered twice as a ST 4933 (see new course proposal above).

**Elective Courses (select any one of the following classes):**

- **LDR 2010:** Leadership Fundamentals (no PR)
- **MAR 4403:** Sales Management (PR: MAR3023)
- **MAR 4453:** Business to Business Marketing (PR: MAR3023)
- **MAR 4503:** Buyer Behavior (PR: MAR3023)
- **MAR 4231:** Retailing Management (PR: MAR3023)

- **MAN 4063:** Management Ethics (PR: MAN3025)
- **ENC 3250:** Professional Writing (No PR)
- **MAN 3301:** Human Resources Management (PR: MAN3025)
- **MAN 3093:** Healthcare Management (No PR)
- **GEB 4941:** Business Internship (with focus on professional selling) (No PR)
- This Certificate program was designed to accommodate both business and non-business majors as sales careers are common across disciplines and industries.
- Residency Requirement: 100% (3 out of 3 classes) must be taken In-Residence at USFSP.

Discussion centered on the possible inclusion of ISM3011 as a baseline technology course as an elective and the number of electives being proposed. While adjustments to the electives may be needed in future, at this point, the committee agreed to the current list.

After discussion, the new certificate program was approved 4-0.

**Action:** Mike – Forward approved paperwork on to Dean for approval and submission to the USFSP Undergraduate Council.

#### **IV. Other Business**

##### **Economics Proposal:**

##### **Change prerequisites for ECP3201: Economics of Women and Work**

###### Current 2017-2018 Catalog Description:

ECP 3201 Economics of Women and Work MW (3) BA ECN

PR: ECO 1000 or ECO 2013 and ECO 2023. Survey of research on women, men and work in the labor market and the household. Focuses on the economic status of women. Includes historical perspective, examination of the family as an economic unit, changing work roles, and gender differences in occupation and earnings.

###### Suggested Catalog Description:

ECP 3201 Economics of Women and Work MW (3) BA ECN

PR: ECO 1000 or ECO 2023. Survey of research on women, men and work in the labor market and the household. Focuses on the economic status of women. Includes historical perspective, examination of the family as an economic unit, changing work roles, and gender differences in occupation and earnings.

After discussion, the committee wanted clarification several questions, including:

Has this change been approved by the Economics discipline

Does USF Tampa “own” this course? And if so, can we change the PR without their approval?

What is the motivation for this change?

After discussion, the committee decided to table the proposal for ECP3201 and ask for additional clarification from Dr. Harris on these issues before resubmission for a vote.

**Action:** Mike – Notify Dr. Harris about the committee’s concerns and, with additional clarification, encourage resubmission as soon as possible.

No additional business was discussed.

**Adjournment at 11:54 AM**