

# College of Business Administration Graduate Committee

## *Meeting Minutes for 14 November, 2005*

Meeting is called to order. *Attendees:* Drs. Kogut, Luse, Wall, Barnett, Short, Jones and Mr. Miguel Perez.

Printed minutes were not available for review, approval postponed.

Dr. Luse presented the proposed revisions to the MBA program assessment goals and objectives. The subcommittee presented four goals derived from the mission statement of the CBA. The goals were:

1. Competent Business Decision Makers
2. Capable Leaders
3. Effective Communicators
4. Socially Responsible Citizens

Competency in individual program areas is not included as specific goals as with the undergraduate programs. Competency in business discipline areas is rolled into the Competent Decision Maker category. Business decision maker was assumed to be the area of focus for MBA students. Dr. Short recommended that “Competent Decision Maker” be changed “Competent Business Managers” to broaden the focus of the goal. This change was accepted by the committee.

Discussion then turned to objectives and their assessment. Adaptability to changing circumstances requirement in the AACSB curriculum standard was raised as an issue. The viability of the MBA program was also raised by Dr. Short. Dr. Short contended that is no clear focus and direction for the program. Mr. Perez raised the issue that “demonstrate understanding of business disciplines” is akin to an undergraduate program objective. Committee discussion recommended combining this objective with the one covering application of disciplinary knowledge. Dr. Short recommended that the goal addressing adaptation to changing situations be altered to provide more guidance for implementation.

Discussion moved on to the second goal, “Capable Leaders”. This goal was described as problematic in terms of the evaluation of leadership behavior. The issues involving leadership spawns the idea that “follower-ship” is also an important issue to consider. There was some concern that the program doesn’t currently contain elements to evaluate the objectives of this goal. Adaptability to changing conditions is added as an additional objective to this goal.

Effective communicators: The committee changed the wording “articulate rationale and ideas effectively” to “articulate ideas effectively”. There was no further discussion on the topic. Committee discussion moved on to the “Socially Responsible Citizens” program goal. The issue of unit of analysis was raised, the major question being “Citizen of

what?” The meaning of citizen and ethical issues was also raised. Dr. Luse described the need for this goal to remain a separate issue to maintain alignment with the CBA mission statement. Dr. Wall recommended changing the goal title to “Globally Conscious Citizens”. This change was adopted by the committee. An additional objective to focus on the global impact of organizations was also recommended by Dr. Wall and accepted by the committee.

Specific changes to the proposed Goals and Objectives were noted by Dr. Luse. The revisions are to be incorporated into the proposal and disseminated at a later date.

The meeting was adjourned by Dr. Kogut.