

College of Business Administration Graduate Committee

Meeting Minutes for 9 February, 2006

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

Minutes from the 14 November meeting were approved by the committee.

The primary topic of discussion was the relative merits of four proposed models for the MBA program. Dr. Wall raised the issue that there was a lack of an international component in each of the proposed curriculum models. Dr. Kogut concurred, but raised the point that a specific international business course was not required under the AACSB guidelines. Dr. Hibbets also raised an objection with the lack of statistics in the programs. The BMBA 509 course generally does not include a research component, and this is lacking from the program. Discussion turns to Option 2. Dr. Jones raised the request for coverage of employment law in the BMBA 508 course.

Dr. Luse proposed to eliminate BUSN 305 from the background requirements. Dr. Wall argued against the inclusion of an ECON environment (BMBA 511) as a separate course offering. Dr. Jones brought up the point that strategy and integration is generally lacking in the program, and the components in two classes are not necessarily sufficient. Dr. Jones then asked Dr. Luse about the content of a business communication class. Dr. Jones proposed to change the name of BMBA 524 (proposed course) to Operations Management instead of Production Operations Management or Production Management. The committee approved this name change. Committee discussion then moved to the level of quantitative analysis in the curriculum. Dr. Kogut remarked that AACSB and graduate feedback highlighted a lack of statistics and quantitative analysis in the curriculum. The course would need to be taught differently, including the increased emphasis quantitative methods.

Committee discussion favored the adoption of Option 2 as the curriculum model for the ULM MBA program. Dr. Kogut asked the committee if they wanted to propose the modified Option 2 or wait till syllabi were developed. Dr. Luse and Jones were in favor of waiting till syllabi were developed for the new courses.

Discussion of an internship option as part of the MBA program was raised. Dr. Jones objected due to the lack of traditional students in the program. Mr. Perez spoke in favor of offering the option to those who could pursue it. Dr. Wall raised the additional option of "Civic Engagement" where students would work with local community or governmental organizations.

Volunteers were called for to prepare syllabi for BMBA 508, 524, and 561 (Internship). Drs. Wall and Hibbets agreed to work on BMBA 524. Mr. Perez volunteered to prepare

the proposal for an internship opportunity (BMBA 561) course. Drs. Luse and Jones volunteered to develop the BMBA 508 syllabus.

Mr. Perez discussed the use of CD-based Computer Based Training (CBT) materials to provide grounding courses for MBA students that required a background in business. This is the method used by Tennessee Tech MBA program. The student cost would be \$75 to the CBA and \$125 to the students, to cover the overhead costs for proctoring and administration. CBTs are available from Tennessee Tech for all background courses required in the ULM MBA program. Dr. Jones raised the problem that after students completed the CBTs, they might opt to enroll in Tennessee Tech's Distance MBA program. Discussion about the CBTs versus CLEP program was raised and discussed by the committee. One idea put forward was to raise the standards for granting credit for coursework.

Next meeting date is set for 9 March 2006 at 3:30 p.m.

The meeting was adjourned by Dr. Kogut.