

RCOB Graduate Programs Committee  
Meeting Minutes

March 2, 2016 11:00 am  
Miller Conference Room

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1. Call to Order 11:05 am

Jeannie Pridmore (chair)	Hope Udombon	Christine Haynes
Diane Williamson	David Nickell	Adrian Austin
Amin Boumenir	Monica Smith	Mary Kassis

2. Approval of Minutes of February 10, 2016 meeting

3. Old Business

4. New Business

a. Concentrations with the Department of Mathematics – Amin Boumenir

Discussions were had about creating a path for the Undergraduate Mathematic Students to obtain an MBA. Diane Williamson is going to provide Amin the information on the Business Track in the Chemistry Department as a way to get started. We also discussed an MBA Concentration in Business Analytics. Syllabi will be exchanged or the next few weeks for a more in-depth proposal. However, the follow preliminary proposal was outlined.

**Master of Business Administration with a Concentration in Business Analytics**

To earn the Master of Business Administration degree with a Concentration in Business Analytics, a student must successfully complete 33 graduate credit hours.

**Core Courses Required (18 hours):**

MKTG 6815 Marketing Strategy

ACCT 6232 Advanced Managerial Accounting

ECON 6450 Managerial Economics

FINC 6532 Advanced Financial Management

MGNT 6670 Organizational Theory & Behavior/A Managerial Perspective

MGNT 6681 Seminar in Strategic Management (Pre-Reqs: Mktg 6815, Finc 6532)

**Business Analytics Concentration (12 hours):**

**Pick four of these courses (at least one must be at the 6000 level)**

ECON 6430 - Business Cycles and Forecasting

MKTG 6850 – Analytical Methods in Marketing

MATH 5803 – Analysis of Variance

MATH 5513 – Regression Analysis

MATH 5823 – Applied Experiential Design

MATH 5833 – Applied Nonparametric Statistics

MATH 5843 – Introduction to Sampling

**One Elective Course (3 hours):**

ECON 6430 - Business Cycles and Forecasting (If not picked above)

MKTG 6850 – Analytical Methods in Marketing (If not picked above)

ACCT 6233 Seminar in Cost Accounting

CISM 6331 Strategic Management of Information Technology

FINC 6542	Investment Analysis & Portfolio Management
ECON 6461	International Finance
ABED 6100	Advanced Managerial Communications
MKTG 6820	International Business Strategy

- b. Update on AOLs process & MBA AOL L03.1 to be considered across courses– Mary Kassis

The committee discussed concerns with Mary Kassis regarding the current AOL process, and the weakness that has been seen in LO3.1. The two following recommendations were made.

- 1) Starting in the Academic year 2016-2017, the committee recommends an once a year AOL review cycle.
- 2) Given the weakness seen in AOL LO3.1 over the last couple of years, the committee is recommending that all core courses in the MBA program should include some international content/perspective.

- c. AOL

- i. Summer 2015 ECON 6450-01 Douglasville – The committee looks forward to seeing the results with the implemented changes from Spring 2015.

- d. An update was given on the AOL for each committee member for AACSB visit –  
userid – rcobfs                      password – rcob1601

[http://www.westga.edu/business/mba\\_assurance\\_of\\_learning.php](http://www.westga.edu/business/mba_assurance_of_learning.php)

- i. **LG1** - Communicate at a professional level in oral presentations and in writing using appropriate technologies. – **Susan Webb**
- ii. **LG2** - Work effectively with others and lead in organizational situations. – **Doug Turner**
- iii. **LG3** - Identify how globalization affects organizations and their environment. – **Christine Haynes**
- iv. **LG4** - Recognize the importance of ethical decision making. – **Adrian Austin**
- v. **LG5** - Integrate analytical and problem solving skills with concepts and theories from all functional areas of business using appropriate analytical and decision making technologies. – **David Nickell**
- vi. Capstone Assessments  
**All LG 1-5** – no longer exists because the programing is no longer doing an exit exam

- e. Early MPACC revision– Christine Haynes informed the committee this was on hold while the possibility of a joint MBA/MPAcc is being further investigated.

- f. The current progress of the MBA Concentrations was updated. The courses have all been approved, and the concentration proposals will be at the University GPC meeting next week, and there seems to be good from administration

- g. MBA Concentration Scheduling Follow Up with Marketing is still considering their options.
  - h. Forecast a method to estimate the required seats by semester per course. This should be a workable project as we know where each student is in their program and their location. – Diane will provide a Banner report that might be able to accomplish this.
  - i. New Chair for 2016-2017 / 2017-2018 – Adrian Austin was voted the new chair for 2016-2017
5. Information items
6. Adjournment