

RCOB Graduate Programs Committee
Meeting Minutes

April 6, 2016 11:00 am
Miller Conference Room

1. Call to Order

Jeannie Pridmore (Chair) Diane Williamson David Nickell Doug Turner

2. Old Business

3. New Business

- a. Discussed how to reconcile the catalog changes. The plan is to mostly leave the current MBA information alone and to add the concentrations in a section beneath the general MBA information. Doug and Jeannie will work on getting a markup done and sent out to the committee for approval.
- b. We discussed the WolfWatch report that Diane sent out. The report seems straight forward and no changes were requested.
- c. Graduate Scholarships – will need to be done electronically because we did not have a quorum.
- d. Doug Turner talked about the National Black MBA Association - <http://www.atlbmba.org/>. This organization needs to be vetted so the committee can make a recommendation on how to work with it in our program.
- e. Graduate Enrollment Update – Jeannie attended the Strategic Graduate Enrollment committee meeting. There are several things that this committee needs to work with them on next year.

How to get more visibility for the graduate programs and students on campus.

Tie the MBA plan to the university strategic plan.

Answer the following questions:

- Do we have a recruiting budget?
- Do we have a student limit we can have? What is our capacity level? What is our goal for enrollment?
- What is our mission?
- Is retention a problems for us?
- What are our graduation numbers?
- How many applicants do we get a year?
- What do we do well and how can we build on it?

- f. An update on AOL for each committee member for AACSB visit – Each committee member will have their summary sent out to the committee before pre visit in May 4th.

userid – rcobfs password – rcob1601

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
- g. MBA Concentrations Process Update – All of the courses have been approved by senate and are in the approval process with the registrar. The BICS concentration has been approved, and the marketing concentrations will be brought up in next week's University GPC meeting.

MBA Concentration Proposals – A total of 33 credit hours

6 Core Courses, 4 Concentrations Courses, 1 Free Elective

- i. Business Intelligence and Cyber Security
 - 1. CISM 5330 – Enterprise Architecture (approved)
 - 2. CISM 5390 – Business Intelligence (approved)
 - 3. CISM 5355 – Cyber Security (approved)
 - 4. CISM 6331 – (currently offered)
- ii. Digital Marketing
 - 1. MKTG 5818 – Business Web Design (approved)
 - 2. MKTG 5868 – Marketing Metrics (approved)
 - 3. MKTG 5810 – Social Media Marketing (approved)
 - 4. MKTG 6850 – Analytical Methods in Marketing (approved)

iii. Sales and Consumer Research

1. MKTG 5805 – Sales Management (currently offered)
2. MKTG 5864 – Consumer Behavior (currently offered)
3. MKTG 5868 – Marketing Metrics (approved)
4. MKTG 6850 – Analytical Methods in Marketing (approved)

h. MBA Concentration Scheduling Follow Up with Marketing – Marketing concentration courses will be offered on Tuesdays night. It seems that Tuesday nights will be MBA concentration night.

i. 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 provided a Banner report to forecast seats in MBA courses. The committee requests that Brad bring the report to the attention of DAC to see if this fits their needs, and how they would like to use it.

4. Information items

5. Adjournment