College of Business, Graduate Committee Meeting Minutes

November 28, 2012

Present: Steve Dordick (MBA student representative), Sam Gray, Tom McGuckin, Robin Peterson, Carlo Mora, Kathy Brook (ex-officio) and John Shonk (ex-officio).

Guest: Liz Ellis  Excused: Gavin Clarkson

I. Call to order

The meeting was called to order at 10:45 a.m. on Wednesday, November 28, 2012 in the Dean’s conference room, room 134.

The minutes of 10/31/2012 were approved with changes as noted.

II. Discussion

- The GC was provided with a statement of the Globalization learning objective and the sub-goals by Carlo; this will be implemented within the MBA curriculum starting in the fall semester 2013.
  
  Globalization learning objective - Students understand how globalization affects organizations and their environment.

  The sub goals are “Students are able to:”
  
  ◆ Analyze the opportunities and threats in the environments associated with managing organizations internationally.
  ◆ Demonstrate the rationale for developing global brands and global brand positioning.
  ◆ Identify and analyze the key legal issues associated with operating a business globally.
  ◆ Understand exchange rates as they relate to operating a global business.

It was M/S/P to unanimously accept the definition and sub-goals as submitted.

- The learning objective on Globalization will require that it be put to a vote as an agenda item at the spring 2013 convocation which is scheduled for 1/11/13. It was noted that it will not be necessary to have sub-goals submitted at convocation; it will be the responsibility of the GC to state where the sub-goals are to be included within the curriculum. It is the responsibility of the AOL committee to develop the instrument and then share with faculty the course(s) where it is to be administered. It is important for the GC to share these communications with faculty. Liz will take this information back to both department heads and faculty to make them aware of the courses which will need to integrate Globalization. The courses of MGT 590, MKTG 503, BLAW 503 and ECON 503 were discussed by GC members as the most suitable to incorporate this learning objective within.

- Liz presented a proposal to the GC on the background prerequisite courses to the MBA program which would be a pilot program to start in spring 2013 (see email dated 11/14/2012 Agenda Item - CEC Grad. Committee). Currently students entering the MBA program at NMSU must have seven prerequisites to satisfy the body of knowledge (BOK) requirement or be prepared to meet these by taking a 3 credit course. This new proposal
Figure 1: BA590 Prerequisites and Necessary Topics

**ACCT 503**
- Cost-volume-profit
- Marginal analysis
- Budgeting
- Financial
- Capital Planning
- Decision Making
- Marginal vs average
- Concept of a Business Plan

**BLAW 502**
- Types of Business Incorporation
- Contract
- Intellectual Property
- Tort Law/Liability
- Employee Legal Issues

**MKTG 503**
- Marketing Plan Development
  - a. Scope
  - b. Market Share
  - c. Penetration
  - d. Pricing
  - e. Demand
  - f. Promotion
- Alternative Marketing Strategies
  - Product
  - Pricing

**FIN 503**
- Time value of money
  - Annuities
  - Amortization
  - Capitalization
  - Cost of Capital
  - Cash Flow and Risk
  - Risk premium
  - Integrative capital
  - Budgeting case

**BA590: Business Plan**

Legal statement of business art.
MBA Thesis Option
Approved by the Graduate Committee, March 13, 2013

NMSU-MBA, Thesis Option

Typically NMSU-MBA students complete the course, BA 590, Professional Paper/Presentation during their final semester in the MBA program. If a student is unable to complete BA 590 or otherwise desires to do so, he or she may, under certain conditions and with special permission from the Academic Associate Dean of the College of Business, complete a Master’s thesis of at least six credit hours in lieu of BA 590. Students taking the thesis option also accept several responsibilities outlined below.

What are the Conditions for the Thesis Option?

Generally students seeking to write a thesis must have either a particular and well articulated interest in a researchable topic or some special circumstance that prevents them from completing BA 590. Additionally, students seeking permission to pursue the thesis option must have completed at least 21 semester hours of MBA core credits with a GPA of 3.5. Thesis students who are taking a specialty are encouraged to complete the majority of the specialty courses before beginning the thesis.

What is a Thesis?

A thesis is an original written report on a research activity involving detailed and systematic study of a significant problem or issue. For the MBA it is expected that the thesis topic will be business related, demonstrate mastery of the business theories and concepts included in the MBA, and be of general interest to the business profession. Typically the conduct and writing of a thesis involves substantial quantitative analysis. A thesis must meet the standards set forth in the NMSU Graduate Catalog, adhere to ethical research standards, and comply with university research regulations (http://research.nmsu.edu/compliance/IRB/IRB.html).

What Must the Student Do? Form a Master’s Thesis Committee

A student seeking approval for the thesis option must identify a faculty committee to supervise the thesis. Specific rules for committee formation are available in the Graduate Catalog. The role of the committee chairperson is especially important as the chairperson will work closely with the student as the thesis is written. It is the student’s responsibility to recruit the members of his or her committee. If the student is unable to assemble an appropriate committee the thesis option cannot be undertaken.

What Must the Student Do? Write a Thesis Proposal for Committee Approval

Once the committee is identified the student must present a thesis proposal to the committee for approval. The proposal must clearly state the purpose of the thesis in terms of its hypothesis(es) and/or research question(s). It should also include a literature review, discussion of data sources, and an outline of the research plan. The proposal defines the scope of the thesis. Work on the thesis can begin only after the committee approves the proposal and the final thesis is expected to align with the thesis proposal.
What Must the Student Do? Complete, Defend, and Prepare the Thesis for Archiving

Typically the student will write several drafts of the thesis and will get feedback from his or her committee, especially the chairperson, at several stages. When the chairperson agrees that the thesis is ready for defense the student distributes the draft to the entire committee (at least seven working days before the defense) so committee members can read the draft before the defense. The student is responsible for organizing the defense at a time mutually suitable to committee members. The student must also assure that all Graduate School deadlines are met. Deadlines can be found at http://prospective.nmsu.edu/graduate/current/deadlines.html. After the defense the student will incorporate changes agreed upon in the defense, prepare the thesis according to the Graduate School Thesis/Dissertation Guidelines (http://gradschool.nmsu.edu/mb/TDG.pdf) and submit the thesis to the Graduate School for final approval and archiving at the library.

NOTE: This document provides only general guidelines. Students must take great care to know and follow university guidelines and deadlines.