From: Terry Adler

Subject: Undergraduate Committee Minutes

To: Undergrad Committee Members

The Undergraduate Committee meeting opened at 1pm and finished at 2:35pm on 12 April 2007. Those present included:

   Terry Adler
   Bruce Huhmann
   Tim Query
   Rusty Caulk
   Justine Adkisson
   Randy McFerrin

   Guest: Larry Tunnell

Bruce Huhmann started the meeting reading Gerry Hampton’s comments regarding BUSA 365. Through Bruce Huhmann, the following comments were provided by Gerry:

   “No one wants to teach BUSA 365 in the Marketing Department and does not want to be in the position as Department Head to force someone to teach the course…quality issues then become a concern.

   BUSA 365 is too long according to student complaints. Students have families and have to work full time and this course runs in contrast to our student needs.

   If we continue BUSA 365, how can we deliver it? Teaching BUSA 365 takes faculty member out of the mainstream of their discipline. Once you start teaching it, everyone else in the dept wants you to continue because they don’t want to get out of their teaching/research stream. These courses were supposed to be able to be taught by any faculty member in the whole college regardless of the department yet this has not happened. Given the growing and changing demands of teaching throughout our college, BUSA 365 is a big drain on our resources. Marketing still has to teach Mktg. 303 because all students in fashion merchandising, agricultural business, communication have to take the course. We have 240 students in Mktg. 303 this semester. Getting rid of BUSA 365 and requiring Mktg. 303 for business majors would save Marketing department at least one a faculty member’s time.

   Also, attended a bunch of AACSB meetings lately for the college. AACSB has moved on from integration and team-based concerns to ethics and globalization that are now more important. Integration is not as
important to AACSB. We still have Business Policy class in BUSA 421 and BUSA 111. Also, team-work is covered in many of our other courses.”

Note that Bruce Huhmann has sent a survey to faculty members asking how much integration and team-based issues are covered in their courses. Bruce will provide results of this survey at one of upcoming meetings.

The committee also heard from Larry Tunnell regarding BUSA 365. Larry stated that while BUSA 365 is a useful course and was probably helpful in our getting accredited last time around, no one in the Accounting Department has expressed an interest in teaching it. He also said that maybe it could be changed to more closely reflect student needs (for example, by making it two three-hour courses). He suggested that the BUSA 365 course could be changed to have a more enterprise resource planning (ERP) perspective, one that integrates the functions of business and utilizes the direction of the college of business already.

Upon hearing these two inputs and the inputs from other department heads in the college of business in previous meetings, the committee decided to make the following recommendations:

1. Eliminate BUSA 365 in its present state for several reasons:
   a. Course was designed and offered to meet a now obsolete AACSB objective.
   b. Course requires too many teaching assets to effectively deal with the direction of growth in the college.
   c. Course does not frequently meet student needs.
   d. Course took the place of a basic marketing emphasis when, in fact, most business students take an introductory marketing course.
   e. Course aligns better with our peer institution curriculum. Only one peer institution has a course remotely equivalent to BUSA 365, the University of Arkansas, and this is more of a supply chain course.

2. Add a core marketing course to the business core. All business students would be required to take Mktg. 303 so that they had a basic and robust knowledge of this business function upon graduation.

3. The committee discussed ideas for a proposal regarding how to replace BUSA 365 in the curriculum with regard to management and accounting. This committee recommends BCIS 485, a current operations management course, or Mgt. 470 as a set of possible courses where integration is a primary objective and where students could take one of these courses as part of the core. Bonnie Daily has stated that if BUSA 365 is eliminated then Mgt. 344 should remain in the core.

Bruce H. then adjourned the meeting.