

School of Business & Economics
Faculty Meeting
Tuesday, November 14, 2006
Wachovia Auditorium
3:00 p.m.

MINUTES

Attendees:

The list of attendees is on file.

1. Announcements – Dean Pitts

1. Molly Lipka, Student Managed Enterprises Coordinator, announced that on November 9, 2006 School of Business and Economics (SBE) SIFE students placed second out of six teams in a regional financial case study competition entitled “Duel in the Swamp.” The other schools represented at the competition were Georgia Southwestern, Florida State University, Flagler College, University of Northern Florida and University of Florida. The placement included a trophy and monetary award as well as regional recognition. SBE has been invited to compete in Duel in the Swamp next year and the hope is to host the competition in Charleston.
2. John Crotts introduced the Hospitality and Tourism Management’s new Internship Coordinator and Instructor, Andrea Canberg. Dr. Canberg holds a PhD from Clemson in Parks, Recreation, and Tourism Management. She is the mother of two and lives here in Charleston with her husband Matthew.
3. Board of Governors’ member, Nella Barkley, pledged 20,000 to support SBE’s new Honors program.
4. The College’s new president, George Benson will be on campus as of February 1, 2006. He was recently in Charleston for the 2006 AACSB regional Dean’s meeting. A few notes on Dr. Benson: he is chair of the Baldrige National Quality Program. In terms of his background and professional approach, he is both an academic and an administrator, as well as a statistician who believes in a dual focus on obligations to the academy and community. He believes, “resources should back-up strategy” and that one should put “incentives where goals are.” He believes in providing staff to support faculty and programs and in shared governance. In terms of program development, he favors strong niche programs and supports graduate and professional programs.
5. The implications for the School of Business might include developing a Master of Hospitality and Tourism Management program and Dr. Crotts will begin to explore that possibility as well as other Master’s programs we will also begin to explore.

2. Faculty recruitment updates – Department Chairs

1. Accounting and Legal Studies – Dr. Koprowski
Two positions are being recruited for out of an original candidate pool of ten which has now been reduced to four candidates.
2. Management and Entrepreneurship – Dr. Kent
3 positions are being filled. There have been superior candidates in the candidate pool and the Department is currently in the process of interviewing.
3. Marketing and Supply Chain Management – Dr. Gourdin
One candidate has been interviewed and others will be interviewed after Thanksgiving for an open position in the Department.
4. Economics and Finance – Dr. Morgan

- 3 very strong finance candidates have been interviewed. An Economics meeting will be held in Charleston this weekend so the hope is that we can do some interviews then. Open positions in the Department include one for Real Estate, one for International Finance and one for Economics. A press release is expected out in a day or two to announce the new Carter Center for Real Estate.
5. Hospitality and Tourism – John Crotts
 With regret Dr. Crotts announced that Heather Goldman, currently Instructor and internship coordinator in the Hospitality and Tourism Management Department, is leaving the College to be married, after which she will live with her husband in Mumbai, India. The Department has identified 7 very qualified people to fill the position of instructor in the department and they are looking forward to the interviewing process.

3. Curriculum Committee – Julia Blöse

1. **Proposal** Course Change – Marketing 425
 The Curriculum Committee supports the recommendation.
Motion Add two courses as pre-requisites to Marketing 425, namely Marketing 329 and Marketing 320
Discussion None
Vote All in favor, none opposed – Proposal passed
2. **Proposal** New Concentration – Entrepreneurship
 The Curriculum Committee recommends the proposal
Motion New Entrepreneurship concentration
Amendment Change “Introduction to Entrepreneurship” to “Principles of Entrepreneurship” and “New Ventures Finance” to “Funding New Ventures”
 Dr. Shaver put forward name changes for two of the courses currently listed in the proposal. “Introduction to Entrepreneurship” would become “Principles of Entrepreneurship” so that it would not be perceived as a general introductory course. He also proposed, at Dr. Hefner’s request, that the course “New Ventures Finance” be re-titled “Funding New Ventures” to avoid confusion on the part of students interested in taking Finance courses.
Discussion None
Vote All in favor, none opposed – Amendment passed
Discussion The discussion centered on retaining Management 319 in the catalogue unchanged as a pre-requisite courses and to offer Principles of Entrepreneurship as a separate course. Also, that SBE teach the business planning process with an integrated curriculum. While an expanded Entrepreneurship program is desirable the importance of teaching fundamental skills throughout the School should not be overlooked.
 In response, it was pointed out that Management 319 has not in fact been taught as described in the catalogue for about two years. The Department could perhaps teach both Management 319 and renumber the Principles of Entrepreneurship 320 in a manner equivalent to Physics 101 and 102, which are intended as introductory courses to both Entrepreneur students and those students who do not intend to take more physics. Alternatively, the School could create a new course and team-teach sections from each Department in order to offer a fundamental Business planning course.
2nd Motion John Crotts introduced a motion to retain Management 319 as it is currently written in the course catalogue and not in the concentration.
 As such, Principles of Management would be renumbered to 320, Entrepreneurship New Venture Planning, currently 320, would be renumbered 321.
 The motion was seconded.
Discussion Dr. Gavidia objected that keeping both courses means an increased need for resources, implications for enrollment and business planning in general. He argued that SBE needs an overarching plan and a consistent policy rather than making ad hoc changes to the curriculum.
 The question was raised.
Vote In favor: 12, Opposed: 16 – Motion failed.
3rd Motion Remand proposal to the curriculum committee.
 A motion was introduced for the proposal to return to the Curriculum Committee and further

discussions there. It is expected that the Curriculum Committee will address the issues in greater depth as more information is needed. Faculty members are invited to attend the next meeting which is scheduled for Tuesday, November 21 at 3:00 p.m. Curriculum Committee members include Julia Blose – Chair, Mike Morgan, Jeff Yost, Robert Frash and Jose Gavidia.

The motion was seconded.

Vote In favor: 21, Opposed: 7 – Motion passed.

4. Graduate program updates – Dean Pitts and Dr. Koprowski

Graduate Program in Accounting – Dr. Koprowski

Corporate scandals have changed the face of accounting and auditors are now in demand. The Graduate Committee has proposed a number of program changes with a new emphasis on full time day, in addition to night time graduate courses.

The proposal is geared towards two tracks of four courses each, in addition to required courses, with the two tracks being in essence an auditors' track and a business analysis track. The auditors track puts us in a niche area. Currently our competition is USC and Clemson.

Four electives of accounting or non-accounting courses are required in addition to two required courses and the 4 "track" courses. There has also been discussion on requiring undergraduate information systems courses for as so much data is now stored electronically.

Overall our graduate program is doing well it has expanded to roughly 40 good students with a 100% post-graduate placement rate.

SBE Masters Programs – Dean Pitts

Our proposal for a Business Major is currently at the CHE staff level. We have a meeting with the Provost at the Citadel to discuss cooperation with them. A further possibility may be to explore collaboration with Clemson or USC.

In future, we can also expect encouragement from the new President, Dr. Benson, to come up with innovative graduate programs. Dr. Crotts will pursue the possibility of a Masters in Hospitality and Tourism Management and we can revisit an earlier proposal for a Masters in Global and Supply Chain Management.

Meeting adjourned.

Respectfully submitted by,
Karen Irene Thal