

12-6-2004

## Minutes, Crummer Graduate School of Business Faculty Meeting, Monday, December 6, 2004

Crummer Graduate School of Business Faculty  
*Rollins College*

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**Roy E. Crummer Graduate School of Business  
Rollins College  
Faculty Meeting Agenda  
Room 108, 1:30 P.M.  
Dec. 6, 2004**

- I. Welcome.....Craig McAllaster
- II. Review/Approval of Minutes.....Craig McAllaster
- III. Center Reports.....Craig McAllaster
- IV. MBA Curriculum Committee.....Ed Moses
- V. Business Week MBA Package.....Steve Gauthier
- VI.
- VII. Dress Code Update.....Jamie Silver de la Roza
- VIII. Other Issues.....Craig McAllaster
- IX. Adjournment.....Craig McAllaster

**Next Faculty Meeting  
Monday, January 10, 2005  
Room 108  
1:30 pm – 3:00 pm**

**Roy E. Crummer Graduate School of Business at Rollins College**  
**Faculty Meeting - Room 108**  
**Monday, December 6, 2004**  
**1:30 pm – 3:00 pm**

Crummer Faculty & Staff Present:

Craig McAllaster, Ted Veit, J. Clay Singleton, Ted Herbert, Jennifer Devitt, Michael Cipollaro, Jim Higgins, Keith Whittingham, Barry Render, Jane Reimers, Ed Moses, Steve Gauthier, Jim Johnson, Ralph Drtina, Sam Certo, Laurel Adams, Jule Gassenheimer, Halil Kiyamaz, David Currie, Mark Johnston, Jamie de la Roza, Jacquelin Brito, Margaret Linnane, Bob Prescott, Michael Bowers, Ilan Alon, and Dan Montplaisir

Welcome.....Craig McAllaster

Approval of Minutes.....Craig McAllaster  
Minutes from November 15, 2004 Faculty Meeting were accepted

Center Reports.....Craig McAllaster

PNLC.....Margaret Linnane

- PNLC is wrapping up their training programs and will host a Business and Philanthropy Session with emphasis on insurance: Blue Cross Blue Shield. Dr. Sherry Magill, from the DuPont Fund, will be the guest speaker, Feb. 1<sup>st</sup>, addressing the State of the Non-Profit Sector. Joel Barker, futurist, is being sought after to give an address at Crummer.

Entrepreneurship.....Michael Cipollaro

- Feb. 14<sup>th</sup> - New Venture Plan Competition deadline
- Jan. 25<sup>th</sup> - Women and Entrepreneurship Workshop
- Feb. 22<sup>nd</sup> - Marty Rubin winner of the Distinguished Entrepreneur Award
- March 10<sup>th</sup> - Karen Patton Seymour lead prosecutor in the Martha Stewart trial: Ethics in Business
- March 11<sup>th</sup> – New Venture Plan Competition
- The CEO is working with the National CEO Organization to recruit CEO undergrad chapters to bring into preview weekend. They are also attempting to host the CEO Conference in the Fall in Orlando. Entrepreneurship plans to use this opportunity to advertise Crummer.

Executive Education.....Bob Prescott

- Projected to return \$124,000 in revenue back to Crummer this year-end.

MBA Curriculum Committee.....Ed Moses

- Three proposed changes in course titles and two changes within these course descriptions. Michael Bowers presented three title changes and two course description changes: MKT 606 Marketing Strategy change to Strategic Marketing, MKT 608 Business Marketing changed to Managing Customer Relationships, MKT 612 Program Management changed to Creating Value Management. The course description changes were put in a hand out, discussed, changes were added, a motion was made, and the proposed changes were accepted.
- A handout was passed out: Concerning Current Goals (Desired Outcomes) Approved By The Faculty; Proposed New Goals (Desired Outcomes) and Goals and Strategic Initiatives. These issues target the assurance of learning for Crummer in order to meet the AACSB compliance date of year 2007. There was a discussion on the proposed changes, and the changes were sent back to the Curriculum Committee for review.

Other Issues .....Craig McAllaster

Steve Gauthier - Faculty should remind students to make sure they hit the submit button when they do faculty evaluations, before they log out of Zoomerang.

Publications being considered for the students are Business Week, Fortune, and The Economist.

Jennifer Devitt - gave an overview of the new SMBA Class.

Jamie handed out the revised dress code for approval. A few suggestions were made and a motion was taken to accept the proposed changes. These changes will affect the full time students and will be implemented in the Spring. Clay Singleton made a motion to apply the same dress code to the part time students in January. It was seconded and voted.

Adjournment.....Craig McAllaster

Meeting Adjourned 3:00 pm