

1-10-2017

Minutes, Crummer Graduate School of Business Faculty Meeting, Tuesday, January 10, 2017

Crummer Graduate School of Business Faculty

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**Roy E. Crummer Graduate School of Business
Rollins College
Crummer Faculty Meeting Agenda**

**January 10, 2017
Room 108
11:30am**

Approval of Minutes.....Deborah Crown
AACSB UpdateHalil Kiymaz
Curriculum Committee Update.....Halil Kiymaz
Deans UpdateDeborah Crown
Other Business.....Deborah Crown
Meeting Adjourned.....Deborah Crown

**Next meeting
February 9th
Faculty Only
Room 108
11:30 am – 1:00pm
Lunch will be served**

**Roy E. Crummer Graduate School of Business
Rollins College
Crummer Faculty Meeting Agenda**

**January 10, 2017
Room 108
11:30am**

Those Present: Mary Conway Dato-on, Henrique Correa, Bob Ford, Bill Grimm, Kim Jentsch, Jim Johnson, Mark Johnston, Halil Kiymaz, Tracy Kizer, Misty Loughry, Greg Marshall, Craig McAllaster, Kyle Meyer, Tim Ozcan, Bill Seyfried, Koray Simsek, Clay Singleton, Greg Turkanik, Keith Whittingham, Keenan Yoho, Lynda Boyce, Jackie Brito, Pam Clark, Cari Coats, Millie Erichsen, Steve Gauthier, Mike Kazazis, Dawn Nagy, Carlene Sterling, Jane Trnka, Susan Singer, Pat Schoknecht

**Approval of Minutes.....Deborah Crown
Amendment:**

Greg Marshall: Total credits to complete missing. Change Made

**AACSB UpdateHalil Kiymaz
32 days to accreditation**

The CIR Report is available on the home page

We will have a formal session before the visit to address any questions you may have prior to the next faculty meeting

The review team has read the report and are making comments.

**Curriculum Committee Update.....Halil Kiymaz
Crummer AOL Process (PowerPoint)**

Goals and objectives listed

Course Mapping Outlined

Data Collection Timeline

Analyze and interpret Evidence

Closing the loop at annual retreat

MBA 504 – Management project (5 sections) meets the requirement from the Military for a full time program. All students are eligible to participate.

Deans UpdateDeborah Crown

- **AACSB: the team's preference is to use a standard form for the visit.**
 - We will open on Sunday evening (only the review team)**
 - On Monday Feb 13 please keep that on hold for meetings**
 - You will soon receive a schedule of the day.**
 - On Tuesday the team, with the provost and president**
- **Last week Deborah, Millie, and Clay visited the Crummer Family in California.**
 - **The family will be attending Clay's final Lecture (Play) in April along with Crummer's 60 year celebration and Alumni Weekend.**

- The family made a donation while we were there.
- **Enrolment:**
 - Our alumni have been a big part of the push especially with the PMBAs
- **Florida Vision 2030**
 - Crummer will be hosting Vision 2030 for Rollins which was chosen along with UF and Valencia as the three education representatives
 - March 27 3:30 to 5:30 at Alford Inn for external guests and
 - March 28 3:30 – 5:30 here at Crummer for Faculty and Staff

Other Business.....Deborah Crown

- **Mary :** global links scholar arriving this Saturday, Jan 14th
 - She will be living in grad housing and have an office next to Mary's on the 3rd floor.
 - She will be available to speak in your class if you would like. (January, February, and March)
 - The five students working in India will be here March 17 – 31 they will be visiting classes during their stay
 - They are looking for a home to stay during their visit.
- **Dawn:**
 - The annual Winter Alumni Networking Social is coming up on January 25th. All faculty are invited to participate. Josh Snyder '10MBA is our host at The Exchange Building (former Church Street Exchange).
<http://crummerconnect.rollins.edu/winteralumninetworkingsocial>
 - Crummer Alumni Weekend is April 21 and 22, with Clay's last lecture (play) on April 22.
- **Millie:**
 - New commitments for Fiscal Year 2017 total \$684,961, which is a \$55,000 increase over the prior fiscal year at this same time. In addition to gifts to the Crummer Fund, the Moses Award and McAllaster Scholarship also received generous donations.
- **Kim Jentsch** is featured in i4 business mag
- **Friday the OBJ** will have an announcement about our new board of overseers members
- **2/3 of the international travel class** in Costa Rica traveling with Keith Whittingham
- **The NESPRO teams** are being put together now for the upcoming challenge
- **Meeting Adjourned.....Deborah Crown**

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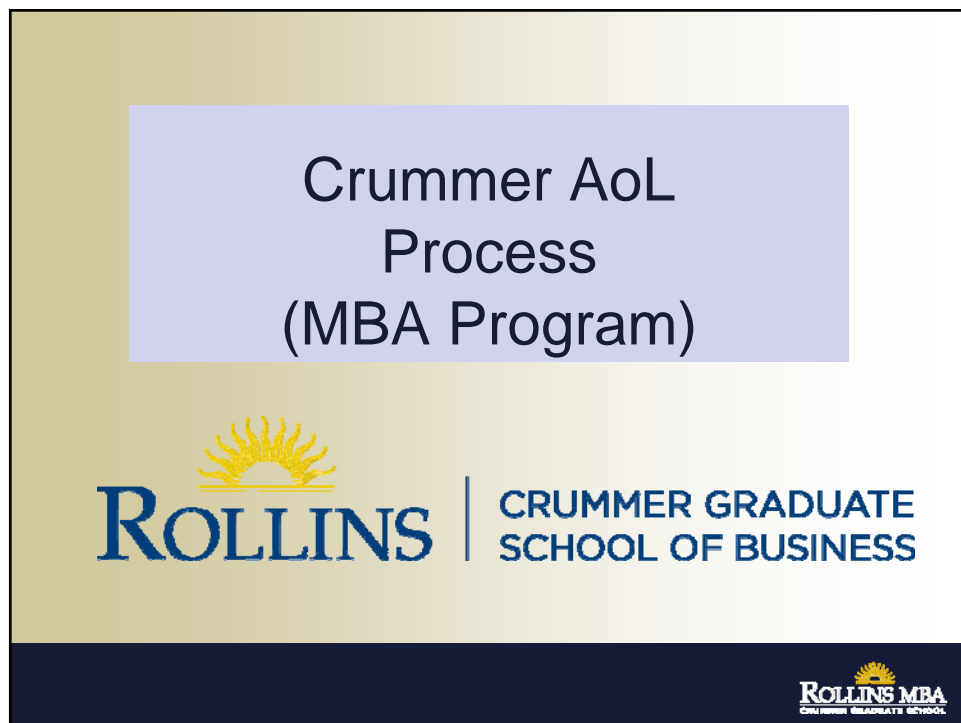
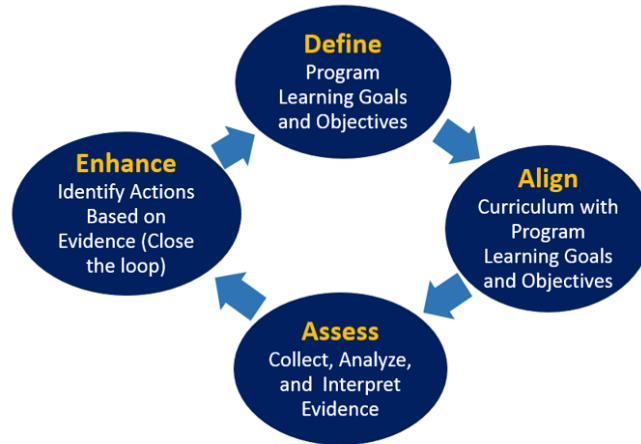


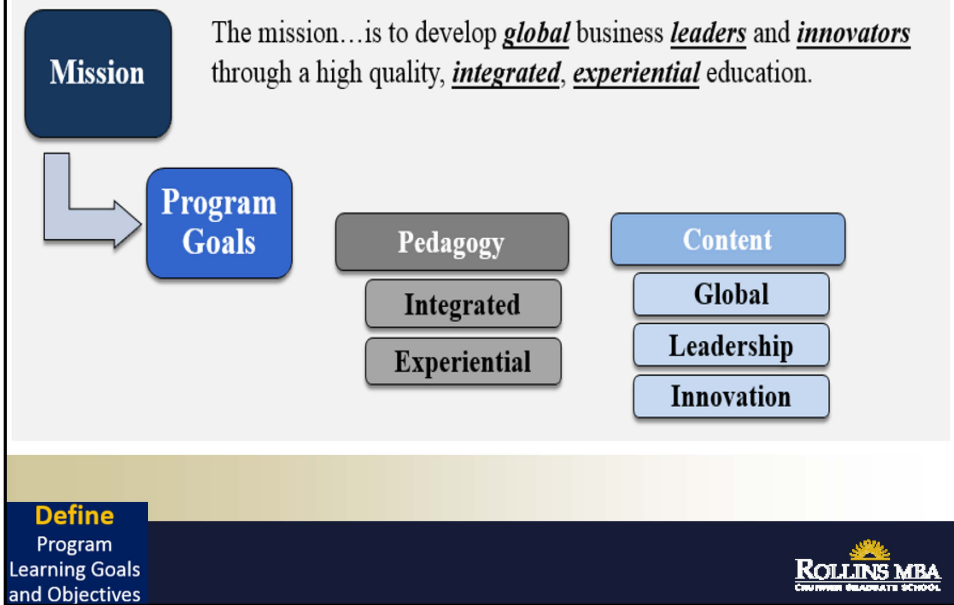
Figure 1. Crummer Assurance of Learning: A continuous Improvement Process



Program Learning Goals and Objectives

- Program Learning goals for each program
 - MBA program
 - Executive DBA program
 - 4-6 program goals
 - Based on School Mission
- Learning objectives for each goal

Figure 2. Crummer mission and MBA program goals



Define
Program Learning Goals and Objectives


Goal 1. Integrated: we encourage active, intentional collaboration among faculty members, synchronization of calendars, course objectives & assignments, fundamental themes that cut across entire curriculum


- **Objective 1:** Students will be able to apply multidisciplinary perspective to approach business problems


Goal 2. Experiential: we encourage learning through application or simulation, often outside the classroom, guest speakers, coaching/mentoring, competitions, service-learning

- **Objective 2:** Students will be able to apply appropriate techniques to identify a business problem, generate and compare alternatives, and develop solutions using *case studies*
- **Objective 3:** Students will be able to identify a business problem, generate and compare alternatives, and develop solutions using *applied projects (i.e. actual clients)*
- **Objective 4:** Students will be able to identify a business problem, develop solutions, and observe the impact of their actions on stakeholders using *simulation*

ROLLINS MBA
CRUMMER GRADUATE SCHOOL

Define Program Learning Goals and Objectives	<p>Goal 1. Integrated: we encourage active, intentional collaboration among faculty members, synchronization of calendars, course objectives & assignments, fundamental themes that cut across entire curriculum</p> <ul style="list-style-type: none"> ○ <i>Objective 1:</i> Students will be able to apply multidisciplinary perspective to approach business problems <p>Goal 2. Experiential: we encourage learning through application or simulation, often outside the classroom, guest speakers, coaching/mentoring, competitions, service-learning</p> <ul style="list-style-type: none"> ○ <i>Objective 2:</i> Students will be able to apply appropriate techniques to identify a business problem, generate and compare alternatives, and develop solutions using <i>case studies</i> ○ <i>Objective 3:</i> Students will be able to identify a business problem, generate and compare alternatives, and develop solutions using <i>applied projects (i.e. actual clients)</i> ○ <i>Objective 4:</i> Students will be able to identify a business problem, develop solutions, and observe the impact of their actions on stakeholders using <i>simulation</i>
	

Define Program Learning Goals and Objectives	<p>Goal 3. Global Perspective:</p> <ul style="list-style-type: none"> • <i>Objective 5:</i> Students will demonstrate an appreciation for diversity and national cultures • <i>Objective 6:</i> Students will demonstrate an understanding of global markets and production • <i>Objective 7:</i> Students will demonstrate an ability to integrate a global perspective to address management issues <p>Goal 4. Leadership:</p> <ul style="list-style-type: none"> • <i>Objective 8:</i> Students will demonstrate ethical decision-making and recognize and analyze ethical problems, choose and defend a solution • <i>Objective 9:</i> Students will have the ability to apply business concepts in team dynamics; • <i>Objective 10:</i> Student will develop a range of leadership skills such as leading change, resolving conflict, team work, and motivating others.
	


Define Program Learning Goals and Objectives	<p>Goal 5. Innovation:</p> <ul style="list-style-type: none"> • <i>Objective 11:</i> Students will be able to identify and develop ideas that could solve organizational problems • <i>Objective 12:</i> Students will capitalize on high-growth, opportunities that maximize value for all stakeholders, • <i>Objective 13:</i> Students will articulate plans for implementation that mitigate risk through effective management practices and make real time decisions with limited information and uncertain conditions.
	

Define Program Learning Goals and Objectives	<p>Goal 6. Functional business knowledge:</p> <ul style="list-style-type: none"> • <i>Objective 14:</i> Students will be able to use functional knowledge to analyze and apply information to facilitate business decision making
<ul style="list-style-type: none"> • Management Strategy <ul style="list-style-type: none"> ▪ External Analysis of Customers, Suppliers, Competitors, and Partners ▪ Internal Analysis of Firm Structure, Performance and Abilities ▪ Develop Competitive Advantage • Finance <ul style="list-style-type: none"> ▪ Bond and Stock Valuation ▪ Risk and Return ▪ Cost of Capital and Financing ▪ Capital Budgeting and Cash Flow Estimation • Marketing <ul style="list-style-type: none"> ▪ Identify Customer Needs and Wants ▪ Develop a Marketing Strategy ▪ Build and Manage Relationships 	

Align
 Curriculum with
 Program
 Learning Goals
 and Objectives

Course Mapping

- Beginning each year, faculty members are asked to identify:
 - 2 or 3 goals
 - 3 to 4 objectives from the list
 - Further specify the objectives as “Introduced”, “Reinforced”, or “Mastered”




Align

Curriculum with
Program
Learning Goals
and Objectives


Course Mapping

		Pedagogy									
		Goal 1. Integrated		Goal 2. Experiential				Goal 3. Global		Goal 4. Leadership	
Courses	Goals and Objectives	Objective 1. Students will be able to apply multidisciplinary perspective to approach business problems	Objective 2. Students will be able to apply appropriate techniques to identify a business problem, generate and compare alternatives, and develop solutions using case studies	Objective 3. Students will be able to identify a business problem, generate and compare alternatives, and develop solutions using applied projects (i.e. actual clients)	Objective 4. Students will be able to identify a business problem, develop solutions, and observe the impact of their actions on stakeholders using simulation	Objective 5. Students will demonstrate an appreciation for diversity and national cultures	Objective 6. Students will demonstrate an understanding of global markets and production	Objective 7. Students will demonstrate an ability to integrate a global perspective to address management issues	Objective 8. Students will demonstrate ethical decision-making and recognize and analyze ethical problems, choose and defend a solution	Objective 9. Students will have the ability to apply business concepts in team dynamics	Objective 10. Student will develop a range of leadership
Foundations Courses (7 courses=8 credits)											
FDN 500	Essentials for MBA Success										
FDN 501	Professional Comm. for Business										
FDN 502	Critical Thinking in Business										
FDN 503	Ethical and Social Issues of Business										
FDN 504	Data Analysis for Business Decisions										
FDN 505	Career Strategies I										
FDN 506	Career Strategies II (Internship)										
Disciplinary Business Core Courses (10 courses=20 credits)											
DBA 401	Fin. Acc. for Business Leaders										



ROLLINS MBA
COLLEGE GRADUATE SCHOOL

MBA COURSE MAPPING		Pedagogy			
Courses	Goals and Objectives	Goal 1. Integrated	Goal 2. Experiential		
		Objective 1. Students will be able to apply multidisciplinary perspective to approach business problems	Objective 2. Students will be able to apply appropriate techniques to identify a business problem, generate and compare alternatives, and develop solutions using case studies	Objective 3. Students will be able to identify a business problem, generate and compare alternatives, and develop solutions using applied projects (i.e.	Objective 4. Students will be able to identify a business problem, develop solutions, and observe the impact of their actions on stakeholders using simulation
Foundations Courses (7 courses=8 credits)					
DBC 502	Man. Acc. for Business Leaders				
DBC 503	Economic Environment of Business				
DBC 504	Financial Decision Making				
DBC 505	International Business Challenge				
DBC 506	Leadership with an Entre. Mindset				
DBC 507	Unlocking Human Potential				
DBC 508	Strategy Essentials				
DBC 509	Delivering Customer Value				
DBC 510	Customer Centric Operations Mgmt.				
Integrating Courses (5 courses=10 credits)					
CAP 601	Integrative Capstone Experience I				
CAP 602	Integrative Capstone Experience II				
CAP 603	Integrative Capstone Experience III				
CAP 604	Integrative Capstone Experience IV				
INTG 605	International Business Experience				
MGT 612	Strategic Leadership of the Org.				

Assess Collect, Analyze, and Interpret Evidence	<h2 style="margin: 0;">Collect Data</h2>
<ul style="list-style-type: none"> ● Direct Measure (proposed) ● Course-embedded measures based on selected goals/objectives ● Finance example 	
	

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Assess Collect, Analyze, and Interpret		Data Collect Timeline											
		2016-2017						2017-2018					
Courses	Measurement Time	Fall		Spring		Summer		Fall		Spring		Summer	
		Term 1	Term 2	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2
Foundations Courses (7 courses=8 credits)													
FDN 500	Essentials for MBA Success												
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DBC 506	Leadership with an Entre. Mindset												
DBC 507	Unlocking Human Potential												
DBC 508	Strategy Essentials												
DBC 509	Delivering Customer Value												
DBC 510	Customer Centric Operations Mgmt.												
Integrating Courses (5 courses=10 credits)													
INTG 601	Integrative Capstone Experience 1												

Assess

Collect, Analyze, and Interpret Evidence

Collect Data

Table 2. Direct AoL measures

	Measures of AoL	Person Administering	Method	Direct or Indirect	Status Notes	Mission Code
All	Faculty build in assessments	Each faculty member	Course embedded	Direct	Started Spring 2017	Varies with faculty selection
Leadership (EA)	7 Skills	Hebeler	Pre and post	Direct	Started Fall 2007	Leadership
Leadership (EA)	SunTrust Dist. Leader of Merit	Hebeler	External committee	Direct	Started 2004	Leadership
Excel Skills	On-line pre- and post-assessment	Kiyamaz	Pre-program; post-test	Direct	Started Fall 2014	Experiential
Domestic Practica	Questionnaire	Kazazis	Students, faculty, sponsor	Direct and Indirect	Started Fall 2006	Experiential
Global Consulting Projects	Questionnaire	Johnson	Students, faculty, sponsor	Direct and Indirect	Started Fall 2007	Experiential Global
Entrepreneurship	Project	McAlindon	Faculty and client evaluations	Direct and Indirect	Started Spring 2014	Innovation

Collect, Analyze, and Interpret Evidence

Assess

Collect Data

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Collect Data

Table 3. Indirect AoL measures

Program	Measures of AoL	Person Administering	Method	Direct or Indirect	Status Notes	Mission Code
Leadership/ Team Building	Team dynamics	Hebeler and Adams		Indirect	Started Spring 2014	Leadership
Student Course Evaluation	IDEA questionnaire	Dean's Office	Opinion survey	Indirect	On-going	Global Leadership
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Domestic Practica	Questionnaire	Kazazis	Students, faculty, sponsor	Direct and Indirect	Started Fall 2006	Experiential
Global Consulting Projects	Questionnaire	Johnson	Students, faculty, sponsor	Direct and Indirect	Started Fall 2007	Experiential Global
Entrepreneurship	Project	McAlindon	Faculty and client evaluations	Direct and Indirect	Started Spring 2014	Innovation

Assess

Collect, Analyze, and Interpret Evidence

Collect Data

Table 3. Indirect AoL measures

Program	Measures of AoL	Person Administering	Method	Direct or Indirect	Status Notes	Mission Code
Leadership/ Team Building	Team dynamics	Hebeler and Adams		Indirect	Started Spring 2014	Leadership
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Assess Collect, Analyze, and Interpret Evidence		Analyze and Interpret Evidence				
<ul style="list-style-type: none">● Prior to the faculty retreat each year<ul style="list-style-type: none">● Curriculum Committee reviews and analyzes AoL data collected● Curriculum Committee interprets evidence on the success of intended measures						
						

Enhance
 Identify Actions
 Based on
 Evidence (Close
 the loop)

Closing the loop

- Prior to the faculty retreat each year
- Curriculum Committee , based on the evidence, recommends a set of actions to improve student learning experience
- These recommendations are shared with the Crummer faculty at annual retreat

