1-10-2017

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

Crummer Graduate School of Business Faculty

Follow this and additional works at: http://scholarship.rollins.edu/crummer_fac

Recommended Citation
Crummer Graduate School of Business Faculty, "Minutes, Crummer Graduate School of Business Faculty Meeting, Tuesday, January 10, 2017" (2017). Crummer Graduate School of Business Minutes and Reports. 91.
http://scholarship.rollins.edu/crummer_fac/91

This Minutes is brought to you for free and open access by the Faculty Minutes and Reports at Rollins Scholarship Online. It has been accepted for inclusion in Crummer Graduate School of Business Minutes and Reports by an authorized administrator of Rollins Scholarship Online. For more information, please contact rwalton@rollins.edu.
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 Update ………………………………………………………Halil Kiymaz
Curriculum Committee Update.............................................Halil Kiymaz
Deans Update ………………………………………………………Deborah 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


Approval of Minutes............................................................Deborah Crown
Amendment:
Greg Marshall: Total credits to complete missing. Change Made

AACSB Update ...............................................................Halil 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 Update .................................................................Deborah 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](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**

Next meeting
February 9th
Faculty Only
Room 108
11:30 am – 1:00pm
Lunch will be served
Crummer AoL Process (January 2017)

Crummer AoL Process (MBA Program)

ROLLINS CRUMMER GRADUATE SCHOOL OF BUSINESS
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

The mission...is to develop global business leaders and innovators through a high quality, integrated, experiential education.

---

**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
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

Goal 3. Global Perspective:

  - **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

Goal 4. Leadership:

  - **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 skills such as leading change, resolving conflict, team work, and motivating others.
Goal 5. Innovation:

- **Objective 11:** Students will be able to identify and develop ideas that could solve organizational problems.
- **Objective 12:** Students will capitalize on high-growth opportunities that maximize value for all stakeholders.
- **Objective 13:** Students will articulate plans for implementation that mitigate risk through effective management practices and make real-time decisions with limited information and uncertain conditions.

Goal 6. Functional business knowledge:

- **Objective 14:** Students will be able to use functional knowledge to analyze and apply information to facilitate business decision making.

**Management Strategy**
- External Analysis of Customers, Suppliers, Competitors, and Partners
- Internal Analysis of Firm Structure, Performance and Abilities
- Develop Competitive Advantage

**Finance**
- Bond and Stock Valuation
- Risk and Return
- Cost of Capital and Financing
- Capital Budgeting and Cash Flow Estimation

**Marketing**
- Identify Customer Needs and Wants
- Develop a Marketing Strategy
- Build and Manage Relationships
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”
• Direct Measure (proposed)
• Course-embedded measures based on selected goals/objectives
• Finance example
### Collect Data

#### Selected Goals and Objectives

<table>
<thead>
<tr>
<th>Name or ID Students</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Pedagogy

- **Goal 1. Integrated**: Objectives related to collecting data and interpreting evidence.
  - Objective 1: Collecting and analyzing data using appropriate statistical methods.
  - Objective 2: Interpreting data to make informed decisions.

- **Goal 2. Experienced**: Objectives related to applying collected data to real-world scenarios.
  - Objective 3: Applying data analysis techniques to solve practical problems.
  - Objective 4: Presenting data analysis results effectively.

#### Functional Knowledge

- **Goal 3. Functional Knowledge 1**: Objectives related to management strategies and decision-making.
  - Objective 5: Developing and implementing strategic plans.
  - Objective 6: Managing resources effectively.

- **Goal 4. Functional Knowledge 2**: Objectives related to operations and financial management.
  - Objective 7: Analyzing operational efficiency and costs.
  - Objective 8: Developing and implementing financial strategies.

- **Goal 5. Functional Knowledge 3**: Objectives related to marketing and sales.
  - Objective 9: Conducting market research and analyzing customer behavior.
  - Objective 10: Developing and implementing marketing strategies.

  - Objective 11: Preparing and analyzing financial statements.
  - Objective 12: Implementing effective financial management practices.

- **Goal 7. Functional Knowledge 5**: Objectives related to information management.
  - Objective 13: Managing and analyzing data for decision-making.
  - Objective 14: Developing and implementing information strategies.
### Data Collect Timeline

<table>
<thead>
<tr>
<th>Courses</th>
<th>Measurement Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Foundations Courses (7 courses = 8 credits)</strong></td>
<td></td>
</tr>
<tr>
<td>FDN 500 Essentials for MBA Success</td>
<td></td>
</tr>
<tr>
<td>FDN 501 Professional Comm. for Business</td>
<td></td>
</tr>
<tr>
<td>FDN 502 Critical Thinking in Business</td>
<td></td>
</tr>
<tr>
<td>FDN 503 Ethical and Social Issues of Business</td>
<td></td>
</tr>
<tr>
<td>FDN 504 Data Analysis for Business Decisions</td>
<td></td>
</tr>
<tr>
<td>FDN 505 Career Strategies I</td>
<td></td>
</tr>
<tr>
<td>FDN 506 Career Strategies II (Internship)</td>
<td></td>
</tr>
<tr>
<td><strong>Disciplinary Business Core Courses (10 courses = 20 credits)</strong></td>
<td></td>
</tr>
<tr>
<td>DBC 501 Fin. Acc. for Business Leaders</td>
<td></td>
</tr>
<tr>
<td>DBC 502 Man. Acc. for Business Leaders</td>
<td></td>
</tr>
<tr>
<td>DBC 503 Economic Environment of Business</td>
<td></td>
</tr>
<tr>
<td>DBC 504 Financial Decision Making</td>
<td></td>
</tr>
<tr>
<td>DBC 505 International Business Challenge</td>
<td></td>
</tr>
<tr>
<td>DBC 506 Leadership with an Entre. Mindset</td>
<td></td>
</tr>
<tr>
<td>DBC 507 Unlocking Human Potential</td>
<td></td>
</tr>
<tr>
<td>DBC 508 Strategy Essentials</td>
<td></td>
</tr>
<tr>
<td>DBC 509 Delivering Customer Value</td>
<td></td>
</tr>
<tr>
<td>DBC 510 Customer Centric Operations Mgmt.</td>
<td></td>
</tr>
<tr>
<td><strong>Integrating Courses (5 courses = 10 credits)</strong></td>
<td></td>
</tr>
<tr>
<td>INTO 601 Integrative Capstone Experience I</td>
<td></td>
</tr>
</tbody>
</table>

### Collect Data

**Table 2. Direct AoL measures**

<table>
<thead>
<tr>
<th>Measures of AoL</th>
<th>Person Administering</th>
<th>Method</th>
<th>Direct or Indirect</th>
<th>Status Notes</th>
<th>Mission Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>Faculty build in assessments</td>
<td>Each faculty member</td>
<td>Course embedded</td>
<td>Direct</td>
<td>Started Spring 2017</td>
</tr>
<tr>
<td>Leadership (EA)</td>
<td>7 Skills</td>
<td>Hebler</td>
<td>Pre and post-assessment</td>
<td>Direct</td>
<td>Started Fall 2007</td>
</tr>
<tr>
<td>Leadership (EA)</td>
<td>SunTrust Dist. Leader of Merit</td>
<td>Hebler</td>
<td>External committee</td>
<td>Direct</td>
<td>Started 2004</td>
</tr>
<tr>
<td>Excel Skills</td>
<td>On-line pre and post-assessment</td>
<td>Kiymaz</td>
<td>Pre-program; post-test</td>
<td>Direct</td>
<td>Started Fall 2014</td>
</tr>
<tr>
<td>Domestic Practice</td>
<td>Questionnaire</td>
<td>Kazazis</td>
<td>Students, faculty, sponsor</td>
<td>Direct and Indirect</td>
<td>Started Fall 2006</td>
</tr>
<tr>
<td>Global Consulting Projects</td>
<td>Questionnaire</td>
<td>Johnson</td>
<td>Students, faculty, sponsor</td>
<td>Direct and Indirect</td>
<td>Started Fall 2007</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Project</td>
<td>McAlliedon</td>
<td>Faculty and client evaluations</td>
<td>Direct and Indirect</td>
<td>Started Spring 2014</td>
</tr>
</tbody>
</table>
Collect Data

Table 3. Indirect AoL measures

<table>
<thead>
<tr>
<th>Program</th>
<th>Measures of AoL</th>
<th>Person Administering</th>
<th>Method</th>
<th>Direct or Indirect</th>
<th>Status Notes</th>
<th>Mission Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership/ Team Building</td>
<td>Team dynamics</td>
<td>Hebeler and Adams</td>
<td>Indirect</td>
<td>Started Spring 2014</td>
<td>Leadership</td>
<td></td>
</tr>
<tr>
<td>Student Course Evaluation</td>
<td>IDEA questionnaire</td>
<td>Dean’s Office</td>
<td>Opinion survey</td>
<td>Indirect</td>
<td>On-going</td>
<td>Global Leadership</td>
</tr>
<tr>
<td>Essentials of MBA Success – Orientation</td>
<td>Case analysis and presentation skills</td>
<td>Student Services/ Faculty</td>
<td>Orientation and end of Year 1 (EA)</td>
<td>Indirect</td>
<td>Started Fall 2014</td>
<td>Integrated</td>
</tr>
<tr>
<td>Domestic Practica</td>
<td>Questionnaire</td>
<td>Kazazis</td>
<td>Students, faculty, sponsor</td>
<td>Direct and Indirect</td>
<td>Started Fall 2006</td>
<td>Experiential</td>
</tr>
<tr>
<td>Global Consulting Projects</td>
<td>Questionnaire</td>
<td>Johnson</td>
<td>Students, faculty, sponsor</td>
<td>Direct and Indirect</td>
<td>Started Fall 2007</td>
<td>Experiential Global</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Project</td>
<td>McAlindon</td>
<td>Faculty and client evaluations</td>
<td>Direct and Indirect</td>
<td>Started Spring 2014</td>
<td>Innovation</td>
</tr>
</tbody>
</table>

Analyze and Interpret Evidence

- Prior to the faculty retreat each year
- Curriculum Committee reviews and analyzes AoL data collected
- Curriculum Committee interprets evidence on the success of intended measures
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

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