

10-10-2009

Minutes, Crummer Graduate School of Business Faculty Meeting, Monday, October 10, 2009

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, 1:30pm**

October 10, 2009

Welcome.....Steve Gauthier
Review/Approval of Minutes.....Steve Gauthier
Curriculum Committee UpdateClay Singleton
I.T Update.....Carrie Schulz
Other Business.....Steve Gauthier
Kudos.....Steve Gauthier

**Next Faculty Meeting
November 3rd, 2009
Room 108**

Faculty Meeting – Room 108

Monday, October 10, 2009

1:30 – 3:00 pm

Crummer Faculty & Staff Present:

Jana Allen, Susan Bach, Lynda Boyce, Jackie Brito, Donald Hale, Cheryl Mall, Erica Sorrell, Steve Gauthier, Sam Certo, Henrique Correa, David Currie, Ralph Drtina, Marc Fetscherin, Jule Gassenheimer, Jim Gilbert, Bill Grimm, Jim Johnson, Mark Johnston, Allen Kupetz, Greg Marshall, Kyle Meyer, Ed Moses, Ron Piccolo, Bob Prescott, Jane Reimers, Bill Seyfried, Clay Singleton, Ted Veit, Keith Whittingham

Welcome.....Steve Gauthier

Approval of MinutesSteve Gauthier

Introduction: Eileen Fournier our new EAMBA CoordinatorLinda Puritz

IT UpdateCarrie Schulz

- Now using Adobe Connect. Working on Hi Def Audio/Video product
- Social Media training sessions are being developed to promote the use of outlets available.
- Classes are being written on Classroom Content Development
- There are grants available for Blended Course Development. The grant is \$2,500. There will be a 2 ½ day training in the spring semester and you will be expected to meet every 2 weeks for 2 hours. The Grant application is due Nov. 15. The paper work is available through the IT Dept.

Curriculum Committee UpdateClay Singleton

Blended Learning Guidelines

As Crummer faculty experiment with blended learning by incorporating distance learning elements in their classes, some policy on use of class time seems reasonable. Blended learning includes video lectures, computer-based cases and voice-over-Excel calculations, and can be assigned as homework outside of class time without much controversy. When faculty reduce class time with blended learning assignments, however, our current students might justifiably complain that they paid for contact with their professors and colleagues, not to sit in front of a computer. At the same time, the faculty *should* be experimenting with blended learning technologies that replace routine in-class activities (e.g., working problems, Excel exercises, canned lectures) with more productive discussions. The temptation to greatly expand class material by adding distance learning, however, is also great and might result in curriculum creep that would overwhelm our students. Furthermore, our part-time students' schedules place a premium on the time they can devote to their studies and to attending classes.

To strike a balance between encouraging the innovative use of technology and reasonable demands on our students' time, therefore, Crummer faculty may reduce class time up to 25% of the scheduled hours by exercises that would normally be conducted in class. No prior approval is required for courses meeting this criteria. Faculty should exercise sound pedagogical judgment, as reducing class time for what would normally be assigned as homework is potentially counterproductive.

Faculty who propose to reduce class time by more than 25% should bring their proposal to the curriculum committee to be treated as an experimental course. The committee will review the proposal and make a recommendation to the faculty. As with all experimental courses, approved proposals are valid for one year after which the faculty member has the

option to review the outcomes with the curriculum committee and to ask the faculty for their approval to add the course to the catalog.

Unlike the traditional experimental course, however, when the reduced contact hour course wins the approval of the faculty, the designation “BL” will be added to the course designation, indicating the course has a significant blended learning component. A suitable note will be added to the catalog explaining this designation and the course description will include a explanation of the blended learning content.

Other Business.....Steve Gauthier

Note: Grades are due to Robin by Monday December 21st at 9:00am. This deadline will keep Robin from working after we all have left for our Holiday Break.

Kudos:

1. Marc Fetscherin, in collaboration with Professor Philippe Gugler of the University of Fribourg (Switzerland), received a \$200K research grant from the Swiss National Science Foundation (SNSF) to conduct research about Chinese foreign direct investment in Europe.
2. Marc Fetscherin presented a paper on September 25th at the International Place Marketing and Branding Conference at Brunel University in west London, UK.
3. Ilan Alon and Marc Fetscherin, in collaboration with Harvard University, The Georgia Institute of Technology, and Potsdam University, organized a 3-day international conference about "china goes global". It was at Harvard on September 30 - October 2. About 130 participants from 20 countries attended.
4. Seven Faculty members and the President of Rollins College attended the china goes global conference at Harvard: Halil Kiyamaz, Mary Conway Dato-On, Marc Sardy, Marc Fetscherin, Tom Lairson, Wenxian Zhang, and Ilan Alon. President Lewis Duncan gave the opening remarks.
5. Keith Whittingham and Bill Seyfried co-authored an article, “ The Impact of Alternative Forms of Risk on Foreign Direct Investment: the Case of CARICOM members,” to be published in the *Global Business and Finance Review*.
6. Halil Kiyamaz, Ilan Alon, and Ted Veit (2009) “Returns of ADRs in Emerging and Developed Markets,” *Thunderbird International Business Review*, 51 (6), 567-581.
7. Ilan Alon and Theodore T. Herbert (2009), “A Stranger in a Strange Land: Micro Political Risk and the Multinational Firm,” *Business Horizons*, 52 (2), 127-137.

In addition, over the summer:

Alon and Fetscherin Publish a New Book "China Rules: Globalization and Political Transformation" (Palgrave McMillan)

Alon and Fetscherin publish Article in *Journal - Corporate Governance: An International Review*

Fetscherin publishes article in the *Journal of Electronic Commerce Research*

Fetscherin Presents a paper at *European Marketing Academy Conference* (France, Nantes)

Fetscherin Taught an MBA course over the summer at the Copenhagen Business School (Denmark) and the East China University of Science and Technology (China/Shanghai).

Adjournment.....Steve Gauthier

Next Faculty Meeting Monday Nov. 3rd Room 108, 1:30 – 3:00pm