

Minutes of the Annual Meeting  
Regents Advisory Committee  
On Business Administration, Management and Economics  
April 1, 2011  
Jeff D. Gibbs, School of Business  
Tifton, Georgia

Those in attendance were:

David Bartram, East Georgia College  
Max Burns, North Georgia College &  
State University  
Jane Campbell, Kennesaw State Univ  
Yuna Chen, South Georgia College  
Mark Dawkins, Univ of Georgia  
Jeff Gibbs, Abraham Baldwin Agri College  
Linda Hadley, Columbus State University  
Aretha Hill, Fort Valley State University  
Tyler Yu, Georgia Gwinnett College  
Bruce Jones, Georgia Highlands College  
Colleen Joyce, Georgia State University  
Roger Lunt, Bainbridge College

Marc Miller, Augusta State University  
Kathaleena Monds, Albany State Univ  
Wayne Plumly, Valdosta State Univ  
Yassaman Saadatmand, Armstrong State  
Atlanta State University  
Ronald Shiffler, Georgia Southern University  
Kathleen Simmons, Gainesville State College  
Philip Smith, Georgia Perimeter College  
Troy Sullivan, Middle Georgia College  
Preston Sweet, Darton College  
Varkey Titus, Macon State College  
Liz Wilson, Georgia Southwestern State Univ

Dr. Jeff Gibbs called the meeting to order at 9:00 a.m. on April 1, 2011, welcoming attendees to the meeting. He then introduced Dr. Niles Reddick, Vice President of Academic Affairs, and Dr. David Bridges, President of Abraham Baldwin Agricultural College, who welcomed everyone and gave a history of ABAC and the Georgia Museum of Agriculture. The minutes from the meeting held on May 24, 2010, were presented. A motion was made, seconded and the minutes were approved.

The first item on the agenda was the approval of learning outcomes for Area F. The first reviewed was Business Administration. There was discussion about having “and” or “or” in the learning outcomes. Dr. Jones made a motion and Dr. Preston Sweet seconded that the learning outcomes for Business Administration remain as is. (See attached Learning Outcomes.)

Dr. Bruce Jones made a motion and Dr. Kathleen Simmons seconded that the wording be changed from “or” to “and” in the Economics learning outcomes. Dr. Yassaman Saadatmand objected because of the word “hypotheses” and after discussion, Dr. Preston Sweet made an amendment to remove the word “hypotheses” and the motion passed.

Dr. Jane Campbell made a motion and Dr. Phil Smith seconded that “or” replace “and” in the Business Education learning outcomes. The motion passed. Dr. Kathleen Simmons made a motion and Dr. Troy Sullivan seconded that “or” replace “and” in the Office Administration learning outcomes and the motion passed.

## Content of CISM/BUSA 2201

Dr. Gibbs discussed the directive from the Council on General Education restricting schools from teaching just a basic Office package. Discussion followed. Dr. Wayne Plumly announced that they conducted a survey with local businesses and found they want more Excel and Data management from their graduates. Dr. Gibbs confirmed that more integration was requested. Dr. Troy Sullivan stated they already teach Advanced Excel in their CISM course. Dr. Preston Sweet stated that the issue is that the skills level in the course needs to be increased. Dr. Gibbs stated that when the course was originally written in Area F, it was intentionally written in general language to give each school more freedom. He also said the course descriptions will have to be rewritten. Dr. Bruce Jones offered a solution of changing the course designators, listing some as BUSA and others CISM. It was mentioned that some teach it as a technology course and others use it for computer competency for non-business students. Dr. Marci Middleton said it has been cross listed. Dr. Bruce Jones stated that SACS would address individual needs.

## New Program Proposal Reviews:

Valdosta State University: Survey of Economics ECON 1500 H -- Dr. Phil Smith made a motion to accept the Honors (H) designation on any classes already approved and Dr. Bruce Jones seconded; motion passed. Survey of Entrepreneurship PERS 2760 -- Dr. Bruce Jones made a motion to accept the proposal, Dr. Liz Wilson seconded and the motion passed. ENGL 2010 Writing in the Profession -- Dr. Phil Smith made a motion to deny the proposal and Dr. Bruce Jones seconded; motion passed.

Georgia Technical Institute: Master of Science in Enterprise Transformation --- Dr. Varkey Titus made a motion to give no response because there was not enough information available at hand. Dr. Kathaleena Monds seconded, and the motion passed.

Georgia Southern University: Executive MBA – Dr. Max Burns made a motion to accept the proposal, Dr. Matthew Liao-Troth seconded, and the motion passed.

Middle Georgia College: BAS in Business Management -- Dr. Troy Sullivan made a motion to accept the proposal, Dr. Aretha Hill seconded, and the motion passed. B.S. in Surveying and Geometrics Management – Dr. Matthew Liao-Troth made a motion that the proposal be sent back as incomplete and Dr. Varkey Titus seconded; motion passed.

## Update from Board of Regents

Dr. Marci Middleton, Vice Chancellor of the Board of Regents, spoke regarding a number of system-wide issues. These included: an alliance between the Chancellor, the Department of Education, the Commission of Technical Colleges, new degree proposal applications, the core curriculum, Area F, executive programs, faculty contracts, online programs, and the changes in the HOPE scholarship.

Dr. Middleton stated that there is a budget meeting next week. They are predicting a 9% cut next year, but the system is operating at 5% already so expect 4% in the fall. Travel has been reduced. The Chancellor Search is underway. The process is scheduled to be finalized by the end of May.

The committee broke for lunch around noon.

Panel Discussion Items:

Dr. Gibbs announced that several items needed to be discussed and the issues common within the University System of Georgia were : summer compensation, learning support courses, HOPE, capital campaigns, specific issues concerning technical colleges, leadership development programs, and student placement. The committee requested several surveys of members on the entrance GPA for all schools, the math requirements for all USG schools, and capital campaigns for schools in the next 2-3 years. Dr. Gibbs volunteered to compile this information and distribute to all.

Old Business

None

New Business

Dr. Ronald Shiffler made a motion to nominate Dr. Tyler Yu as Vice Chair and Dr. Phil Smith seconded; motion passed. Dr. Yu will serve as Committee Chair for 2011-2012.

The meeting adjourned at 2:20 p.m. A tour of the museum was available for those who chose to take advantage.

Respectfully Submitted,

Jeff D. Gibbs

## **LEARNING OUTCOMES**

### **Business Administration**

Students will demonstrate knowledge and understanding of key principles, theories, or current practices in fundamental business concepts involving accounting, economics, business communications or general business.

### **Economics**

Students will demonstrate knowledge and understanding of key principles, theories, facts or current hypotheses in fundamental economic principles.

### **Business Education**

Students will demonstrate knowledge and understanding of key principles, theories or current educational practices in fundamental business concepts involving accounting, economics, business communications or general business.

### **Office Administration/Secretarial Science**

Students will demonstrate knowledge and understanding of key principles, theories or current practices in fundamental business concepts involving accounting, economics, business communications or general office administration.