

Minutes of the Annual Meeting
Academic Advisory Committee on Business Administration, Management and Economics
Jekyll Island Club Hotel, Jekyll Island, Georgia
February 24-25, 2005

Thursday, February 24, 2005

The meeting of the Academic Advisory Committee on Business Administration, Management and Economics was called to order by committee chairman, Troy Sullivan of Middle Georgia College at 1:00 p.m.

The following members were in attendance:

Ric Calhoun	Gordon College	Tim Mescon	KSU
Jeff Gibbs	ABAC	Martha Reynolds	UGA
Faye Gilbert	GC&SU	Mo Sarhan	SSU
Irene Duhaime	GA State U.	Ron Shiffler	GSU
Linda Hadley	CSU	Katie Simmons	Gainesville College
Faye McIntyre	UWG	Linda Smith	SGC
Bruce Jones	FC	Ken Stanley	VSU
Richard McGrath	AASU	Troy Sullivan	MGC
Tom Loughman	CSU	Wayne Yesbick	Darton College
David Bartram	EGC	John Kooti	GSW
Yvette McDonald	GT	Agu Ananaba	Atl. Metro
Rick Sutton	USG Liaison		

1:00 – 2:00

Troy Sullivan gave opening remarks including agenda approval. It was noted that Dr. John Kooti's name was mistakenly not included in last year's listing of attendees. Also, under the two-year school section of the 2004 minutes, the recommendation paragraph on CISM/BUSA 2201 was changed to reflect:

“If a student possesses knowledge equal to or greater than the content of the fundamentals of computer applications course, the student may substitute CISM/BUSA 2201 with **a higher** level Information technology, Computer science or related discipline course”

This year's meeting focused on the following items:

- The development of committee by-laws
- AP Credit – Macro/Microeconomics
- Review of Learning Outcomes
- Effects of budget cuts on quality of academic programs
- International Travel – sharing of travel experiences throughout system.

2:00 – 3:00

The next event involved breakout sessions where representatives of 4-year and 2-year schools met separately to discuss each of the issues mentioned above relevant to their schools.

3:00 – 5:00

The meeting of both 2-Year and 4-Year schools reconvened together to discuss the following items.

- (1) Committee by-laws were created and adopted
- (2) AP Credit – Macro/Microeconomics – The committee issued the following statement:
“We recommend institutions accept no less than a score of 3 in awarding semester hour credit on macro/microeconomics; however, we recognize individual institutions right to establish the acceptable score.”
- (3) Review of learning outcomes – Committee agreed these were appropriate for each course as listed.
- (4) Effects of budget cuts on quality of academic programs – Most schools had felt budget impact via travel and staff cuts. However, most agreed that their respective schools had navigated the budget crisis to try and meet the needs of their student population.
- (5) International Travel- Tim Mescon from KSU mentioned the need to have schools better communicate international travel experiences and opportunities that are happening throughout our system. A subcommittee was created comprised of Tim Mescon – KSU, Mo Sarhan – SSU and Bruce Jones – FC to find better way(s) of communicating international travel opportunities to each of our institutions.

Further discussions centered on the re-working of the content of the CISM/BUSA 2201 Fundamentals of Computer Applications course by some institutions such as CSU and KSU. Linda Hadley from CSU discussed how they were adding rigor to the course content to help provide material in statistics and quantitative analysis for their business students. Tim Mescon from KSU mentioned they had been doing much the same in terms of keeping the course challenging and effective.

Friday, February 25, 2005

9:00 to 10:00

Rick Sutton, Senior Advisor for Academic Affairs and International Education provided an update from the Board of Regents. The topics covered included:

- Statistical information on system headcount
- FY 06 budget is 8.3% increase over budget of FY 05
- Priority of USG for FY 06 is present system as “good neighbors”
- Tuition task force appointed to study differential tuition structure for some programs
- Education – Go get it – Awareness campaign focusing on state’s educational system
- Georgia College 411 portal where people can go to find answers regarding frequently asked questions about attending college in Georgia
- Textbook prices – Task force appointed to study increase in textbook prices
- External instruction – Requires each institution to develop a plan for the respective college’s external instruction programs
- Statewide Assessment and Program Review – Allowed some institutions to put forth change of name/mission/etc.

10:00 – 11:00

Troy Sullivan conducted a follow-up discussion on each of the items areas that needed addressing. One additional item of discussion not mentioned in the above listing dealt with summer pay. It was noted that for summer pay, SSU had gone to a flat rate of \$5,000 per course for summer pay, while most other institutions remain at the 9% to 10% rate.

11:00 – 11:30

Troy Sullivan conducted the business session of the meeting. Tim Mescon, KSU, will be Chair for the 2005-2006 academic year. Members agreed to allow Tim Mescon to select the meeting location for our next conference. Ric Calhoun, Gordon College, was voted to be vice chair. Ric will represent the committee as chair for 2006-2007. With no further business, the meeting was adjourned.

Respectfully submitted,

Troy V. Sullivan, Chair
Academic Year 2004-2005
March 7, 2005