

Advisory Committee Meeting Minutes

CHAIRPERSON: Art Lacy		
MEETING DATE: January 10, 2002	MEETING TIME: 7:30pm	MEETING PLACE: PRC H-224
RECORDER: Russell Kunz		PREVIOUS MEETING: July 31, 2001

MEMBERS PRESENT:
OTHERS PRESENT:

Name and Title		Employer		Name and Title	
	Debra Adams		Business Support Consultant – Bank of America		Dr. Lillie Palmer
	Jeff Amell		Manager - Dallas Semiconductor		Russell Kunz
	Anna Kittrell		Associate Faculty		
	Mark Krone		Travel Insured		
	Art Lacy		Exec Director - Alliance for Higher Education		
	Marvin North		Management Consultant – Northstar-MSDC Former VP, Human Resources, Southwest Savings.		
	Naomi Rudelson		Former VP – Abercrombie and Fitch		
	Thomas Shirley		Management Consultant		
	Kathrine Swanson		Director - College Relations		

Agenda Item	Action Discussion Information	Responsibility
Meeting Start Time:	Meeting was called to order at 7:32 pm	Art Lacy
Approval of Minutes:	Minutes was passed out, reviewed, and approved.	
Old Business: None		
Continuing Business:		Art Lacy
Review of Current Situation Degrees: Management Development Criminal Justice Certificates: Human Resources Quality Control Strategic Management Criminal Justice Project Management Off-Site Certificates: Target Mervyn's Kone Countrywide Mortgage	All advisory committee members had packets of information that contained the requirement for all current Management and Marketing degrees, certificates, and course descriptions. This information had also been emailed to members previously for their perusal.	Russell Kunz
New Business:		Art Lacy
Discussion of Web-Assisted and Web-Based Learning Programs	The use of both web-assisted and web-based learning was heavily discussed. Debra Adams discussed her prior experience in developing and teaching these classes and pointed out that the target market audience for these classes would not be the same as the audience that would come to the college campus for classes. She and others felt that it would be a very positive experience for the program and could assist the program in gaining students. The majority of the advisory committee recommended that we do a feasibility study concerning this issue and begin developing one course at a time. The group recommended that we start with Human Resources Management and Principles of Management. The virtues of Blackboard and WebCT were discussed, and Kathrine Swanson pointed	Art Lacy

Marketable Skills Achievement Awards:	<p>out that the College offers WebCT. Art Lacy also noted that the University of Phoenix was already offering entire degree plans by Web.</p> <p>The advisory committee voted to table any action concerning Marketable Skills Achievement Award.</p>	
Curriculum Decisions:		Art Lacy
Creation of a fourth degree and possible certificate that combines Management & Marketing.	<p>A question was raised concerning the purpose of a combination degree, and the immediate accepted response was that the majority of businesses (80%) are small businesses and most involve some form of retail. This degree would involve all aspects of business.</p> <p>A list of all used courses was provided to everyone present, and a catalog with all course descriptions was provided to all members.</p> <p>After much discussion, a degree with the following courses was configured:</p> <p>General Education Core: 22 hours</p> <p>Technical Core:</p> <p>BMGT 1303 Prin. Of Mgmt 3 hrs.</p> <p>MRKG 1311 Prin. Of Marketing 3 hrs.</p> <p>HRPO 2301 Human Res. Mgmt 3 hrs.</p> <p>Major Courses:</p> <p>BMGT 1305 Comm. In Mgmt 3 hrs.</p> <p>BMGT 1348 Mrkt Research 3 hrs.</p> <p>BMGT 1370 Neg. & Conf. Mgt 3 hrs.</p> <p>BMGT 1302 Prin. Of Retailing 3 hrs.</p> <p>BMGT 2309 Leadership 3</p>	<p>Art Lacy Russell Kunz</p> <p>Art Lacy</p> <p>Art Lacy</p>

Re-positioning of Project
Management Certificate

hrs.

BMGT 2341 Strat. Mgmt (Cap) 3

hrs.

BMGT 2310 Financial Mgmt or
ACCT 2301 Financial Acct 3

hrs.

BMGT 1349 Advertising & Sales 3
hrs.

Electives: 2 of the following 6
hrs.

IBUS 1354 International. Mrkt

BMGT 2311 Mgmt of Change

BMGT 1307 High Perf Work
Teams

BMGT 2331 Total Quality Mgmt

QCTC 1303 Quality Control

BMGT 1333 Prin. Of Selling

ITSW 1304 Intro to Spreadsheets

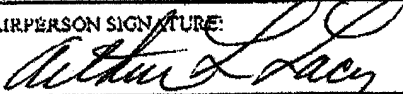
Mark Krone proposed and Debra Adams
seconded the motion that this degree be
accepted. The motion passed.

Russell Kunz discussed a problem with
the Project Management Certificate: that
the certificate was not directly attached to
the Management degree, and therefore
students whose goal was to graduate with
a degree were hesitant to sign up for the
courses. The initial aim of the program
was to allow students to substitute the
project management courses for other
management courses in the Management
Development degree plan and create a
unique degree that would better serve
their needs. However, this solution is not
elaborated in the catalog, and most
students do not know about it. It was
pointed out that the Project Management
Certificate is one not only is one of a kind
in the state but that it allows students to
work toward their PMP license. Art Lacy
revealed that the course curriculum in this
program is more demanding than many
graduate courses and that students
definitely get their money's worth.

Kathrine Swanson asked Russell if
Project Management substitution changes

	were planned for the next catalog, and his immediate response was yes. She also suggested that another alternative might be to recreate the original degree plan to include these courses.	
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Other		Art Lacy
Next Meeting Date & Time	<p>Everyone agreed that the next meeting would be held on Saturday, March 23, 2002, at PRC room H-224 at 10:00am.</p> <p>This meeting date would allow us to discuss the name of the degree and the creation of appropriate certificates.</p>	Art Lacy

CHAIRPERSON SIGNATURE: 	DATE: 02-12-82	NEXT MEETING:
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