

**Minutes of the Annual Meeting**  
**Academic Advisory Committee on Business Administration, Management and Economics**  
**Sea Palms Golf and Tennis Resort, St. Simons Island, Georgia**  
**February 19-20, 2004**

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February 19, 2004

The meeting of the Academic Advisory Committee on Business Administration, Management and Economics was called to order by committee chairman, Mo Sarhan of Savannah State University 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
David Gribbin	EGC	Ron Shiffler	GSU
Linda Hadley	CSU	Katie Simmons	Gainesville College
Paul A. Hatchett	FVSU	Linda Smith	SGC
Bruce Jones	FC	Ken Stanley	VSU
Mary Lisko	ASU	Troy Sullivan	MGC
Tom Loughman	CSU	Wayne Yesbick	Darton College
Donna Mayo	DSC	<b>John Kooti</b>	<b>GSW</b>

1:00 – 2:00

Mo Sarhan gave opening remarks including agenda approval. The proposed new curriculum for K-12 involving Social Studies/Economics was discussed. Tim Mescon gave his thoughts on assessment in terms of what he was doing at KSU.

2:00 – 4:00

The next event involved breakout sessions where representatives of 4-year and 2-year schools met separately to discuss issues relevant to their schools. The outcomes of these meetings are as follows:

#### Four-Year Schools

(1) Area F:

There is a consensus among the group members that Area F has been working well. The group agreed that while we should not require the same course objectives for all institutions, we should continue to focus on the outcomes. Justification for this position is based on the fact that institutions are different in terms of their missions and capabilities.

(2) Assessment:

Assessment processes used at various institutions were discussed.

## Two-Year Schools

### (1) Area F:

Representatives of the two-year schools discussed Area F and made the following recommendation in regards to the following course:

CISM/BUSA 2201 – Fundamentals of Computer Applications – 3 hrs

Recommendation: Add to the course description: “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”

Rationale: Some students may possess computer knowledge equal to or greater than the course content of CISM/BUSA 2201. This change may allow a student to take an equivalent level computer course with like or same rigor as a substitution for CISM/BUSA 2201.

### (2) Discussion of Learning Outcomes:

Members discussed the learning outcomes of each course in Area F. The following recommendation was made:

Recommendation: Change the current language of “EXPECTED STUDENT OUTCOMES” to “EXPECTED LEARNING OUTCOMES”

Rationale: This is simply an editorial change that will provide a better fit with University system language of having learning outcomes that are common to all the institutions.

4:00 – 5:00

The meeting of both 2-Year and 4-Year schools reconvened together to vote on the two recommendations. Both passed unanimously. Other discussion centered around ways that the 2-Year schools could coordinate/share information on assessment. It was suggested that possibly an internet bulletin board would be helpful in showing what each school is doing in terms of assessment. The question of whether D's in a student's Area F count when transferring to the 4-year or senior university was addressed. Many representatives from the 4-year schools stated D's would not be counted in the students' Area F and the course(s) in which a student had made a D would have to be re-taken.

February 20, 2004

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:

- Budget, tuition, salaries

- Regionalization/Consolidation of services
- Chancellor appointed graduation task force
- African American male initiative
- DTAE
- Statewide assessment
- Department of Education – GPS
- University initiative – PRISM
- Various legislative proposals
- Free trade area of the Americas
- Universal VAT services
- Hispanic Pilot Project Initiative
- E core
- MIF – Multi-institutional functionality

10:00 – 11:00

Mo Sarhan conducted a follow-up discussion on Area F, learning outcomes, and the proposed K-12 Social Science/Economics curriculum. The following was the committee's response:

“The Advisory Committee on Business and Economics considers the proposed economics curriculum a good effort which will prepare incoming students to perform better in the macroeconomics and microeconomics courses currently included in Area F. The committee believes that no change in Area F is needed as a result of this proposed curriculum. The committee encourages the DOE to establish measurable learning outcomes for the proposed curriculum. The committee wishes to express its concern that the School System may not have enough qualified teachers who are capable of implementing the proposed economics curriculum and will be willing to assist in the process of teacher training.”

11:00 – 11:30

Mo Sarhan conducted the business session of the meeting. Troy Sullivan, Middle Georgia College, will be Chair for the 2004-2005 academic year. Members agreed to allow Troy Sullivan to select the meeting location for our next conference. Tim Mescon, Kennesaw State University, was elected Chair for the 2005-2006 academic year. With no further business, the meeting was adjourned.

Respectfully submitted,

Troy V. Sullivan  
February 24, 2004