

Minutes of Annual Meeting
Academic Advisory Committee
on Business Administration, Management and Economics
February 20-21, 2003
Sea Palms Golf and Tennis Resort, St. Simon Island, Georgia

February 20, 2003

The meeting of the Academic Advisory Committee on Business Administration, Management and Economics was called to order by committee chairman, Bruce Jones of Floyd College, at 1:00 p.m. Attendance included: David Bartman, East Georgia College; Fred Bounds, Georgia Perimeter College; Lee Caldwell, Georgia Institute of Technology; Richard Calhoun, Gordon College; Michael D'Itri, Dalton State College; Jeff Gibbs, ABAC; Linda Hadley, Columbus State University; Paul Hatchett, Fort Valley State University; Fenwick Huss, Georgia State University; Bruce Jones, Floyd College; Jo Ann Jones, Georgia College & State University; John G. Kooti, Georgia Southwestern University; Don Mathews, Coastal Georgia Community College; Tim Mescon, Kennesaw State University; Bud Miller, Clayton State College; Muhammad Obeildat, Southern Polytechnic Institute; Abdiodun Ojemakinde, Albany State University; Tina Philpot, Georgia Perimeter College; Mo Sarhan, Savannah State University; Ron Schiffler, Georgia Southern University; Kathleen Simmons, Gainesville College; Amit Singh, Darton College; Linda Smith, South Georgia College; Ken Stanley, Valdosta State University; Troy Sullivan, Middle Georgia College; Wayne Yesbick, Dalton College; and Rick Sutton, Board of Regents Faculty Liaison.

Rick Sutton, Senior Advisor for Academic Affairs and International Education, provided an update from the Board of Regents. The presentation was followed by an extensive discussion and suggestions from the members. The topics discussed included:

- Budget information for FY04
- Implications of the "no raise" decision
- Educated workforce initiative
- Implications of the growing Hispanic population in Georgia
- Accountability, auditing, and quality
- Homeland security

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

Four-Year Schools

1. Area F:

There is a consensus among the group members that Area F has been working well and there is no need to make any changes at this point. 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. The group felt that more focus and discussion are needed with regard to this issue.

3. Placement Data:

Most of the schools are working hard on compiling placement data of their graduates. More work needs to be done to have better placement data.

4. Doctoral Programs:

There is a strong desire that the research schools take a more positive role in providing doctoral education for business faculty in regional, state, and other universities.

5. Teaching Loads:

Depending on the school type, teaching loads ranged between 6 and 12 semester credit hours per semester.

Two-Year Schools

Representatives of the 2-year schools discussed the following topics:

1. Part-time faculty credentials and SACS requirements.
2. Area B – Innovations and possibilities (i.e., financial planning and investment management).
3. Professional development funds.
4. Institutional structures.

Group Discussion

The group held a discussion on the above issues and agreed that the next committee meeting should focus on assessment. Information will be collected during the year on assessment measures and practices in different schools to be the focus of our discussion next year.

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Discussion of Area F

Members agreed that Area F is working well at the current time and that there is no need to propose any changes regarding Area F at this point.

Discussion of Outcomes

While members agree that we should not establish standardized course objectives for each course, they recognize the importance of focusing on achieving course outcomes.

Business Session

The business meeting was held following the group discussion. The Committee members agreed to focus on assessment as a theme for the 2004 meeting. Mo Sarhan, Savannah State University will be Chair for the 2003-2004 academic year and will host the meeting on February 19-20, 2004 at Sea Palms Golf and Tennis Resort, St. Simons Island, Georgia. Troy Sullivan, Middle Georgia College, was elected chair for the 2004-2005 academic year. There has been no further business, the meeting was adjourned at noon.

Respectfully submitted

Mo Sarhan
March 26, 2003