

Graduate Curriculum Committee (GCC) Meeting
February 5, 2018
Minutes

Call to Order: 3.00 by Steven Williamson, Chairperson

Voting Members Present: Timothy Bell, Dag Naslund, Robb Frankel, and Steven Williamson

Voting Members Not Present: Oliver Schnusenberg, Mina Balamoune, Christopher Baynard

Non-voting Members present: Dawn Russel, Christopher Johnson, and Amy Bishop,

Non-voting members not present: Bob Schupp, Andres Gallo

Guests: Mark Dawkins, Paul Fadil, Bruce Kavan, Reham Eltantawy, Lakshmi Goel, Andrew Thoeni

This meeting was called to consider the Graduate Business Analytics Certificate program that had been developed by a committee spearheaded by Bruce Kavan and Lakshmi Goel from the Coggin College of Business and Sherif Elfayoumy from CCEC.

Lakshmi and Bruce went through the research and development of the proposal and explained the how and why of it, including the target market for the certificate. After a lengthy explanation of the program the floor was opened to questions. Drew and Reham both had questions and comments as to the desirability or lack thereof of making this program available. Concern was voiced by Drew with regard to the quality and Reham was concerned with several aspects of the program including the fact that it was a Management Department program.

Many questions were also asked and comments made by the GCC voting members and other guests as well. Mark Dawkins made his support of the program known and voiced the opinion that we should quickly move the proposal's APC to the Faculty Association and fix whatever problems we believed the program might have once it had been approved.

Dag Naslund was required to leave for class before we could get to a real vote to move the proposal, thus we no longer had a quorum. However, as a result of the meeting several friendly amendments were offered and accepted with regard to presentation and the inclusion of a Marketing Analytics class in with the program's electives. Williamson was to return the APC to Paul's Fadil's station where he would work with Lakshmi and Dawn to make the APC changes and then move it back to the GCC station. After I receive the APC, I will move it to the Dean's office for an electronic vote of the GCC members and if that passes an electronic vote of the CCB's voting faculty.

Finally, Reham's Department of Marketing and Logistics response to these minutes is attached to these minutes as page 2 but not included within the minutes.

The meeting adjourned at 4.15.

The next meeting has not yet been scheduled.

Reham Eltawtawy's Response to the Minutes

Hello Steven (and all)

Thank you for forwarding the minutes. In case it helps in editing the APC, please see below for your review:

- Of the ten proposed electives in p.2 of the proposal (*copied below for your convenience*), three seem to be viable: two management courses and one GIS course. The other seven courses are not approved in the catalog at this point, are not in the APC system pipeline for future approval, or involve additional prerequisites outside the domain of the certificate (highlighted accordingly).
- With respect to "MKT6936 * Marketing and Media Analytics:"
 - o Since no discussions of adding new courses in relation to the Proposal took place with the M&L Dept., I assume the intent was perhaps to list MAR6735: Marketing Analytics for Managers. The prerequisites of this course include MAR 6805, which would preclude any Certificate seeking Computing students and non-MBA students from taking this course. Given the stated goal of the Proposal, per meeting discussions, to attract non-MBA students including computing students, this course needs to be replaced by MAR6xxx: Applications of Business Analytics (approved in 12/2017 for inclusion in 2018/19 catalog) to avoid the prerequisites issue. (Please take a look at the proposed elective: MAN6525 as it may have the same issue)

I hope this helps. Thank you for your work on this.

Hello Steven

The proposed version didn't receive any approval (yes) votes from the M&L Dept. If any of the edits address the concerns expressed, please send the edited version my way for another Departmental e-vote.

Upon reviewing the minutes attached and since this was mentioned after the departure of Dean Dawkins and some committee members, kindly review it for inclusion:

"Despite the agreement on the importance of engaging Coggin in an Analytics Certificate/Program/Degree in a timely manner, it is important to note the concerns expressed regarding the Curriculum of the proposed Certificate. Per meeting discussions, the proposed Curriculum was not benchmarked against similar Certificates offered by peer and/or aspirational schools, it was not driven by feedback from employers (advisory board members, for instance), and it received criticisms by faculty experts for its sufficiency and relevance. Therefore, the main concern is the degree of preparedness of the Certificate students in the job market and the concomitant impressions of quality of any UNF analytics-related offerings. Given the expressed plans by Coggin to offer Analytics degree/program in the near future, it would be prudent to weight the practical benefits of offering the proposed Certificate against its long-term implications."

Thank you