<u>Reports</u>

6. Committees With Voting Items:
   a) Graduate Curriculum (Chair, Steven Williamson) - Reham brought a proposal from the Marketing are for a new elective - Applications of Business Analytics.
   Create New Graduate Elective: MAR6xxx: Applications of Business Analytics
   Rationale: There is demand and need for it across campus; evident in Business Analytics Certificate, Specialized Graduate Programs, etc. We have the resources to fulfill thi need, which can generate valuable graduate FTEs for the Department.
   Prereqs: None
   Description:
   This overview course explores the broad topic of analytics by focusing on the most important aspects to managers seeking to better identify and communicate valuable insights. Through hands on projects and interactive classes, students will learn the foundations of analytics, including preparing and managing data, exploring and analyzing data with appropriate statistical tests, and communicating results to executives using effective language and visualizations. This course is less about building models (e.g. optimization or predictive models) and more about practical business analysis and communication of results. Those successfully completing the course should feel comfortable identifying meaningful patterns and communicating clear results to facilitate decision making across many areas of business (3 credit hours).
   Learning Objective
   1- Identify data and data aggregation methods required for effective decision-making.
   2- Recall multiple of analytical methods, identify their categories and uses.
   3- Identify variety of written and visual communication methods, their benefits and disadvantages.
   This is not required for any other program of study. First Motion by Choi, and second by El-Ansary. Vote approved & passed.

study the differences between business in the U.S. and business in that country; and learn about the current issues facing that nation. The course will have three phases: pre-trip preparation and orientation, foreign travel, and post-trip work. (3 credit hours)

Learning Outcomes:
- Recognize the culture, geography, history, and politics of the subject country
- Identify the differences between business in the U.S. and business in that country

2. Change an existing UG Elective: MAR4721: E-Marketing
Rationale: The name and the description of the course need adjustments to reflect the current changes in the digital marketing era. These go beyond E-Marketing and creating company website to encompass a wide array of digital marketing strategies.
New Nn (d)-4 (i)-6 (g)-4 (i)-6 (t)-6 (al)-6 77 -1T4 (nd)]TJ n busMa:ifD6 (pha)4 (ng e)4 3-2 (

4. New UG elective course MAR3xxx: Principles of Digital Transformation in Business

Rationale: To satisfy the requirements of the new Digital Marketing Minor for non-business students. There is demand and need for it in the College and across campus per input from faculty, students, CMC, etc.

Prereqs: None

Description: Today, every professional job has a digital component to it. Digitization impacts all industries (like architecture, education, healthcare, financial services, entertainment, manufacturing, non-profits, politics, sports, and transportation) and all business processes like recruitment, hiring, public relations, marketing, sales, finance, and IT). This course inspires students to embrace today's profound transformation of business and organizational activities, pro (i)-2 (on,p -1.15 Td [(f)3 (i-eiA,)

- o The Prefix "ISM" is added to both lists of the two free electives students need to take as part of their Required Business courses
- Remove
  - o The Prefix "QMB" is removed from the list of prefixes of the two free elective students need to take as part of their Required Business courses
- Remove
  - o Select1 Select one ECON. Course: ECO3101, ECO3203, ECP3203, or ECP3703
  - o The Prefix "GIS" is added to both lists of the two free electives students need to take as part of their Required Business courses
    First Motion by Pieter de Jong, second by AdelEl-Ansary. Vote passed with 8 opposed.

7. International Business Program Packet hic (ex+3a(2esov4h0c02 gv4Thi(0)1g29.86opao4a)
   - Waive language requirement for other business majors earning a double major in IB
   - Waive the internship requirements for other business majors earning a double major in IB
   - For Accounting majors, replace ISM4011 by ACG4401 Accounting Information Systems

   First motion by Williamson, and second by de Jong. Vote approved & passed with 1 opposed (Thoeni) and 1 abstain (Gundlach)

7. Dean's Update
   a) ML&SCM proposal is in APC process- Mark thanked Rob Frankel for all of his work over the past two years to get the proposal submitted to the university.
   b) Downtown campus update- Mark handed out a proposed floor plan for the facility.

Reham Eltantawy
Lakshmi Goel
Dong-Young Kim
Dag Naslund
Tom Barton (renewal)
Jay Coleman (renewal)

e) **CCB budget update**
 - 2% A&P staff raises.
 - I believe faculty raises are being negotiated with the Union, and the process is ongoing with the university.

f) **CCB enrollment update** – Enrollment is very important at the university level since tuition is a big factor for all colleges at UNF.

CCB enrollment update	MBA	MSM
Spring 2016 admits:	37	--
Summer 2016 admits:	35	31
Fall 2016 admits:	73	90
7PW		
Spring 2017 admits:	44	40
Summer 2017 admits:	28	24
Fall 2017 admits:	114	75
7PW		
% Increase from 16 to 17	28%	15%

Enrollment Update 14-15

DoP	FTE Target	FTE Actual	% of Target
• COAS	5,714	5,504	96.33%
• CCB	1,567	1,480	94.46%
• CCEC	602	664	110.28%
• COEHS	968	956	98.78%
• BCH	1,449	1,451	100.14%

- For AY 2014-15, CCB met 94.46% of our overall enrollment target of 1567 FTE.

Enrollment Update 15-16

DoP	FTE Target	FTE Actual	% of Target
• COAS	5,534	5,234	94.58%
• CCB	1,500	1,540	102.68%
• CCEC	693	684	98.69%
• COEHS	936	897	95.82%
• BCH	1,437	1,478	102.85%

- For AY 2015-16, CCB met 102.68% of our overall enrollment target of 1500 FTE.

	FTE Target	FTE Actual	
• COAS	5,590	3,379	60.45%
• CCB	1,625		60.47%
• CCEC	685		62.04%
• COEHS	886		59.27%
• BCH	1,435		60.15%

- For AY 2017-18, CCB has met 60.47% of our overall enrollment target of 1625 FTE.

14-15	16-17	% P	17-18
5,504	5,447		5,590
1,480	1,614		1,625

are on target to meet the deadline. Last spring, Chris mentioned that the college had adopted the Sedona System to manage our faculty qualifications and other aspects of accreditation moving forward. Chris is thankful to each faculty who submitted your vitas. A couple of GA's have been working very diligently, inputting your educational background activity, as well as your scholar activities into the system.

admission level.

Nations, Courtney, Stacey Menzel Baker, and Eric Krszjzaniek (forthcoming), "Trying to keep you: How grief, abject affect, and ritual transform the social meanings of a human body," *Consumption Markets & Culture*

Anderson, Laurel, Jelena Spanjol, Josephine Go Jefferies, Amy L. Ostrom Courtney Nations Baker, Sterling A. Bone, Hilary Downey, Martin Mende, and Justine M. Rapp (2016), "Responsibility and Well-Being: Resource Integration Under Responsibilization in Expert Services," *Journal of Public Policy & Marketing*, 35(2), 262-279.

- Young-tae Choi

  Lee, Chunsik, Youngtae Choi, and Junga Kim (2017), "Testing a Cultural Orientation Model of Electronic Word-of-Mouth Communication: A Comparative Study of US and Korean Social Media Users," *Asian Journal of Communication* (peer review journal) accepted for publication.

- David Swanson

  Swanson, David, Lakshmi Goel, Kristoffer Francisco, and James R. Stock. (Forthcoming) "Applying Theories from Other Disciplines to Logistics and Supply Chain Management: A Systematic Literature Review" *Transportation Journal*.

  Swanson, David, Amanda Atwood, and Daniel Calais. (2017) "Global Supply Chain Ecosystems: Strategies for Competitive Advantage in a Complex, Connected World: A Review." *Journal of Marketing Channels,* 24 (2).

  Jin, Yao, David Swanson, M.A. Waller, J. Ozment. (2017) "To Survive and Thrive under Hypercompetition: An Exploratory Analysis of the Influence of Strategic Purity on Truckload Motor Carrier Financial Performance." (Forthcoming in the *Transportation Journal*, Accepted May 2016).

- Dawn Russell

  Swanson, David, Amanda Atwood, and Daniel Calais. (2017) "Global Supply Chain Ecosystems: Strategies for Competitive Advantage in a Complex, Connected World: A Review." Journal of Marketing Channels, 24 (1-2). http://www.tandfonline.com/doi/full/10.1080/1046669X.2017.1347007

12. Graduate Programs Update

    - MBA/MSM (Dawn Russel) - She has centralized the information process and set three priorities 1) Outreach – going out to companies to solicit growth and make the programs better known, 2) Improve communication among faculty 3) Improve working relationships with all the places on campus that touch our graduate programs. She is working with Advising, Career Services, the aGe School, and many other areas. Dawn put together a Canvas board for faculty discussion, and the dissemination of voluntary information. You can opt in or opt out of the Canvas board. She calls it the "Directors Online Forum," and it is a forum for faculty to get updates if you want to know what Dawn is doing or rate what she is doing. She would like to run some discussions, and then in alternate months have a Canvas conference, so we actually have some meetings on what is going on in the classroom. Dawn wants to not only focus on growth of the programs, but concurrently focus on the quality of the program and having good relationships around the university to be able to get done the things we want to do process wise. Upcoming meetings: Dawn and Shannon are going to Florida Blue to talk about our programs. The MBA/MHA is a program that we are working to formalize with the Brooks College, and they are considering polling their faculty