

KSB Faculty Council
April 5, 2016
Minutes (Agenda attached)

Attending Faculty: Ajay Adhikari, Kent Baker, Sheila Bedford, Bill Bellows, Barbara Bird, Wendy Boland, Carol Bruckner, Valentina Bruno, Michael Carberry, Erran Carmel, Parthiban David, Bill DeLone, Frank DuBois, Augustine Duru, Heather Elms, Casey Evans, Sally Fowler, David Harr, Jeff Harris, Octavian Ionici, Itir Karaesmen-Aydin, Jill Klein, Thomas Kohn, Gopal Krishnan, Emily Lindsay, Robin Lumsdaine, Michael Ma, Michael Mass, Alexandra Mislin, Anu Mitra, Ghiyath Nakshbendi, Girish Ramani, Leigh Riddick, Michel Robe, Cristel Russell, Jay Simon, Catalin Stefanescu, Tim Timura, Ed Wasil, Don Williamson, Zhang Yinqi, Zhao Yijiang **Staff:** Reena Dwire

Faculty Attending Online: Frank Armour, Robert Lightburn, Jay Pope, Gerald Martin, Engin Cakici, Sonya Grier, Gwanhoo Lee, Susan Krische, Bob Sicina, Manoj Hastak, Sarah Mady, Joseph Mortati

Absent Faculty: Nelson Amaral (sabbatical), David Bartlett (teaching), Melissa Bradley, Peter Chinloy, Mark Clark (sabbatical), Michael Clayton (teaching), Kimberly Cornaggia, Serge da Motta Veiga (teaching), Alberto Espinosa (sabbatical), Sally Fowler, Rick Gibson, Robert Hauswald (teaching), Yujin Jeong (sabbatical), Richard Linowes, Sanal Mazvancheryl (teaching), Tomasz Mroczkowski, Jennifer Oetzel (sabbatical), Ayman Omar, Todd Prono (sabbatical), Larry Schrenk, John Simson, Mark Starik, Jack Swasy (teaching), Tim Timura, Tommy White

Prof. Leigh Riddick welcomed everyone and called the meeting to order.

Faculty Conduct Code – Prof. Leigh Riddick

- Faculty were sent an email with information about the draft faculty conduct code being reviewed by the AU Faculty Senate for their review. The material relating to faculty conduct has been moved out of the manual as it relates to policy not governance.

Term Faculty Manual Changes – Prof. Valentina Bruno

- We are going through a revision of the manual for term faculty. An email was sent out by Dean Adhikari inviting comments. A Senate update is scheduled soon. Stay tuned over the next few months for a copy of the revised manual.
- At Kogod, term faculty are not eligible for a promotion, only raises. This is because term faculty are executives in residence and there is no promotion for executives in residence. However, this not preclude a change in status for term faculty.
- The discussions about term faculty are more involved in the other AU units where faculty are slotted into different positions.

Violations of the AIC code – Dean Carmel, Prof. Dave Harr & Dean Klein

- Our norms around cheating have changed in the past 10 years with technological advances.
- Faculty are urged not to look the other way when it comes to cheating, yet we should not over-penalize students in a way that may haunt them later in life for what they do.
- Prof. Harr presented data on the problem, ways in which students cheat on their courses and ways in which we can minimize this in the areas of in class exams, homework, cases/papers/written assignments.
- Dean Klein stated that Online is no different than Campus. Graduate and Online students ask professors to “trust” them and have a different motivation than undergraduate students. She presented strategies to limit cheating in online classes.
- Prof. Riddick spoke to specific policies used in large introductory classes that have been effective.

EPC Actions – Prof. Yinqi Zhang

The following EPC actions were considered during the meeting via electronic votes and proxy paper ballots. (Votes reported in order: “YES”, “NO”, “ABSTAIN”.)

- **S16.08** **MKTG-471/671 New Product Management**
Action: **Create new cross-listed courses MKTG-471/671 New Product Management**
This course, which appeals to students specializing in Marketing, Entrepreneurship among others, has been offered two times as a special topics course, and has seen healthy enrolments. MKTG-471 and MKTG-671 are new elective courses that will be offered to undergraduate students and graduate students respectively with an interest in new product management. We do not offer any other course that covers this type of content. The learning outcomes, readings, grading and assessments differ between the undergraduate and graduate course.

S16.08 was APPROVED (45:1:1)

- **S16.09** **Terminate KSB-065 Quantitative Methods and Analytics**
Action:
 - **Increase the credit hours for IBUS-687 from 2 to 3**
 - **Decrease credits hours for KSB-653 from 1 to 0.5 (still taken twice)**
 - **Change MGMT-626 from a required course to a recommended elective**
 - **Add ITEC-643 as a recommended elective in the program**

The FT MBA underwent a significant revision, effective in Fall 2014, that established the three pillars of the program: experiential, global, and analytical. Interwoven in those pillars was an emphasis on consulting and leadership development. As we are now completing our first cycle of the revised program, we have received feedback from students, faculty, and staff that indicate the need for a few adjustments to fully realize the goals of the program:

- Increasing IBUS-687 to three credit hours will not only better reflect the course breadth and content, but will also more accurately represent the importance of the course in the FT MBA program.
- Decreasing credit hours for KSB-653 from 1 to 0.5 and the number of guest speakers releases time for professional networking and other career development activities.

- Changing MGMT-626 from a required course to a recommended consulting elective as we are restructuring IBUS-687 to incorporate the key elements of MGMT-626 (consulting methodology, project management, etc.) that are needed for the global consulting projects.
- Adding ITEC-643 Project Management as a recommended elective will signal to students that this course is beneficial to those who plan to do consulting.

S16.09 was APPROVED (45:1:2)

- **S16.10 Changes to the FT MBA Program**

Action: Change the prerequisites for MGMT-302, MGMT-305 and MGMT-403

As the enrollments in the BAE major and minor have ballooned to over 100 students, it will be helpful to control enrollments as well as better sequence the curriculum for pedagogical coherence. Thus, we propose adding pre-requisites to the downstream BAE courses (MGMT-302, MGMT-305, MGMT-403), making *MGMT-301 The Entertainment Industry: Structure and Business Models* the baseline course. There is also an option for students who have taken one of the Kogod law courses (ACCT-244, MGMT-203) to use that as the pre-requisite for the MGMT-302 Entertainment Law course.

S16.10 was APPROVED (47:0:0)

Faculty Web Page Demonstration – Prof. Leigh Riddick

- The new Kogod Faculty Council web page can be found at - <http://www.american.edu/kogod/facultycouncil/>
- It contains policies and regulations, names of current RTC, EPC and CAC members as well as the agendas, minutes and overheads for all faculty Council meetings starting from Fall 2014.
- The page is still being developed, and secure sign-in for KSB faculty is part of the structure to gain access to meeting materials. Other areas of the site are available to the general AU audience.

2U Online MBA program – Dean Klein

- She presented sample ‘short comments’ and ‘elevator speeches’ about the Online MBA program.

Good of the Order

- Bill DeLone provided an update on the Cybersecurity Governance Center. They have received \$170,000 in sponsor contributions since October 2015 and they are using these funds for research.

Prof. Riddick adjourned the meeting.

Faculty Council Chair: Prof. Leigh Riddick
 Faculty Council Vice-Chair: Prof. Don Williamson

KSB Faculty Council
AGENDA – April 5, 2016

Call to order – Leigh Riddick

Establish Quorum and establish “All present”

1. Faculty Conduct Code – Prof. Riddick/Prof. Williamson
2. Term Faculty Manual Changes – Prof. Valentina Bruno
3. Violations of the AIC code
 - Dean Carmel & Prof. Riddick open the discussion
 - Prof. Harr, Chair AIC committee, current status of AIC violations
 - Dean Klein, on-line issues
 - Actions faculty can take to pre-empt inappropriate behavior
 - Actions faculty can take to identify issues
 - Discussion
4. EPC actions – Prof. Yinqi Zhang
 - S16-08: Create new courses MKTG-471/671 New Product Management
 - S16-09: Changes to the FT MBA program
 - S16-10: Prerequisite changes to BAE courses
5. Faculty Web Page demonstration – Prof. Riddick
<http://www.american.edu/kogod/facultycouncil/>
6. 2U Online MBA program
7. Good of the order