

KSB Faculty Council
October 13, 2015
Minutes (Agenda attached)

Attending Faculty: Ajay Adhikari, Nelson Amaral, David Bartlett, Kent Baker, Sheila Bedford, Barbara Bird, Wendy Boland, Melissa Bradley, Carol Bruckner, Erran Carmel, Michael Clayton, Kimberly Cornaggia, Serge da Motta Veiga, Parthiban David, Bill DeLone, Augustine Duru, Alberto Espinosa, Sally Fowler, Rick Gibson, Sonya Grier, David Harr, Jeff Harris, Robert Hauswald, Itir Karaesmen-Aydin, Itir, Jill Klein, Thomas Kohn, Susan Krische, Gopal Krishnan, Robert Lightburn, Emily Lindsay, Robin Lumsdaine, Michael Ma, Gerald Martin, Anu Mitra, Jennifer Oetzel, Ayman Omar, Jay Pope, Girish Ramani, Leigh Riddick, Larry Schrenk, Bob Sicina, Mark Starik, Tim Timura, Ed Wasil, Tommy White, Don Williamson, Zhang Yinqi **Staff:** Reena Dwire

Faculty Attending Online: Frank Armour, Sarah Mady, Engin Cakici, Joseph Mortati, Sanal Mazvancheryl,

Absent Faculty:, Bill Bellows (teaching), Valentina Bruno, Michael Carberry, Peter Chinloy, Mark Clark (sabbatical), Frank DuBois, Heather Elms, Casey Evans (teaching), Manoj Hastak (teaching), Octavian Ionici, Yujin Jeong (teaching), Gwanhoo Lee, Richard Linowes, Alexandra Mislin (teaching), Michael Mass (teaching), Tomasz Mroczkowski, Ghiyath Nakshbendi, Todd Prono, Michel Robe, Cristel Russell (teaching), Jay Simon, John Simson, Jack Swasy (teaching), Zhao Yijiang

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

Dean Carmel provided an update.

- Runway proposal:
 - We are currently doing well as a RCM even though the overhead rate is high, but the overhead rate we pay creates a barrier to trying out new initiatives. We have put forward – and the Provost has approved -- a ‘Runway’ proposal requesting a 3 year tax holiday on any non-degree/non-credit initiative that comes out of Kogod. The door will now be open to new initiatives. We now depend on tuition for 99% of our revenues at Kogod; this is risky and different from other business schools.
- RISE – Reinventing the Student Experience:
 - AU has been rethinking the student experience. We are a high price point university and we are expected to deliver student services related to the academic experiences that match this expectation. Surveys have revealed that connections to their peers and connections to their professors are what determine the quality of students’ experiences and not just improvement of processes. Hence, mentorship is important. Our role in the classroom goes beyond teaching. The mentorship aspect of our teaching is what will make us excellent. This will be important going forward in review of faculty activities.
- Buildings:
 - AU has been going through construction spree with lots of building projects taking place. We are building more than half a million square feet of space. The new law school at Tenley Circle will have a ballroom with a capacity of 300 which will be useful when we want to run large events. East Campus will be coming online in September. Mass. Ave. 4801 will have staff offices moving in as well as some classes.

Prof. Emily Lindsay provided an update on the Diversity Committee.

- We have found that a welcoming environment will encourage professional success for our students. To nurture our diverse community, we need to see things from their point of view. We look forward to having a worthwhile and substantive discussion at our next Council meeting about the responses and feedback we gathered from the diversity surveys we send out to faculty and staff.

EPC Actions – Prof. Jennifer Oetzel

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

- **F15.01 KSB-6XX Business Principles for Strategic Communication**
Action: **Create new course KSB-6XX Business Principles for Strategic Communication**

This class is developed at the request of the School of Communication (SOC). SOC offered an experimental class COMM-696 for two years and the class was offered as a Kogod special topics course, KSB-696 in summer 2015. The class was developed when SOC revamped the curriculum for the Professional MA program. The need for the class was identified while interviewing alumni and professionals in the field who overwhelmingly recommended the addition of an introductory business skills class tailored specifically for communication professionals.

Friendly Amendment: **Revise course description to provide greater clarity and change prerequisite to Professional MA in Strategic Communication.**

F15.01 was APPROVED with friendly amendment (57:2:1)

- **F15.02 ACCT Course Descriptions**
Action: **Change the catalog copy for several ACCT courses**

Change the catalog copy for several ACCT courses to better describe the existing focus of the courses and change the admission requirements and program descriptions for the MST and Graduate Certificate in Tax to better describe existing polices.

F15.02 was APPROVED (58:0:1)

- **F15.03 FIN-4xx/6xx The Tools of Financial Markets**
Action: **Create new course FIN-4xx/6xx The Tools of Financial Markets**

This course has been offered as a topics course FIN-596. It will prepare students with the knowledge to apply professional financial tools and analytics, including Bloomberg and Thomson-Reuters, to assignments and projects. Mastery of these tools will allow students to more

effectively compete for employment prospects in the financial field. Currently, our BSF and MSF programs have a variety of courses that give them access to pieces of these analytical tools. However, graduate and undergraduate students who do not take those courses lose the opportunity to master these financial tools.

F15.03 was APPROVED (58:0:1)

- **F15.04 FIN-060 Introduction to Finance**
Action: **Create new course FIN-060 for MSF students**
This 0-credit boot camp course will be required for all the students entering the MSF program with a minimal background in finance or as an intensive review for others. It will be optional for students with at least 6 credit hours of finance course work with a grade of B or higher. It will be taught the week before fall semester begins.

- **F15.05 Minor Changes to MSF program**
Action: **Change credit hours from variable to fixed, change prerequisites and core courses**
The following minor changes to the MSF program will be made in an attempt to address issues relating to the program's competitiveness and incoming students' preparedness:
 - Change the credit hours from variable 30-33 to a fixed 33 credit hours
 - Remove FIN-614 Financial Management from required course list
 - Add new 0-credit FIN-060 Introduction to Finance 'boot-camp-style' version that is taught the week before the Fall semester begins
 - Add FIN-672 Investment Analysis & Portfolio Management to the required course list
 - Adjust the prerequisites for advanced finance courses to FIN-672 (as needed) to reflect the deletion of FIN-614 and to provide proper sequencing of finance courses

- **F15.06 Graduate FIN courses**
Action: **Change the prerequisites for several graduate FIN courses**
The prerequisites for graduate FIN courses are being changed on account of the proposed enhancements to the MSF program and in an effort to accelerate the rigor of the envisioned program and to enhance the opportunities of the MSF student (i.e., elective choices, track focus, independent research / study, etc.).

F15.04, F15.05 and F15.06 were APPROVED (58:1:1)

- **F15.07 Minor Changes to MSMKTG program, MKTG-641 and MKTG-762**
Action: **Change the course requirements for MSMKTG, change the course name for MKTG-641 and reduce the number of credits for MKTG-762.**
MKTG 641 (Digital Marketing) is currently a required 1.5 credit course in the MS in Marketing Program. The proposed course name change to "Digital Advertising and SEM" will reflect the narrow focus of this course since there will be a new course covering additional digital marketing content. While digital marketing is an element of Integrated Marketing Communications, we believe it will be more effective if this material is covered in a stand-alone course with an instructor

who has current digital marketing expertise. So MKTG-762 will offer an overview of IMC, with no digital marketing content. The number of credits associated with this course will be reduced from 3 to 1.5, thereby allowing the MSMKTG to remain a 30-credit program.

- **F15.08 MKTG-642 Managing Digital Brand Identities**

Action: Create new course MKTG-642 Managing Digital Brand Identities

Currently, the MSMKTG program has a 1.5 credit required course in Digital Marketing. However, former students and employers have stressed to us that our MS in Marketing program needs to include additional coverage of digital marketing topics. This new 1.5 credit course seeks to meet that need and will be a required course for all MSMKTG students during their fall semester. The current 3 credit hour “Integrated Marketing Course” which includes minimal digital references will be reduced to 1.5 credit hours to be able to offer additional coverage to digital marketing topics through the new course.

F15.07 and F15.08 were APPROVED (57:1:2)

- **F15.10 Information Technology and Business Analytics major**

Action: Create new undergraduate major Bachelor of Science in Information Technology and Business Analytics

The proposed program is similar to the existing Information Systems and Technology (IST) minor, but structured as a major and with a stronger focus on technical and quantitative education through a number of required courses in statistics and computer science. The program has been designed to be STEM qualified and will allow its students to compete for employment more effectively in the IT and Business Analytics markets, relative to the current BSBA with an Information Systems and Technology (IST) specialization.

F15.10 was APPROVED (59:0:0)

Prof. Leigh Riddick provided an update on open faculty searches.

- We have 5 ongoing faculty searches in progress. These are in Marketing, Accounting and Management. All are making good progress. Currently four searches are, or will soon, bring candidates to campus.

Prof. Jeff Harris provided an update on the Dean’s search.

- We are still welcoming resumes from interested candidates.

Asst. Dean Jill Klein provided an update on our 2U online programs.

- We have 45 students enrolled in the Online MBA and 15 students enrolled in the Online MS Analytics.
- We will be holding Business Immersions in DC, New York City, Brussels, Mexico City and San Francisco.

Sr. Associate Dean Adhikari provided an update regarding campus safety.

- In light of the unfortunate shooting incidents that have occurred across several University campuses in the last few weeks, AU has put in place an Active Shooter Response Protocol. Details can be found here: <http://www.american.edu/emergency/situations/upload/active-shooter-2.pdf>
- In addition, we should all be familiar with the emergency preparedness website that also covers other major emergencies - <http://www.american.edu/emergency/>

Good of the Order

- Congratulations to Prof. Sonya Grier whose film “Dog Parks and Coffee Shops: Diversity Seeking in Changing Neighborhoods” won Best Short Documentary at this year’s Indie Capital Awards.

Prof. Riddick adjourned the meeting.

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

KSB Faculty Council
AGENDA – October 13, 2015

Call to order – Leigh Riddick

Establish Quorum and establish “All present”

1. Dean’s Remarks - Dean Carmel
2. Diversity Committee report – Prof. Emily Lindsay
3. EPC Actions - Prof. Oetzel, Chair, EPC
4. Update on open faculty searches – Prof. Riddick
5. Update on Dean’s search – Prof. Harris
6. Update on 2U Online Programs – Asst. Dean Klein
7. Campus Safety – Sr. Associate Dean Adhikari
8. Good of the Order