

Kogod Council

AMERICAN
UNIVERSITY @
WASHINGTON, DC

December 5, 2017



AMERICAN UNIVERSITY
WASHINGTON, DC



“Vote Present” to Establish Quorum Count:

- All faculty in the room and those online must e-vote “Present” (by phone/tablet/laptop).
 - Tablet/laptop- Go to pollev.com/kogodcouncil and click ‘Present’
 - Phone - Text [kogodcouncil](https://www.kogodcouncil.com) to [22333](tel:22333) and then text the [letter A](https://www.kogodcouncil.com)
- The paper ballot option is reserved only for those faculty who hold a proxy for another member.
- Holders of a proxy must confirm and obtain a paper ballot from Prof. Elms or Prof. Clark.



Approval of the Minutes of 10/03/17 and 11/14/17 Meetings



Dean's Remarks: KSB Financials: Sources and Uses,
and recent Report to Kogod Advisory Council –

Dean John T. Delaney



EPC Actions – *Prof. Yinqi Zhang, EPC Chair*



EPC Items 11/30/17

EPC F17-10

ACTION

Change the titles and remove the prerequisites for *MGMT-382 Entrepreneurship and Innovation* and *MGMT-383 Entrepreneurship Business Plan: Creating and Building New Ventures*.

RATIONALE

- Upon reviewing the curriculum, the Management department would like to change the titles and remove the pre-requisites for MGMT-382 and MGMT-383 to encourage students from other disciplines to explore entrepreneurship.
- Current title and prerequisite for MGMT-382: Entrepreneurship and Innovation; junior or senior standing
- New title and prerequisite for MGMT-382: Entrepreneurship and Innovation: Business Model Development; none
- Current title and prerequisite for MGMT-383: Entrepreneurship Business Plan: Creating and Building New Ventures; junior or senior standing
- New title and prerequisite for MGMT-383: Entrepreneurship Business Plans: Creating and Launching Ventures; none

MGMT-382 and MGMT-383 Action (F17-10)

Voting is open. Please vote at pollev.com/kogodcouncil

If you vote with a phone, please text the corresponding letter to 22333

"A" - for the motion (you support changing the titles and prerequisites for MGMT-382 and MGMT-383)

"B" - against the motion (you support keeping the titles and prerequisites for MGMT-382 and MGMT-383)

"C" - abstain

EPC F17-11

ACTION

Add the BSBA specialization guidelines (*Specialization courses must be at the 300 level or higher and may not include internships nor independent studies*) back into the catalog.

RATIONALE (1/2)

- With regards to a specialization within the Business Administration major, the regulations currently state:

Specialization (12-15 credit hours)

Kogod students select an area of specialization from the approved programs below or design a custom specialization with the assistance and approval of their academic advisor. Specializations are 12 credit hours, with the exception of finance, which requires 15 credit hours. Students who choose to pursue two specializations must complete a minimum of 12 credit hours (or 15 credit hours for finance) for each specialization. With the approval of the Office of Academic Programs, BSBA students pursuing a second major may fulfill a custom specialization with courses from their non-KSB major coursework.

- However, the Office of Undergraduate Programs has been enforcing a rule that the 12-15 credit hours must be at the 300-500 level and may not include independent studies nor internships. The last point in time this was mentioned in a catalog was in the 2010 -2011 catalog. It appears that this rule was removed when adding the verbiage about the 15 credits hours for Finance in 2010. There was no mention nor intention of eliminating the 300-500 level requirement. We believe this was done out of brevity to save room in the catalog.

RATIONALE (2/2)

- Therefore, the Office of Undergraduate Programs is proposing we add the language back into the catalog to articulate to students the specialization requirements and maintain the standards of a specialization.
- Please see proposed change to catalog copy in **red** below:

Specialization (12-15 credit hours)

*Kogod students select an area of specialization from the approved programs below or design a custom specialization with the assistance and approval of their academic advisor. Specializations are 12 credit hours, with the exception of finance, which requires 15 credit hours. **Specialization courses must be at the 300 level or higher and may not include internships nor independent studies.** Students who choose to pursue two specializations must complete a minimum of 12 credit hours (or 15 credit hours for finance) for each specialization. With the approval of the Office of Academic Programs, BSBA students pursuing a second major may fulfill a custom specialization with courses from their non-KSB major coursework.*

BSBA Specialization Guidelines Action (F17-11)

Voting is open. Please vote at pollev.com/kogodcouncil

If you vote with a phone, please text the corresponding letter to 22333

"A" - for the motion (you support changing the current BSBA specialization guidelines)

"B" - against the motion (you do not support changing the current BSBA specialization guidelines)

"C" - abstain



Kogod Business Professionalism –
Prof. Serge da Motta Veiga

Kogod Business Professionalism – KSB 101

Committee Members:

Greg Bailey

Andrea Carpenter

Caron Martinez

Jeff Rinehart

Serge da Motta Veiga

Foundation

- Design a Kogod Business Professionalism as a 4-year experience
- New Kogod Professionalism Code of Conduct (applies to everyone at Kogod!)
- Enable students with work-ready competencies through their classes and experiential learning
- Embed competencies and professionalism standards throughout the program to reduce the need for multiple add-on workshops
- Focus on timely and high-impact interventions

Career Readiness Competencies

- Critical Thinking & Problem Solving
- Oral & Written Communication
- Teamwork & Collaboration
- Digital Technology
- Leadership
- Professionalism & Work Ethic
- Career Management
- Global & Cultural Fluency

4 Pillars of the KSB 101 (KBP)

- KSB 100 – 1st year:
 - Kogod Professionalism Code of Conduct
 - KCCD & KCBC deliverables embedded in class
- Sophomore Experience – 2nd year:
 - See next slide (organized and managed by KCCD)
- MGMT 353 – 3rd year:
 - Topics aligned with Competencies
 - KCCD & KCBC deliverables embedded in class
- 4th year – wrap-up:
 - Kogod-wide campaign including promotion of upcoming graduation census

Sophomore Experience Structure (Friday evening through Saturday evening)

Student Pre-work:

- Take Gallup Strengthsquest Assessment (1 hour)
- Read “9 Things Successful People do Differently (1 hour)

Logistics:

- The Sophomore Experience will most likely take place on East Campus
- Planning and logistics will be handled by KCCD
- ***The Committee would like to pilot the Sophomore Experience with 2018/19 Sophomores, although this would officially start for the 2019/20 Sophomores (those starting at KSB in 2018/19)***

5pm-5:30pm (Friday)	Check-In	
5:30pm – 7:30pm	Networking	Speed-meeting based networking activity to practice small talk and elevator pitch. NOTE: only students and faculty/staff (and perhaps a few alumni)
9am-9:30am (Saturday)	Check-In	
9:30am-10:30am	Strengths	Interactive review of Gallup Strengthsquest results
10:45am-11:45am	Pitch/branding	Bring in storyteller/improv? Incorporate diversity through speakers, participants, and staff/faculty
12pm-1pm	Lunch	
1pm-2pm	Innovation Mindset	Learning mindset, decision making, failure, design thinking, bias toward action, prototyping etc. Incorporate functions of “planned happenstance” i.e. curiosity, flexibility, optimism, risk-taking, persistence. <u>Note</u> : Bring in alumni with interesting career paths to share about their experience.
2:15pm-3:15pm	Networking Essentials	
3:30pm-4:30pm	Professionalism in Workplace	Managing projects and time, communication, emotional intelligence, code switching, building professional capital, generational differences etc. Importance of cultural intelligence and diversity and inclusion management
5pm-7pm	Networking reception	

Student Post-work: Submit one-page reflection onto Blackboard course

Other touchpoints

- Videos and quizzes on Blackboard course site
- ITEC 200 – e.g., professionalism in email and online communication
- Etiquette dinner (3rd year) – e.g., competitive application for unique opportunity (*not restrictive based on means*)
- MKTG 300 – e.g., written communication and critical thinking
- IBUS 300 – e.g., oral communication and global/cultural fluency
- FIN 365; ACCT 240, 241; ITEC 320, 355 – e.g., critical thinking and problem solving (and other competencies as well)
- MGMT 458 – e.g., apply core professionalism competencies to capstone project (including communication skills, critical thinking and problem solving, leadership and collaboration, ethical decision-making, etc.)

Grading + Next Steps

- Grading:
 - A-F -- 0-credit course
 - Combination of graded deliverables, such as assignments from core courses (e.g., presentations, papers, etc.) and other milestones, such as adhering (and signing) Code of Conduct, completing Strengthsquest, etc.
- Implementation:
 - Need for faculty or committee to help with implementation and management (including Blackboard course site and coordination with Core Course coordinators)
- EPC and Kogod Council in Spring
- Fall 2018/Spring 2019:
 - New cohort starts KSB 101 (KBP) with Blackboard Course Site, Video/Quiz, Code of Conduct, and KSB 100
 - Piloting Sophomore Experience with current sophomores. This would be coordinated by KCCD



Questions?



Open Resources – *Amanda Click, Business Librarian & David Rose, Faculty Innovation Technologist, CTRL*



STUDENT TEXTBOOK SAVINGS



CUSTOMIZABLE TEACHING MATERIALS



INNOVATIVE PEDAGOGICAL PRACTICES

OPEN AMERICAN

IMPACT

\$478,000
in textbook savings*

2,900
students

17
professors

13
courses

CONTACT



More details, including stipend applications available at:
edspace.american.edu/open

Or contact David Rose
rose@american.edu

*Based on comparisons between required course materials pre- and post-OER adoption. Figures are cumulative since Summer 2015 and include Spring 2018 enrollment estimates.



\$2,734

Kogod Core Textbooks

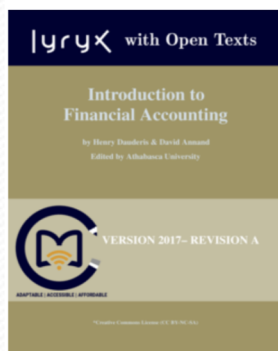


\$937,290

Potential Savings Per Year



Introduction to Financial Accounting



Introduction to Financial Accounting

by H. Dauderis and D. Annand

edited by Athabasca University

design and layout by Lyryx Learning

Additional Resources: Multiple Choice Bank (CC), Instructional Videos (CC), Interactive Explorations (Lyryx), In-Depth Case Studies (Lyryx), [Formative Assessment](#) (Lyryx)

Download: [PDF](#) [ePub](#) [HTML](#)

**Please contact us for access to the LaTeX source and additional resources*

Introduction to Financial Accounting

This text, originally by D. Annand and H. Dauderis, is intended for a first course in introductory financial accounting. It has been extensively edited by Athabasca University and reflects current International Financial Reporting Standards (IFRS). A corporate approach is utilized versus beginning with a sole proprietorship emphasis and then converting to a corporate approach.

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Accounting Principles: A Business Perspective

Description: Accounting Principles: A Business Perspective uses annual reports of real companies to illustrate many of the accounting concepts in use in business today. Gaining an understanding of accounting terminology and concepts, however, is not enough to ensure your success. You also need to be able to find information on the Internet, analyze various business situations, work effectively as a member of a team, and communicate your ideas clearly. This text was developed to help you develop these skills.


Author: James Don Edwards, University of Georgia, Roger H. Hermanson, Georgia State University, Susan D. Ivancevich, University of North Carolina Wilmington

Original source: globaltext.terry.uga.edu

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Introducing Marketing

Description: Through good economic times and bad, marketing remains the pivotal function in any business. Determining and satisfying the needs of customers through products that have value and accessibility and whose features are clearly communicated is the general purpose of any business. It is also a fundamental definition of marketing. This text introduces students to the marketing strategies and tools that practitioners use to market their products.


Author: John Burnett

Original source: www.dropbox.com






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Past Stipend Recipients

**ECON-100: John Willoughby has saved his students \$135,400 since Spring 2017
(plus innovative teaching practices)**

MKTG-411: Sonya Grier (open textbook adoption)

MKTG-412: Cristel Russel (library-licensed materials + OER)

OPEN ACCESS

AU Open Access Fund

Available to help researchers pay article processing charges (APCs) associated with publishing in open access journals.


<http://www.american.edu/library/oafund/>

Journal Criteria

1. The journal is listed in the [DOAJ](#) or its publisher is a member of the [OASPA](#).
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3. The journal has an impact factor or other indicator of credibility (e.g., [Scimago Journal Rank](#), [Google Scholar Metrics](#)).
4. It has nationally or internationally esteemed editors or editorial boards.

Other Details

- Hybrid journals are not eligible.
- Articles must be accepted but not yet published.
- Payment must be made directly to journal.
- These funds should be considered last-resort.
- Authors must agree to deposit a copy of their manuscript in AU's open repository, [AUDRA](#).
- A maximum of \$3,000 is available per author in 2017/2018, and a maximum of \$3,000 is available for an individual article.
- Funds are available on a first-come, first-serve basis.



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