

MINUTES
BOARD OF VISITORS, SCHOOL OF BUSINESS
NOVEMBER 1, 2000
CARTER HALL

PRESENT: Roxy Baas, John Bolger, Alan Brill, James Dodd, Kay Forbes Smith, William Gruebel, Patrick Harvey, Thomas Magan, Donald Minton, Allen Mounts, Daniel Schenk, John Schultz, Kenneth Sendelweck, Marjorie Soyugenc, Robert Swan, Phil Fisher and Nancy Bizal.

ABSENT: David Abbott, Ronald Bonger, Adrian Brooks, Keith Emge, Frederick Geissinger, Carolyn Georgette, Andrew Goebel, Robert Griffin, David Gunn, Daniel Hermann, Jay Kasey, Mark Lemond, James McKinney, James Muehlbauer, Alan Newman, Daniel Norman, Ronald Romain, John Shekell, Richard Stivers, Roy Templin, Vince Vawter, and Michael Weber.

SCHOOL OF BUSINESS FACULTY PRESENT: Marvin Albin, Soku Byoun, Peter Cashel-Cordo, Richard Cook, Craig Ehlen, Daniel Friesner, Abbas Foroughi, Ernest Hall, William Henderson, Eva Jermakowicz, Mohammed Khayum, Brian McGuire, Dane Partridge, Joy Peluchette, William Pierrot, Munir Quddus, Carl Saxby, and Daniel Wade.

GUEST: Robert Reid, Vice President of Academic Affairs

CALL TO ORDER:

John Bolger called the Board of Visitors Meeting to order at 3:15 p.m.

WELCOME AND INTRODUCTIONS:

Bolger welcomed everyone to the meeting and asked those present to introduce themselves. New members to the Board were announced: William Gruebel from Accuride and John Schultz from Old National Bank were present; Ronald Bonger from Fire House Inc was not in attendance.

Phil Fisher introduced four new School of Business faculty members: Marvin Albin, Chair of the Information Systems and Business Education Department; Soku Byoun, Assistant Professor of Finance; Daniel Friesner, Assistant Professor of Economics; and William Pierrot, Instructor in Management and Marketing Department.

APPROVAL OF MINUTES:

The minutes of April 26, 2000 were approved as mailed.

E-BUSINESS DISCUSSION:

Last July, the Board of Visitors responded to Fisher's letter asking for nominations to an advisory board for e-business. Sixteen members representing companies from the Board and businesses involved in e-business formed the advisory task force. The list of members is included in the folder distributed at the meeting.

Three or four faculty members have been teaching about e-business in courses or as special topics; however, it is time for a more systematic approach. In April 2000 several from the School of Business attended an AACSB conference on the topic and learned what other schools are doing. We prepared a proposal, which the task force, helped refine. How fast and how far to go in the question. Fisher asked for the Boards response to the three questions as listed in the agenda. 1. What is the future of e-business in your business? 2. What human resource needs will this require? 3. What role should USI School of Business play to prepare people for these needs?

A summary of the questions and discussion follows:

-Where does this fit with long-range thinking – with AACSB – with what we want SOB graduates to know/be?

E-business was not part of the 96-97 accreditation process – we were not thinking about e-business then. We were thinking about the ability to communicate and to think. We have special majors now. The question is do we need another special major. We do expect a high degree of computer proficiency for all our graduates, but we also have a CIS major. We do have web page design and data base administration but not how to administer/set up a payment system.

-Could this be integrated like communications?

We already have a section on e-business in many courses. The purpose of an e-business major would be technical.

-What's available from the marketing major?

It is discussed in context of current trends in business, example, the tension between traditional marketing and e-business marketing channels of distribution. Handouts are used for currency reasons.

-Each major should have a course or a significant part of a course – by the time students graduate, 90% of business will be e-business

There are three levels –

1. Every student should know a certain amount about e-business, i.e., management, marketing, cis.
2. We could add an e-business concentration to the Business Administration major – a four-course track.
3. We could offer a major.

- Level one is a given. Level two and three represent big resource needs.

-What about a minor?

We are not structured for a minor – but a concentration.

A concentration (4 courses) is insufficient to make a specialist.

-The tension between generalist and specialist exists. E-business and web will evolve into tools.

A business may be a service business that utilizes technology – that does not make it an e-business. Web provides integration and permits compatibility - area much broader than web pages. Technology is improving the process, i.e., of global procurement.

-Students will be asked what they want

-Our strategy is to be the best regional school. Do we need to add this to our majors to meet your needs?

Everyone in the business school has to know how e-business works and someone in the background has to know how to create the technology to be sure systems are at a level that stays up.

-Can employers find technical skill sets combined with personality needs?

Business development comes from creativity and innovation – what we do with technology is what counts – course content might be how technology is applied. This is a true cross discipline issue – somewhere between traditional functional area and cis – it's more than technical skills and how to apply.

-Computer depth is in the School of Business. System design is in School of Business because Computer Science minor in School of Business. Computer design, graphics, publishing technology are all in School of Liberal Arts.

-The CIS major is a Business Major 30/30. We have 265 cis majors. The Applied Computer Science Major proposed to the Board of Trustees is not a business degree. Its focus is on software engineering. The university has asked for a huge amount of money to do the Applied Computer Science program.

-E-business should be integrated - ought to be an applied course in every major.

-Computer Science major has to be changed to have bigger orientation – centered in business-to-business and use of web. Businesses clamor for people who know technology and business – if more interested in technology than business – do not apply- 30/30 is what we're looking for.

-We have that 30/30 major. If we talk about interactive marketing, electronic banking systems, etc., then we must eliminate something cis major would have.

-We need a core course that focuses on how e-business works.

Functional e-business courses in marketing, management, accounting, and supply-chain management, etc. Technical course – cis courses with change in focus – management-to-management technology.

-CIS major is a blend; e-business major would be a blend - focuses on what you want. Our cis people are systems people; our cs people are software developers.

-Is there demand in the tri-state?

Yes, for accounting consulting and for other areas (one-half life of tech skills in three years – we try to produce efficient learners – life-long learners)

Still need techies to make e-commerce work. If lay offs come, techies will be out – may use as consultants.

-The marketplace determines the size of the major – cis majors make about \$7,000/yr. more than other majors.

The discussion ended with Fisher stating the School of Business will send the Board of Visitors a copy of what we are thinking about doing and will solicit the Board's feedback.

MARKETING THE SCHOOL OF BUSINESS:

- A. The School of Business and Admissions will co-host a luncheon for high school counselors on November 15th. The purpose of the luncheon is to answer questions about the new requirements to sit for the CPA exam and familiarize counselors with the School of Business programs.
- B. One wing in Governor's Hall is for business students only. Activities are planned to encourage students to get involved with their school and university and to familiarize students with the school.
- C. The scholarship offerings are shifting. See Dean's Report

SCHOOL/BUSINESS PARTNERING PROGRAM:

Dane Partridge, Associate Professor of Management, reported on the partnering program. Partridge is looking for a local company to partner with. Mead Johnson has expressed interest in doing a pilot program with the School of Business.

DEAN'S REPORT:

The Dean's Report was included in the folder distributed at the meeting.

ASSOCIATE DEAN/MBA DIRECTOR:

Ernie Hall reviewed the MBA revised curriculum. A new course MNGT/ASBE XXX will be offered fall 2001.

ACCOUNTING CIRCLE:

Dan Wade, Director of the Accounting Programs, reported on the activities of the Accounting Circle. Wade stated the department is developing ways to strengthen the accounting program:

1. Continuing the faculty internship program
2. Meeting with high school counselors
3. Send the faculty and recent accounting graduates to talk to high school students
4. Reviewing curriculum
5. Offering accounting courses in the honors program
6. Holding evening meetings for accounting students

WRAP-UP:

The School of Business will continue to solicit in-put on the e-business program, work with Mead Johnson on the Partnership concept, refine recruiting efforts, and further integration of business curriculum.

ADJOURNMENT:

The meeting was adjourned at 5:05 p.m.