

Kelley School of Business – Indianapolis
MBA Policy Committee Minutes
12/13/2005

Present: Steve Jones, Julie Magid, Tod Perry, Sue Mantel, Rich Rogers, Darrell Brown, Todd Saxton, Jane Lambert, Phil Powell

- I. October minutes were approved with no changes.
- II. Assessment needs to be done for Evening program. Steve talked about using the new “Exit” survey to measure student satisfaction. Jane said it should include:
 - Mission
 - Learning goals tied to courses
 - Plan for measurement

Roger would like to have goals and plan by Christmas. Jane will talk with Terrill in BL and KD about coordinating goals, etc. KD is supposed to be working on assessment this Friday.
- III. Wall Street Journal said they could deliver WSJ for 12 months to our students at a cost of \$19/semester if 150 students subscribed. Committee decided against requiring students to subscribe because they could get WSJ through library and other means.
- IV. Steve passed out a proposal for a Social Entrepreneurship Certificate with SPEA. The certificate requires 18 hours of coursework plus a practicum. W511 plus 3-9 hours would need to be taken in Business. The committee tabled this proposal for now.
- V. The MBA/MSE has been approved by the University. The School of Engineering has approved it for the MS Engineering only at this point, but they are doing some exploration with some other engineering programs.
- VI. Phil, Todd and Steve continue to work on the implementation of the Enterprises. The new operations person will work on the Supply Chain Enterprise and Mohan will be doing the new Design Enterprise with Herron (but not until the 2006-07 academic year). In addition to the enterprise in design, Mohan is working on a certificate and joint degree in Design.
- VII. There was some discussion on advertising for the Evening MBA Program. It was decided advertising in the IBJ was too expensive, but we would combine with KD and BL for radio spots on NPR for the Open House. Also, Mary is planning a new brochure to explain majors, enterprises and joint degree programs.
- VIII. Dates: Joint MBA Open House w/BL and KD is Thursday, Feb. 16th.
MBA Welcoming Dinner is Thursday, January 5th.