

Kelley School of Business – Indianapolis
MBA Policy Committee Minutes
1/10/2006

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

1. December minutes were approved after adding Sue Mantel to the list of attendees.
2. Evening MBA Program Assessment
 - Set 4-10 goals for program (3 – 4 should be in common with other MBA programs – BL, KD). Jane Lambert will talk with Terrill in BL. Eunbok will look at other MBA programs
 - Use goals from CORE faculty meetings a couple of years ago
 - Assessment can be from one of three methods: Selection, Imbedded in course, or Capstone test. Todd suggested Enterprise course could be used to assess where they are in career at the beginning and at the end of the course.
 - SAB is working on Exit Survey – Jane will ask Bloomington if they have one. Steve to ask CORE faculty for issues they want on the survey. We could put survey on Oncourse or have students complete it in J506.
3. SPEA Certificate – Committee is concerned about SPEA students taking MBA elective courses w/o having the CORE pre-reqs that MBAs have. Steve suggested having Deb Mesch contact MBA faculty members who teach courses corresponding to SPEA course to determine if SPEA course meets necessary pre-requisites. Allowing these students into MBA courses would raise the enrollment in elective courses. Are they developing their own Bus-W511 Venture Strategy course?
4. Implementing Bus-X522 Enterprise Lecture Series – Julie to send another email to BUS-X522 students letting them know the first two Wednesdays are required for all students, copy Todd. Mark Frohlich will be taking Mohan's place in the Supply Chain enterprise in Fall 07. We'll have a joint design enterprise, a design major within the Evening MBA program, and a joint degree with Herron.
5. Advertising
 - Joint MBA Program Open House – Feb 16th – University Place 5-7 pm
 - IBJ – Star advertising too expensive, prefer radio spots on NPR.
 - Todd is writing an article to go along with IBJ series on small businesses.
 - Mary is doing a new brochure on MBA program to highlight majors, enterprises and joint degree programs.
 - Rich Rogers suggested rewarding existing students who recommend applicants who are admitted to the program, dinner and a movie gift card or something similar.

