

**Academic Affairs Committee Meeting
December 2, 2013
Meeting Minutes**

Committee members in attendance

Jennifer Ball
Royce Kitts
Rodrigo Mercader
Tony Palbicke
Randy Pembroke (ex officio)
Bassima Schbley
Danny Wade
Rob Weigand

Not in attendance:
Crystal Stevens

Guests

Dmitri Nizovtsev

The meeting was called to order by the Chair, Tony Palbicke at 3:10 p.m.

I. Minutes from October 18, 2013

The minutes were sent to the committee prior to the meeting for review. The minutes were approved and will be forwarded to Faculty Senate.

- a. **New Business—International Business concentration for the BBA degree**
Dmitri Nizovtsev offered an explanation as to why the School of Business is wishing to offer the International Business concentration. It appears this concentration would afford Washburn a competitive advantage over many other Universities and thus will allow Washburn students a greater opportunity for success.

Discussion/questions involved:

1. Will any of this program be offered online or will all courses be offered on campus?
Dmitri offered this will be offered on campus but will have a definitive answer for the Faculty Senate meeting.
2. Why is our program better than the other programs across the state?
Dmitri offered students are leaving the City/County and going to other Universities because Washburn doesn't offer this type of concentration. We have an opportunity to serve the students in the north east part of Kansas better because of this program. Additionally, Dmitri indicated our faculty within the School of Business have more networking abilities from their "home" countries to offer students opportunities for internships, employment, etc.

3. Is the aggressive marketing going to fit within the \$5000.00 that is stated within the budget?

Dmitri indicated brochures will be the major component of the marketing strategy, and yes they will be able to stay within the \$5000.00.

Dmitri did offer three friendly amendments to the proposal that was originally submitted to the committee. Those amendments were discussed and accepted.

After further discussion, a motion was offered to approve the proposal with the requested changes made, seconded and all voted to approve the agenda item. Based on the approval, this will be forwarded to Faculty Senate.

The meeting was adjourned.

Meeting Schedule:

Monday, February 3, 2014 in the Thomas Room