

**Woodbury University School of
Business and Management**

Self-Study Report

to the

**Association of Collegiate Business
Schools and Programs**

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Requesting Accreditation for the School of Business and
Management

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Submitted April 20, 1998

APPENDIX G

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Woodbury University
Meeting of the Committee for Accounting Department Review
Minutes of February 10, 1998

Present: Zelda Gilbert, Lina Kabayan, Richard King, Jon Myers, Grant Newton,
Bob Raye, Ray Scalice.

Business portion of meeting commenced approximately 9:00 a.m.

Materials previously sent were briefly reviewed. Lina Kabayan's leadership in publishing the accounting newsletter was commended. Items presented in the questionnaires about what our constituents consider the criteria are for a quality accounting program were discussed. An item noted several times was "internships." This led to the following ideas and issues;

Internships should include industry as well as CPA firm placements.

Should they be restricted to students with a certain minimum GPA?

Should it be the department's, or the student's responsibility to obtain an internship?

Internships help overcome what academic courses don't do—they show the student how business works.

The discussion of internships led to a description and discussion of a course offered at Pepperdine University entitled "Service Learning." It involves consulting-like projects for non-profit organizations. Students obtain experience working as a team, gathering and sorting meaningful information, and presenting and defending the group's findings. This learning experience is very "real world" oriented and involves a large element of community service. Regan Schaefer (sp?) of Pepperdine University coordinates the program. She would probably be available to discuss the program with us.

Suggestion from Dr. Gilbert: consider developing with the Arts and Sciences faculty an interdisciplinary course for accounting majors. This would be a strong item in the program. However, there is already a designated upper division general education course for accounting majors. It is economics. A second specified upper division GE course may not fit the philosophy of WASC accreditation standards.

The committee discussed the proposed changes to the accounting curriculum, mainly the consideration to drop the principles and intermediate accounting courses from four units each to three units each. It was a general consensus that such a drop was not necessary. A possible consideration offered during discussion was not have accounting majors take the second semester principles course but move right in to intermediate accounting and cost accounting. If such a plan were adopted, it would be especially important that the first principles course remain at four units. Such a change would allow for an additional upper division course within the current 126 unit graduation requirement.

Accounting Review Committee
February 10, 1998

Participation in the Volunteer Income Tax Assistance (VITA) program might be a worthwhile requirement for the tax component of the major. It was suggested that it would be best that corporate tax be the required tax course, not individual tax. The new course, AC 352 Concepts of Federal Income Tax Accounting, scheduled for the junior year of the accounting majors starting this year, received generally positive comments. A syllabus has not yet been developed, but suggestions for subject matter include the economic issues of tax policy, public policy issues, sources of revenue, among others.

Grant Newton felt that a calculus course would benefit the program; another possibility for math would be quantitative analysis.

A general consensus of the committee in how to bring recognition and greater prestige to Woodbury's accounting program could be with greater community involvement through internships, volunteer programs such as VITA, and programs like Pepperdine's "service learning" where very "real world" business situations can be experienced.

The committee adjourned approximately 10:35 a.m.

Woodbury University

Advisory Board Meeting for the review of Business & Management Major

Minutes of the meeting held on January 28, 1998

Present: Mark Buchman, Satinder Dhiman, Lena French, Zelda Gilbert, Nicholas Hacopian, Rauf Khan, Richard King.

The meeting commenced at 3:00 p.m.

This first meeting was structured as a brain storming session to think aloud regarding certain key themes defining the field of management. The members were provided, in advance, such material as course syllabi for all the courses taught under the Business and Management major, a survey questionnaire seeking to elicit information regarding what constituted an excellent management program, and a brief summary of the objectives of this review exercise. After getting to know each other, the following ideas and issues were discussed:

Where are we going? What is the mission statement of the School of Business and Management? Which niche market are we trying to serve? We can't be all things to all people. The vision? The strategic plan? Let's begin at the beginning!
M. Buchman

Richard King, the Dean of Business and Management, clarified that the mission of the school of business is characterized by:

1. Entrepreneurial emphasis
2. Global perspectives
3. Pragmatic education

Does the university want to become "thunderbird" of undergraduate education. What are the internship opportunities? How to market the program effectively? The business accreditation body AACSB requires that the schools demonstrate that all business courses have an international component. R. Khan.

Internships are very important to provide hand-on opportunities. N. Hacopian.

The key is to emphasize holistic approach--a balanced approach emphasizing arts and humanities along with business. There is a paradigm shift. L. French

I agree. We do not want to be a trade school. If I have to redo my education again, I will immerse myself heavily in the liberal arts at the undergraduate level with an increasing focus of the business management at the graduate level. M. Buchman

I think entrepreneurial orientation is the way to go. We should ask the head-hunters what kind of skills they want? N. Hacopian

In my opinion three areas are important: (M. Buchman)

- Operations management
- Ethics
- International emphasis

Towards the end of the meeting, S. Dhiman presented the results of the survey collected from WU current students. The following common themes were noted:

- Internships/Hands-on projects
- Relation of the courses to real-life situations
- Executive speakers and seminars
- Quality faculty
- State of the art computer lab (that is open 24 hours)
- Courses with business ethics emphasis
- Faculty who can role-model
- Leadership and team Building skills
- More case studies
- Customer handling skills
- Net working and job placement opportunities
- Forge partnerships with businesses (so many are so close to us)
- Cross-cultural awareness

In the end, Z. Gilbert recapitulated the proceedings of the meeting into following underlying themes:

- Diversity management (socio-cultural aspects of business)
- Ethical Issues in business
- Basic problem-solving skills
- Communications skills (written and oral)
- Foreign Language skills

We decided to focus on the review of the concentrations of Finance and Human Resources Development during our next meeting. Members also agreed that Wednesday afternoon is a good time for everybody to meet again. The meeting was adjourned approximately at 5:05 p.m.