

**Minutes of the Curriculum Committee  
Gordon Ford College of Business  
September 23, 2020**

Members present included Drs. Evelyn Thrasher (Chair), Sean Marston, Johnny Chan, Charles Kile, Aquesha Daniels, Mary Jane Gardner, Sandy Patterson, LeAnne Coder (AOL)

Absent members: Dennis Wilson

Meeting started at 2:00pm via Zoom.

**Approval of Minutes**

Dr. Thrasher asked for a motion to approve the April 1, 2020 minutes. Dr. Chan motioned and Dr. Marston seconded. All favored and minutes were approved with no corrections or discussions.

**AOL and AACSB Update**

Drs. Thrasher and Coder provided an update on the 2020 AACSB standards and current AOL activities. Dr. Coder is working with the AOL Committee to move assessment processes into Qualtrics to make data collection and analysis easier. She shared that this worked very well with the written communication assessment. They shared that the university is investigating a product called Chalk and Wire that could have benefits for our AOL processes for both SACSCOC and AACSB. The GFCB will be a pilot college for the implementation, and Dr. Coder will keep the committee posted on the progress. The GFCB will be evaluated under the 2020 AACSB standards that were adopted in July 2020. We are working to identify those areas in need of attention as we move to the new standards, and the core curriculum review and strategic plan will play a significant role in the next review.

**Core Curriculum Update**

Dr. Thrasher provided an update on the activities of the Core Curriculum Task Force. The task force members are working with their departments on a set of questions regarding a course(s) from the department, a list of skills the department's majors need from the core, and the content knowledge the department would want non-majors to know about the disciplines in the department.

**Action Items**

Proposal to Create a New Course – MKT 426, Esports Marketing and Branding

- Dr. Thrasher asked for a motion to approve. Dr. Marston motioned and Dr. Gardner seconded.
- Dr. Thrasher explained that this is currently being delivered as a temporary course and that enrollment is good.
- Dr. Kile suggested a friendly amendment to define Esports in section 4.1.
- Dr. Thrasher suggested a friendly amendment to section 5.5 to state that the faculty member currently teaching the temporary course will teach MKT426.
- All favored and the proposal was approved with the friendly amendments.

**Meeting adjourned at 2:35pm.**