Notes for the Focal Questions in the BAC Meeting  
on Dec. 7, 2013

Attendees (BAC members):
Michelle Catan  
John DeMelis  
John Doherty  
Jason Hecht  
Cees Lanting  
Margaret Maguire  
Johna Peachin  
Michael Pentaris  
Jamie Reynolds  
Evan Schiele  
Grace Ts’ao  
Aimee Vogel

Attendees (College):
Maria Thompson  
Steve Perry  
Ellen Blaisdell

Attendees (SEB):
Izabella Lokshina  
William O’Dea  
Paul Bauer  
Jie Feng  
Magdalena Lorenz  
David Ring  
Dona Siregar  
Philip Sirianni  
Trang Tran  
Steve Walsh  
Jeff Weinell  
Jing Yang  
David Yen

Attendees (SAC):
Phil Chieco  
Dan Lounsbury  
Natalia Poljak  
Chris Rollo  
Jessica Silsbe  
David Stanton
Meeting Minutes

Minutes: Jing Yang
Additions/modifications: Trang Tran
Final review: David C. Yen

During the Business Advisory Council (BAC) Meeting on Dec. 6, 2013, many constructive questions were actively proposed by the members of BAC and faculty members. To help summarize the main concerns during the meeting, below are the focal questions ordered by sessions discussed during the meeting:

A. The questions to SEB:

1. Given that internships are an important concern in career planning for undergraduate students, how likely is the School of Economics & Business (SEB) to find opportunities to place all students in appropriate internship programs, and eventually in jobs?  
   Handled by Magdalena
2. What will be the best methods to motivate faculty in the future (i.e. salary increase or promotion)?  
   Handled by Provost & Dean
3. Is it possible to change the faculty assessment? Should SEB focus more on knowledge transmission instead of simple ratings?  
   Handled by Magdalena
4. What are the best solutions that SEB could develop to help students be well prepared for job application and find jobs?  
   Handled by Magdalena
5. How could the school help invite more companies and corporate leaders to campus?  
   Handled by Dean + Chairs

B. The questions on Graduate Curriculum:

1. Regarding the Master of Business Analysis proposal, is this program different from the program of Business Intelligence?  
   Handled by Jie
2. How will the Master programs be concretely operated? If students have already obtained an undergraduate degree from SUNY Oneonta, for instance, Accounting, how many credits do they have to take to get a Master degree?  
   Handled by Chairs & Curriculum committee
3. In addition to the major-related courses, is it possible to add some practical classes, i.e. business project writing, into program?  
   Handled by Chairs & Curriculum committee
4. Given that many schools in NY State also offer Master programs, how will the State University of New York at Oneonta (SUNY Oneonta) differentiate itself from the others?  
   Handled by Dean + Chairs
5. Should some courses in Cyber Security such as Data Privacy or Ownership be opened to all students in SEB?  
   Handled by Dean
6. Should the resources in Cyber Security be shared with Business Analysis program?  
   Handled by Dean
7. Should the classes such as Risk Management be considered a component in Economic Modeling? Or should Risk Management and Security be integrated into one class? In addition, should Risk Management be incorporated into the Master program of Cyber Security?  
   Handled by EFA Chair
8. How feasible it is for SEB to start a Master program in Financial Planning & Strategy? Is there any demand on the graduates in Finance major?  
   Handled by Finance Faculty
9. Concerning that CFA/CFP is a relatively weak credential, how could we do to motivate students to obtain this certificate?  
Finance Faculty

10. Since most of the companies are interested in hiring undergraduate students. What is the value to have Master programs?  
Dean

11. To get a Master degree in Finance, how many credits should students need to finish? Any plan for CFA/CFP?  
EFA Chair

12. Will the school offer online programs for working people?  
Dean

13. Is it possible for the school to offer programs in certificates, such as information security?  
MMI Chair

14. Assuming that the proposals on Master programs are approved, will the assessment of faculties stay the same?  
Dean

15. Will the school offer a special program in Supply Chain?  
Dean

C. The questions on Undergraduate Curriculum:

1. Will students with Supply Chain concentration need to get such certificates such as Six-sigma or PMP (Project Management Planning)?  
MMI Chair and Hua Zhong

2. How many credits should students get to earn a degree in Finance? What will be the structure of financial courses?  
EFA Chair

3. Should the decision making process or management change be considered into business curriculum?  
Dean

4. Entrepreneurship concentration/major  
MMI Chair and Dean
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<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter/Details</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Welcome</td>
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<td>8:10 – 8:40</td>
<td>Breakfast</td>
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<td>9:00 – 9:10</td>
<td>University Mission, Current Status and Future Plan</td>
<td>Maria Thompson, Provost</td>
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<td>9:15 – 9:50</td>
<td>Report of Current Status and Future Plan</td>
<td>David C. Yen, Dean, School of Economics and Business (SEB)</td>
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<td>10:00-10:10</td>
<td>Break</td>
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<td>10:15-10:35</td>
<td>Curricular Development - I Graduate Curriculum</td>
<td>Philip Sirianni, EFA</td>
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<td>10:35-10:50</td>
<td>Curricular Development – II Undergraduate Curriculum</td>
<td>Dona Siregar, EFA</td>
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<td>11:00 -11:10</td>
<td>Break</td>
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<td>11:15- 11:50</td>
<td>Faculty Initiatives/Presentations</td>
<td>Paul Bauer, EFA – “Network Economies and Innovation: Lessons from the Transition to Check 21” Trang Tran, MMI – “Effects of Market Orientation on Student Satisfaction”</td>
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<td>12:00 -12:50</td>
<td>Lunch</td>
<td>Maria Thompson, Provost and David C. Yen , Dean</td>
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<td>1:00- 1:50</td>
<td>Internship Presentations and Opportunities</td>
<td>Magdalena Lorenz, EFA</td>
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<td>Jessica Silsbe - Business Economics major, completed two internships through my office: spring 2013, intern at New York Council of Non-Profits and summer 2013: Operations Intern at JPMorgan in NYC. David Stanton - Business Economics major; summer 2013: Operations Intern at JPMorgan in NYC; fall 2013: FT Rentals in Oneonta (real estate company).</td>
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<td>2:00 -2:10</td>
<td>Break</td>
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<td>2:15-3:15</td>
<td>Meet with Student Advisory Council members and FED Challenge Team presentation</td>
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<td>FED Challenge 2:15-2:40  David Ring and his team</td>
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<td>SAC presentation 2:45-3:15</td>
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