MINUTES

PRESENT:

Professor Michael Powell (Chair)
Professor Lorelle Frazer
Professor Chris Auld
Professor Kate Hutchings
Professor Christine Smith
Associate Professor Martin Griffiths
Professor Leong Liew
Professor Evan Douglas
Professor Peter Best
Associate Professor Charles Qu
Professor Glenda Strachan
Ms Kimberley Cotterell-Anderson
Ms Lisa Cotterell
Dr Peter Tatham
Dr Anoop Patiar
Associate Professor Eduardo Roca
Associate Professor Laura Lawton
Associate Professor Michael Barry
Professor Saroja Selvanathan
Ms Kate Rees (Secretary)

Present by Invitation

Item 12.0 Ms Heather Tinsley, Ms Leigh Pointing, Ms Jane Neame
Item 13.0 Dr Nick Barter and Ms Jen Lofgren

APOLOGIES:

Professor Marie Wilson
Professor Beverley Sparks
Professor Andrew O’Neill
Professor Jason Sharman
Professor Peter Jordan
Professor James Skinner
Dr Campbell Fraser

1.0 CONFIRMATION OF MINUTES

1.1 The minutes of the 6/2012 meeting were not available for distribution.

2.0 COMMITTEE MEMBERSHIP

2.1 Members welcomed Professor Saroja Selvanathan, Acting Discipline Head Economics to the meeting.

SECTION A: RECOMMENDATIONS AND REPORTS TO ACADEMIC COMMITTEE AND ITS SUB-COMMITTEES

NIL
SECTION B: ACTION UNDER DELEGATED AUTHORITY

The Griffith Business School Board resolved to ratify the following executive approvals:

3.0 MINOR CHANGE PROPOSAL (#2012/0012089)

1105/1107 BACHELOR OF INTERNATIONAL BUSINESS

3.1 Minor Change Proposal affecting the 1105/1107 Bachelor of International Business, as detailed in #2012/0012089, effective Semester 1, 2013.

3.2 The Griffith Business School has undertaken a review and rationalisation of duplicate courses across all disciplines and proposes the following changes to the Bachelor of International Business and its related double degree programs:

- 1002IBA Economics in Action, a first year core course, will be withdrawn from offer and replaced with 1303AFE Economics in Action 1;
- 1006IBA Business Statistics will be withdrawn from offer and replaced with 1304AFE Business Statistics;
- 2002IBA Microeconomics of Business Strategy, the title of this core course in the International Business major will change to Market Structure and Business Strategy;
- 2003IBA Economic Analysis and Policy and 2303AFE Economics for Decision Making 2, required alternate courses in the International Business major, will be replaced with 2154IBA Business Logistics;
- 3020IBA Applied Financial Management, an elective course in the International Management major which features in both the Bachelor of International Business and the Bachelor of Business is to be withdrawn from offer;
- 3003IBA International Corporate Finance to be renamed International Financial Management.

4.0 MINOR CHANGE PROPOSAL (#2012/0012090)

1347 BACHELOR OF BUSINESS

4.1 Minor Change Proposal affecting the 1347 Bachelor of Business, as detailed in #2012/0012090, effective Trimester 1, 2013.

Changes to the Human Resource Management major

4.2 The Human Resource Management major was added to the program, for new students commencing 2012. A minor change is required to the course offerings to align the major with professional accreditation requirements. 3182EHR Applied Strategic Organisational Change is listed as an elective; it will be moved to the core as a capstone course in place of 2081EHR Management Employee Relations. 2081EHR will be listed as an elective. Courses in the major were to be rolled-out over 2012 and 2013. Both courses were scheduled to be offered for the first time in 2013 therefore existing students will not be disadvantaged by this change. It is also proposed to remove the course 3182IBA Management Strategy and Decision Making from the core to reduce the amount of overlap between the HRM major and Management majors.

4.3 Additionally, in order to facilitate student progression and allow completion within the two year program, the prerequisite requirements for 3080EHR Training and Development and 2089EHR Recruitment and Selection will be removed.
Change to the Management major

4.4 Students are required to complete 1085IBA Introduction to International Business in Trimester 2 in their first year of study. However, this means that students are required to complete 50 credit points in Trimester 2. It is proposed to offer this course in Trimester 3 to balance the course offerings.

5.0 MINOR CHANGE (2012/0012093)
1035/1286/1336/1337 BACHELOR OF COMMERCE
1347 BACHELOR OF BUSINESS

5.1 Minor Change Proposal affecting the 1035/1286/1336/1337 Bachelor of Commerce and 1347 Bachelor of Business, as detailed in #2012/0012093, effective Semester 1, 2013.

5.2 The Bachelor of Commerce (Accounting) at Nathan, Gold Coast and Logan is jointly accredited by the Institute of Chartered Accountants in Australia and CPA Australia. Reaccreditation with these bodies is due in 2012/2013. Previous accreditation guidelines required an information systems design and development course. This requirement was met through the inclusion of 1008ICT Business Informatics. The professional bodies have revised the accreditation guidelines for 2012 and now require the inclusion of a more specific accounting information systems course. The required content of this course includes productivity software, file and database management systems, accounting information systems in business, systems development and maintenance and electronic commerce.

5.3 In order to meet this requirement it is proposed to add a new first year core course to the Bachelor of Commerce. This will be a core requirement for all accounting students, in place of 1008ICT. Students not completing Accounting will continue to take 1008ICT. 1008ICT will continue to be offered in the Bachelor of Business at Nathan and Gold Coast.

6.0 MAJOR CHANGE (2012/0012096)
1288/1034 BACHELOR OF BUSINESS

6.1 Major Change Proposal affecting the 1288/1034 Bachelor of Business, as detailed in #2012/0012096, effective Semester 1, 2013.

6.2 The Griffith Business School offers an undergraduate major and minor in Logistics and Supply Chain Management in the Bachelor of Business. It is proposed to change the name of the major from Logistics and Supply Chain Management to Logistics and Supply Network Management.

7.0 MINOR CHANGE PROPOSAL (#2012/0012101)
SUMMER SEMESTER OFFERINGS

7.1 Minor Change Proposal affecting various GBS undergraduate programs, as detailed in #2012/0012101, effective Semester 1, 2013.

7.2 The Griffith Business School proposes to add summer semester course offerings to its undergraduate programs. GBS summer semester courses have typically been advertised via the summer semester website. With the recent alignment of enrolment and timetabling processes, it is now proposed to formalise the summer semester offerings.

8.0 MINOR CHANGE PROPOSAL (#2012/0012102)
5226/5228 MASTER OF MARKETING

8.1 Minor Change Proposal affecting the 5226/5228 Master of Marketing, as detailed in #2012/0012102, effective Semester 1, 2013.
8.2 As part of the broader plan to streamline and strengthen the Master of Marketing it is proposed to introduce Retail Branding and Innovation (7024MKT) at the Nathan campus to replace Contemporary Issues in Marketing (7215MKT) from Semester 1, 2013.

8.3 The submission also addresses the rationalisation of course offerings within the GBS based around the removal of course overlap and existing courses that are no longer considered viable due to changes in market demand. 7208MKT Interactive Marketing will be withdrawn from offer in Sem 1, 2013. It is proposed to combine content of this course with 7040MKT Digital Marketing. Currently there is difficulty clearly differentiating the course content between the two courses. Due to very low enrolments it is proposed to withdraw 7025MKT Marketing Theory. This course has not been offered for several semesters and enrolments closed as a result. Keeping it on the program catalogue when it is clearly redundant is confusing for students.

9.0 MINOR CHANGE PROPOSAL (#2012/0012104)
5445 MASTER OF BUSINESS

9.1 Minor Change Proposal affecting the 5445 Master of Business, as detailed in #2012/0012104, effective Semester 1, 2013.

9.2 The Master of Business was subject to a five year review in 2011/2012. The purpose of the review was to make continuous improvement in learning and teaching by ensuring that the structure and content of the program remained in keeping with best practice. More specifically, it aimed to advance Griffith University’s mission by satisfying the needs of major stakeholders (i.e., students, employers and the community), providing students with up to date knowledge and skills that align with the needs of the industry, and promoting lifelong learning. The following changes are proposed to the Master of Business program suite.

- Recommendation 1: Offer a new core course 7218HSL Understanding Research in Tourism & Hospitality, Sport & Events.
- Recommendations 2 and 12: Withdraw the core course 7344HSL Managing Volunteers and the Sport and Event Workforce and specialisation course 7206HSL International Business of Tourism and Hotel Management.
- Recommendation 9: Offer two elective courses that engage with industry; 7346HSL Industry Practicum and 7345HSL Applied Project.

10.0 MINOR CHANGE PROPOSAL (#2012/00120105)
5158/5159 MASTER OF BUSINESS ADMINISTRATION

10.1 Minor Change Proposal affecting the 5158/5159 Master of Business Administration, as detailed in #2012/0012105, effective Semester 1, 2013.

10.2 It is proposed to reduce some of the duplicate course offerings in the MBA due to low student enrolments. The course offerings that are not meeting the minimum required enrolments are offered more than once in each academic year. The changes are:

- 7916EHR Human Resource Management: currently offered Summer semester and Semester 1 at Gold Coast – removing Semester 1 offering.
- 7902AFE Business Economics: currently offered Semester 1 and 2 at South Bank – removing Semester 1 offering.
- 7901AFE Accounting for Managers: currently offered Semester 1 and 2 at South Bank – removing Semester 2 offering.
11.0 MAJOR CHANGE (2012/0012106)
1289 BACHELOR OF BUSINESS (HTERS)

11.1 Major Change Proposal affecting the 1289 Bachelor of Business (HTERS), as detailed in #2012/0012106, effective Semester 1, 2013.

11.2 It is proposed to withdraw the Recreation Management minor offered in the Bachelor of Business (HTERS) due to low student demand.

12.0 MINOR CHANGE PROPOSAL (#2012/0012107)
1034/1288 BACHELOR OF BUSINESS

12.1 Minor Change Proposal affecting the 1105/1107 Bachelor of International Business, as detailed in #2012/0012089, effective Semester 1, 2013.

12.2 The below changes to the Employment Relations major and minor were proposed:

- Firstly, the core course 3006EHR Employment Strategies in Action will not be offered in 2013 at the Gold Coast due to low enrolment numbers. This will be reassessed in 2013 in terms of its offering for Semester 2, 2014 at Gold Coast. As a means of a transition for Gold Coast students, all 2nd and 3rd year Business students who had declared Employment Relations as their major were contacted via email at the beginning of 2012. These students were strongly encouraged to enrol into 3006EHR for Semester 2, 2012 in order to ensure they'd all completed it prior to 2013. Students were also advised that they had the option to complete 3006EHR at Nathan in 2013 if they wished (instead of taking it in 2012). Furthermore, following semester 2, 2012 census date, GBS reviewed the transcripts of second and third year students enrolled in the Employment Relations major to identify any who may be disadvantaged by this program change; none were identified.

- Secondly, the Employment Relations minor will be restructured from six prescribed courses to 40CP core plus 20CP listed electives. Current core courses 2006EHR Health and Safety in the Workplace, 3001EHR Negotiation and 2007EHR Labour Market Issues will become electives. 3006EHR employment Strategies in Action will be added to the remaining core courses to total 40CP. Courses 2001EHR Management Employee Relations, 2004EHR Employment Relations Law and 3008EHR Workplace Industrial Relations will remain as core courses.

SECTION C: OTHER RECOMMENDATIONS AND REPORTS
[TO PERSONS/COMMITTEES OTHER THAN THE PARENT COMMITTEE(S)]

NIL

SECTION D: MATTERS NOTED, CONSIDERED OR REMAINING UNDER DISCUSSION

13.0 ACTING CHAIR AND PRO VICE CHANCELLOR’S (BUSINESS) REPORT

13.1 The Chair reported on the following:

- 2013 Group budget.
- 2013 QTAC preferences.
- A positive report has been received from Open Universities Australia on the roll-out of the Bachelor of Business (OUA).
- The University has approved revisions to the academic entry requirements for international students.

- GBS will be trialling a MOOC (Massively Open Online Course) in 2013.

14.0 DEAN’S (ACADEMIC REPORT)

14.1 The Dean (Academic) provided her apologies for the meeting. Members noted the Occupational Health and Safety and Sustainability Reports in Item 11.0.

15.0 DEAN’S (LEARNING AND TEACHING) REPORT

15.1 The Dean (Learning and Teaching) spoke to a report on piloting a new model of ‘Student Centred Learning’.

16.0 DEAN’S (RESEARCH) REPORT

16.1 The Acting Dean (Research) reported on the following:

- Discovery Early Career Researcher Award Expressions of Interest.
- The annual and four year research centre reviews will commence shortly.
- The recipients of the PVC Research Excellence Awards.
- HDR research performance.
- HDR publications.
- Development of the HDR and research website.

17.0 DEAN’S (INTERNATIONAL) REPORT

17.1 The Dean (International) provided a written report.

18.0 HEADS OF DEPARTMENT REPORT

18.1 There were no matters to report.

19.0 QUALITY AND ACCREDITATION ISSUES

19.1 Professor Christine Smith, Head, Department of Accounting provided an update on the application for Accounting accreditation. Members were also advised that the Financial Planning Association of Australia had released the national accreditation guidelines.

19.2 Dr Peter Tatham provided an updated on accreditation for the Master of Supply Network Management.

20.0 STANDING ITEMS

20.1 Written reports were provided for noting.
21.0 DISCUSSION: QIBT UPDATE

21.1 Ms Heather Tinsley, College Director & Principal, QIBT, Ms Leigh Pointing, Director, Academic Programs & Student Services, QIBT and Ms Jane Neame, Director, Marketing and Admissions attended the meeting to provide an update on QIBT graduate outcomes.

21.2 Key points highlighted included 2012 enrolments, progress towards Semester 1, 2013 enrolments, and the outcomes of the Associate Degree strategy. Members commented that the student results were positive and that it was encouraging to see an increase in intakes for the QIBT programs.

22.0 DISCUSSION: MBA FUTURE DIRECTIONS AND MARKETING CAMPAIGN

22.1 Dr Nick Barter, MBA Director presented a report on the future direction of the MBA. The Director identified changes to be considered for the program including offering more online and intensive courses, offering more courses over the summer semester, and opportunities for double degrees and/or specialisations.

22.2 Members commented favourably on plans to offer the MBA online but noted the MBA Director’s concerns about losing direct contact with students. Members discussed options for the dual delivery of programs, noting there are opportunities to link online courses with on campus intensives.

22.3 Concerns were raised about re-introducing specialisations in the MBA. It was noted that GBS withdrew the specialisations for 2012 due to concerns about the student experience. It was suggested that a small number of specialisations in priority areas could be considered. Members supported the introduction of double degrees with the MBA, especially with key international partners.

22.4 Members noted the decline in demand for the International MBA and the negative effect of the program on the perceived quality of the MBA. Support was provided for the withdrawal of the program; concerns were noted regarding the impact on course enrolments and staffing at the Gold Coast in programs which shared the IMBA courses.

22.5 Following the above discussion, Ms Jen Lofgren, Acting Marketing Manager, Business presented the new MBA marketing campaign. The campaign aligns with the Business Plus promotion but targets a new market. The campaign encourages students to ‘try before you apply’.

23.0 STUDENT RETENTION STRATEGY: MINIMUM STANDARDS FOR FIRST YEAR ASSESSMENT

23.1 The University Learning and Teaching Committee has proposed a set of ‘Minimum Standards for First Year Assessment’ to be adopted and phased into first year courses throughout 2013 as part of the broader Student Retention Strategy. These evidence-based assessment practices are designed to scaffold commencing students’ transition into and success with university study. It is proposed that these standard practices are implemented in the first year of all Griffith degree programs.

23.2 At a meeting with the GBS Heads of Department on 12 October 2012 it was agreed that, given the approaching deadline for course profiles, GBS would ensure that three of the standards are in place in course profiles in first year courses for Semester 1, 2013. Program Directors have been asked to consult with Heads of Department to select relevant courses and to inform Course Convenors of the requirement to meet the assessment standards when designing their course profiles.

23.3 The Dean (Learning and Teaching) outlined the three standards to be adopted, effective Semester 1, 2013. Members discussed the inclusion of the Study Smart module in first year
courses, and noted further discussion was required to determine an appropriate weighting for the assessment module and to decide whether it would be compulsory.

24.0 2013 COMMITTEE MEETING DATES

24.1 The Pro Vice Chancellor (Business) proposed a reduction to the number of meetings in 2013 for the Griffith Business School Group Board and Strategic Forum. Members supported this proposal and noted that consideration would have to be given to program planning timelines for 2013.

24.2 Following the meeting, and in consideration of Programs Committee deadlines, the following dates were communicated to members:

GBS Board

Meeting Time: Fridays 9:00am – 1:00pm

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<tr>
<th>Meeting Date</th>
<th>Campus</th>
<th>Venues</th>
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<tr>
<td>15 March</td>
<td>Nathan / Gold Coast</td>
<td>N72 -1.18 / G34 1.04</td>
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<td>24 May</td>
<td>Nathan / Gold Coast</td>
<td>N72 -1.18 / G06 3.60</td>
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<td>16 August</td>
<td>Nathan / Gold Coast</td>
<td>N72 -1.18 / G34 1.04</td>
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<td>18 October</td>
<td>Nathan / Gold Coast</td>
<td>N72 -1.18 / G34 1.04</td>
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* Special meetings will be held if necessary

GBS STRATEGIC FORUM

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<tr>
<th>Meeting Date</th>
<th>Time</th>
<th>Campus</th>
<th>Venues</th>
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<tr>
<td>Thursday 14 February</td>
<td>TBA</td>
<td>Off campus (Gold Coast)</td>
<td>TBC</td>
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<tr>
<td>Friday 19 July</td>
<td>09:00-1:00pm</td>
<td>Logan</td>
<td>L07 4.08 (Boardroom)</td>
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25.0 REPORT ON DEPARTMENT AND SCHOOL REVIEWS

25.1 DEPARTMENT OF POLITICS AND PUBLIC POLICY

- Associate Professor Martin Griffiths, Head, School of Government and International Relations presented the draft 18 month Progress Report for the Review of the Department of Politics and Public Policy.

25.2 DEPARTMENT OF INTERNATIONAL BUSINESS AND ASIAN STUDIES

- Professor Leong Liew, Head, Department of International Business and Asian Studies presented the draft Implementation Plan for the Review of the Department. Professor Liew advised some of the timelines had been changed to accommodate the new Head of Department and to allow time for the consideration of recommendations from the Griffith in the Asian Century Review.

26.0 REVIEW OF SCHOOL ASSESSMENT BOARD BRIEF

26.1 Members noted the Report on the Implementation of the School Assessment Board Brief in Semester 1, 2012 which provides feedback to Group Boards on the Semester 1 trial. The University Assessment Committee has proposed to adopt the Brief for School Assessment Boards used in semester 1, 2012 for semester 2, 2012.
27.0 REPORTS OF SUB-COMMITTEES OF GBS BOARD

27.1 The Griffith Business School Board noted the minutes from the following sub-committees:
   - 8/2012 Learning and Teaching Committee

28.0 INVITATION TO 2012 CELEBRATING TEACHING GALA NIGHTS

28.1 Members noted the invitation to staff to attend the Griffith University 2012 Celebrating Teaching Gala Nights.

29.0 OTHER BUSINESS

Nil

Confirmed: __________________________

(Chair)

Date: __________________________
DISTRIBUTION LIST

Griffith Business School Board Members
Professor Marie Wilson, Dean (Academic) (Chair)
Professor Michael Powell, Pro Vice Chancellor
(Business) (ex officio)

Deans (appointed by the Group Pro Vice Chancellor)
Professor Graham Cuskelly, Dean (Research)
Professor Lorelle Frazer, Dean (Learning and
Teaching)
Professor Chris Auld, Dean (International)

Heads of Departments Directly Associated With the
Faculty (ex officio)
Professor Christine Smith, Department of Accounting,
Finance and Economics
Associate Professor Michael Barry, Department of
Employment Relations and Human Resources
Associate Professor Martin Griffiths, School of
Government and International Relations
Professor Leong Liew, Department of International
Business and Asian Studies
Professor Evan Douglas, Department of Marketing
Professor James Skinner, Department of Tourism,
Leisure, Hotel and Sport Management

Deputy Heads/
Discipline Heads of Departments Directly Associated
With the Group (appointed)
Professor Peter Best, Department of Accounting,
Finance and Economics
Associate Professor Eduardo Roca, Department of
Accounting, Finance and Economics
Professor Saroja Selvanathan, Department of
Accounting, Finance and Economics
Associate Professor Charles Qu, Department of
Accounting, Finance and Economics
Professor Glenda Strachan, Department of
Employment Relations and Human Resources
Dr Peter Tatham, Department of International
Business and Asian Studies
Vacant, Department of Marketing
Associate Professor Laura Lawton, Department of
Dr Anoop Patiar, Department of Tourism, Leisure,
Hotel and Sport Management

Research Centre Representative (appointed)
Professor Beverley Sparks, Director, Centre for
Tourism, Sport and Service Innovation
Professor Peter Jordan, Deputy Director, Centre for
Work, Organisation and Wellbeing
Professor Jason Sharman, Director, Centre for
Governance and Public Policy
Professor Andrew O’Neill, Director, Griffith Asia Institute

Invited (for Audience and Debate)
Dr Campbell Fraser, Director of Undergraduate Studies
Ms Kimberley Cotterell-Anderson, Griffith Business
School
Ms Lisa Cotterell, Griffith Business School

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