AoL Committee
May 3, 2013
Minutes – Approved September 16, 2013, as amended

Present: Randy McFerrin (chair), Tim Query, Mike Hyman, Jennifer Kreie, Kathy Brook (ex-officio)

Randy McFerrin called the meeting to order at 8:30 a.m. in the B.C. Faculty Lounge.

MBA Assessment: Randy provided copies of the previously circulated report on assessment of writing and critical thinking in MGT 590 in fall 2012. The critical thinking rubric does not seem to have been a good match for the assignment that was given, so Randy has asked Grace Ann Rosile to work with the faculty members teaching MGT 590 on a better match between the rubric and the assignment. Randy recommends reassessing critical thinking in fall 2013.

The results for writing indicate some weakness in “knowledge of conventions” (mainly grammatical errors) but students scored above the 80% standard of meets or exceeds expectations on “clarity and coherence” and “rhetorical choices.”

The MBA Assessment Plan calls for assessment of ethics and globalization in fall 2013. Grace Ann is working on the ethics assessment. Randy distributed to the committee the proposal from the Graduate Committee concerning the globalization objective (Students understand how globalization affects organizations and their environments.) Four sub-goals have been adopted:

Students are able to:

- Analyze the opportunities and threats in the environments associated with managing organizations internationally.
- Demonstrate the rationale for developing global brands and global brand positioning.
- Identify and analyze the key legal issues associated with operating a business globally.
- Students are able to identify and describe risks and benefits of investing in another country.

These topics will be covered respectively in MGT 590, MKTG 503, BLAW 502, and FIN 503 with assessment recommended to occur in MGT 590. A suggested assignment is a question on an exam or project that uses the scenario of a proposed international business activity. The essay question could be something like: Identify and describe some of the unique considerations raised by the decision to operate a business or undertake a business activity in the international environment (issues that would typically not arise in a wholly domestic business endeavor). In your answer, please be sure to address issues relating to a variety of business functional areas.

Further discussion is occurring with the instructors of MGT 590.

From the perspective of the AoL Committee, the Committee will need to make sure that there is a close match between the rubric and the assignment.
**Undergraduate Assessment:** We currently have four goals with the Undergraduate Committee considering the addition of basic business knowledge, perhaps to be assessed using the ETS major field test in business.

In the fall, diversity and ethics will be assessed and Grace Ann, working with MGT 309 faculty members, has this under control.

**Next Steps for the Committee:** Since Randy McFerrin’s term on the committee is ending (under term limits), Tim Query has agreed to lead the committee in fall 2013 and Jennifer Kreie will take over in spring 2014. Mike Hyman, as director of the Marketing PhD program, volunteered to make the Marketing PhD students available to assist with scoring assessment exercises, especially because these students will need to understand assessment later in their careers. This could relieve the committee members of the burden of scoring the writing and critical thinking assignments.

Randy asked about the transfer of computer files and Kathy suggested that we might ask Paul to provide a shared drive that could be accessed by the chair of the committee.