College of Business, Graduate Committee
Meeting Minutes
October 13, 2010

Guest: Sherry Mills  Not present: C. Mora.

I. Call to order

The meeting was called to order at 11:05 a.m. on Wednesday, October 13, 2010 in room 246 of the Business Complex.

Minutes from September 22, 2010 were read and approved as presented.

II. Discussion

• Motion passed unanimously as proposed by Ken Martin of Finance who made a slight modification to the Graduate Catalog to increase the flexibility for students who are pursuing the Finance Specialization. Instead of the four required courses as currently specified in said catalog there will now be three required courses plus an elective numbered 500 or higher. If a student took FIN 435 as an undergraduate they must substitute another 500 level finance course for FIN 535 and thus are required to take only 2 of the remaining three listed courses (FIN 545, FIN 555 and FIN 566). This will allow students to meet their professional goals and complete the specialization in a timely manner.

• Sherry Mills, presented results on the MBA – Report on Assessment Results NMSU College of Business – Spring, 2010. In Goal 1 MBA Students in ACCT 503 had to write a memo as part of a business plan project as an assessment instrument in four subsequent semesters to match goals and performance criteria. This was used to test the Writing Skills of MBA students in the three areas of grammar, clarity and rhetoric. Sherry highlighted the problem areas in the writing assignment (this data was compiled over four writings but the last writing appeared to have little impact on the student’s performance). The findings indicated that the following percentage of students met or exceeded expectations: grammar (82%), clarity (59%) and rhetoric (69%). An assessment of the results showed that students from Spring 2010 did not perform as well as students from Spring 2009 but this could be attributed to the nature of the assignment. The AOL Committee recommended using the same assignment each semester and provide additional resources about the memo writing.

Within this goal MBA students were also tested on their oral presentation skills: these findings indicated that students met or exceeded expectations and the AOL Committee does not recommend any changes to the assessment process. Recommendations include reducing assessment to one time per year as students are performing at an appropriate level.

• Goal 2 measured student’s ability to think critically to solve problems in MKTG 503. Students completed a case analysis: results showed that fewer than 80% of the students met expectations for all performance criteria and their work showed a lack of effort. Very few demonstrated critical thinking. AOL Committee recommends that the course instructors develop a single assignment to be used every semester by all teaching faculty teaching the course every semester. As per Gerry Hampton as from FA 10 all students are using the same case as he is teaching all 3 sections of MKTG 503.

• Goal 3 involves the use of quantitative skills by MBA students as used in FIN 503. While the student’s semester performance varied in the semesters measured in all three sites (SNL, LANL and main campus) it did not meet the 80% performance standard. There were various outcomes which can be attributed to one instructor using different guidelines in preparing and assessing students. The AOL
Committee recommends development of guidelines to emphasize the importance of consistent applications of instruction and assessment among course instructors and across semesters by developing a single assignment using the same learning materials, assessment format and comparable weighting of assignment for the course grade.

- Goal 4 measured MBA students, who were in BA 590, ability to interact effectively with others in a team environment. Peer evaluation was used by students: results indicate that students met or exceeded expectations in the three areas of professionalism, initiative and effective contribution to the team at 95% in all three. THE AOL Committee recommended no changes while the assessment coordinator recommended assessment once a year.

- Goal 5 assessed MBA student’s comprehension of ethical implications in business and was measured in MGT 503 in SP 10. This is a pilot study for previously ethics were measured in ACCT 503. A case was utilized by the students who did identify the relevant stakeholders at a level of 80% (considered meeting or exceeding expectations) however they failed to meet the standard with respect to describing the dilemma, identifying the pertinent facts and providing and explaining alternative solutions. Difficulties encountered may be attributed to the class format which was online and international students (who were a fair number) who commented that questions involving different forms of ethics were poorly worded. This class had proctored exams which resulted in significantly lower scores than in prior semesters in which exams were not proctored. There were no recommendations from the AOL Committee. This did bring up an issue of whether international students should be identified and filtered as they have a different ethical perspective. The second part of this goal involved MBA students ability to comprehend legal implications in business in the class BLAW 502. Results show that 86% of the students met or exceeded the expectations of identifying a legal issue and 100% of students could discuss different sides of the issues and provide a solid personal perspective. The AOL Committee found that over three semesters there was consistent performance of this learning goal and the assessment coordinator recommends a reduction of the frequency of assessment to once every two or three semesters.

- Tom McGuckin stated that all classes should have a specific goal to be adhered to make courses uniform: this should result in the bringing together of classes in the capstone course of BA 590. Gerry Hampton suggested that lead faculty meet and communicate with each other to come up with common goals and in turn present these to all of the faculty with topic areas and syllabus in effect to use integration as a goal. Tom McGuckin will write up a goal of integration of these 6 areas into MBA courses.

III. Adjournment

Tom McGuckin adjourned the meeting at 12:10 p.m. The next meeting will be held Wednesday October 27th, 2010 at 11:00 a.m. Location to be arranged.

Minutes submitted by: John Shonk, Secretary