February 2010 Minutes of the College Undergraduate (UG) Curriculum Committee

Members Present: Terry Adler, Justine Adkisson, Kathy Brook, Kevin McNelis, Tim Query, Elliott Willman, Bruce Huhmann, Pookie Sautter, Cindy Seipel, Jennifer Kreie, Sherry Mills, and Tony Popp

Absent: None

Meeting Called to Order at 0730.

Pookie Sautter presented the plan to collect data in MKTG 303 with regard to oral communication. If you remember, the UG curriculum committee decided to collect data in MKTG 303 regarding oral communication because we did not have a consistent source of data in the COMM 265 class. The AOL data indicated that students needed to improve their oral communication skills and abilities so the UG curriculum committee decided to target MKTG 303 and to pilot test this idea in a Fall 2009 MKTG 303 course.

While a small sample of students were filmed last semester, the plan now sits to film every student in MKTG 303. Marketing Ph.D. students will do the filming and grading of this oral communication assignment. The oral communication assignment is for each student to provide a short video on why they should be hired as part of a video cover letter to their own resume. Pookie discussed their initial findings and found that it was fairly easy to see which students communicated orally very well and which did not. We applaud the Marketing Department work in supporting the assessment process.

Also, Bruce Huhmann motioned and Tim Query seconded a motion to provide a “Best Practices” resource website for professors and courses for the College of Business (COB). The intent was to get all professors and students to use it to improve writing skills and abilities. The motion passed 5-0.

Renee Brown was informally tasked to gather available and open information that we might include as a resource for our faculty.

Kevin McNelis provided a proposal to make BCIS 485 (Enterprise Resource Planning) a required course for Accounting majors as a COB core class. While there was no formal motion, there was a lot of discussion and information gathering. Cindy Seipel and Jennifer Kreie provided context for the change indicating that the employers of our Accounting graduates really want them to have ERP. The problem this entails is that the core curriculum would be affected by this proposal as BCIS 485 is part of a package of core classes that include MGT 344 and MGT 470. These three courses make up the other 3 credit hours that COB students choose to take along with MKTG 303. This was the integration solution that replaced BUSA 365 several years ago. The UG curriculum committee decided to bring in the Management and Accounting Dept Heads for the next meeting to discuss further.

Meeting Adjourned at 0900.

Next meeting is scheduled for 19 February 2010 from 0730 to 0900 in the BC204.

Submitted by: Terry Adler, Chair