28 Oct 2011 Minutes of the College Undergraduate (UG) Curriculum Committee

Members Present: Terry Adler, Greg Roth, Dennis Clason, Kevin Mc Nelis, Justine Adkisson, and Michael Loera
Guests: Sherry Mills
Members Absent: Kathy Brook and Michelle Jasso

Meeting Called to Order at 0930.

First Order of Business:

The committee response to the 5th Year Maintenance Report was finalized and sent to Pookie Sautter for review by the CEC. Also, the “Closing the Loop” flowchart was also completed and sent to Pookie for inclusion in the CEC review. These are both living documents so any changes to the curriculum will be reviewed and included into the report and flowchart as necessary up until the reaffirmation visit in the Fall of 2012. Our thanks to Michelle for developing an awesome flowchart.

Second Order of Business:

Today’s meeting again focused on finishing the process of mapping our UG core curriculum to ensure that all CoB goals are being taught in specific core courses. The committee agreed that a minimum of 2 or 3 courses per CoB goal is enough to ensure that the goal is being taught at an adequate level for student learning to occur. To summarize our committee’s discussion to date, the following UG core courses have been mapped with CoB undergraduate goals:

Goal 1a (Written Communication): ENGL 203, BCIS 338, MGT 470
Goal 1b (Oral Communication): MKTG 303, MGT 449/BUSA 421
Goal 2 (Diversity): MGT 309, MGT 470
Goal 3 (Information Technology): BCIS 110, BCIS 338
Goal 4a (Problem Solving): MGT 449/BUSA 421, FIN 341, ACCT 251, ACCT 252
Goal 4b (Critical Thinking): MGT 449/BUSA 421, FIN 341, ECON 251, ECON 252, ACCT 251, ACCT 252, MKTG 303
Goal 5a (Legal Issues): BLAW 316
Goal 5b (Ethics): MGT 309, MKTG 303

The committee will compare our curriculum map with the results collected by CoB department heads to see if there are any disconnects or new information as perceived by faculty. Changes to our map will be made appropriately. We will then provide a schedule on which courses will be used for CoB assessment purposes for three years out.
Third Order of Business:

UG committee members finished discussing in their respective departments whether the BA 302—Principle-Based Ethics course should be “the” UG ethics course in core curriculum or whether we should continue to embed ethics in several CoB courses. Feedback continues to point to the latter choice with little consensus for a stand-alone course. At this point, the committee is not going to proceed any further in considering adding BA 302 to the UG core curriculum as there does not seem to be faculty support for this option.

Fourth Order of Business:

The committee considered reducing the number of CoB goals, when necessary, to account for success in meeting the goal. There is also considerable advantage to having fewer CoB goals to streamline the assessment process. Sherry recommended that based on her discussions with assessment experts that no more than 5 goals are necessary (the CoB currently has 8 goals). Dennis Clason moved and Kevin McNeelis seconded a motion to remove CoB goal 5a (Legal Issues) from our core set of CoB goals. Discussion followed that we could eliminate this goal as the BBA program is successfully and consistently achieving this goal as evidenced by the assessment data. The results of the discussion were as follows:

Motion passed with a 4-0 vote

Fifth Order of Business:

Following in this vein, the committee also considered eliminating 3 other CoB goals since the assessment data shows a successful and consistent pattern of achievement. The 3 goals being considered for elimination are: Goals 1b (Oral Communication), 3 (Information Technology), and 4a (Problem Solving) as students are learning these topics on a consistent basis over the past three years. The committee will vote on this at our last meeting for the semester on 4 November 2011.

In addition, the committee will discuss and vote on how to best change Goal 2 (Diversity) to make it more in line with a global perspective of business. Danny Arnold suggested that the college look at where and how the topic of globalization is taught in our core curriculum. While this is not something new to our discussions, we believe that since we have a continuous and healthy assessment process in place showing excellent results for many of our goals, this is the time to revise Goal 2 to broaden its perspective beyond just a diversity basis. We will vote on this issue next week.

When all is said and done, we will have 4 CoB goals remaining: Written Communication, Critical Thinking, Ethics, and some form of a Diversity/Globalization goal. The committee is going to consider adding a 5th goal in the Spring 2012 to cover content-area for student learning.

Meeting Adjourned at 1030.

Next meeting is scheduled for 4 November 2011 from 0930 to 1030 in BC134.

Submitted by: Terry Adler, Chair