24 Sep 2009 Minutes of the College Undergraduate (UG) Curriculum Committee

Members Present: Terry Adler, Kevin McNelis, Tim Query, Justine Adkisson, Kathy Brook, Bruce Huhmann, Elliott Willman, Tony Popp, Sherry Mills and Randy McFerrin

Absent: None

Meeting Called to Order at 8:30 a.m

First Order of Business:

Kevin moved and Tim seconded a motion to adopt the Finance and Marketing Departments proposal to require all BBA students to take BLAW 316. The current catalog states that either BLAW 316, Legal Environment of Business (all majors except PGM and Sports Marketing), or BLAW 313, Sports and the Law (PGM and Sports Marketing majors) can be taken. These courses were conceived initially to be essentially the same with the primary difference being that sports cases and examples would be used in BLAW 313. However, the courses cover essentially different material now. The BLAW 313 course will continue to be offered as an elective in this proposal. Having BBA students take BLAW 316 will ensure a consistent exposure by students to a wide variety of legal subjects taught in BLAW 316 course. The relevant information is as follows:

Motion passed 4 yes and 0 no.

Second Order of Business:

Kevin moved and Elliott seconded a motion to adopt a new rubric to evaluate the ethics portion of COB Goal 6 which states that “Students will recognize legal and ethical issues.” It is proposed by the AOL Committee that the current matrix does not allow for a proper assessment of what students know concerning ethics. More specifically, the current rubric does not provide reliable data to make curriculum decisions concerning student’s level of understanding. The proposed rubric contains a contextual component where students have to explain solutions to ethical issues. The proposal contains a condition where the new rubric would be pilot tested beginning in the Fall 2009 semester in MKTG 303 and Spring 2010 semester for MGT 309. The relevant information is as follows:

Motion passed 5 yes and 0 no.

Third Order of Business:

Bruce moved and Tim seconded a motion to eliminate COB Goal 3 which states that “Students will recognize the interrelationships among business disciplines in creating value for the firm.” There was quite a lot of discussion regarding the history, context and learning outcomes of Goal 3 with regard to what makes sense in the assessment and education of our students in the college. The committee discussed many options including an option of
dropping Goal 3 as it is currently stated and replacing it with a different goal with regard to students gaining expertise in their particular discipline. The committee decided not to address this later concern now, the idea of student competency, and to focus on the motion at hand. The committee believes that while the requirement for integration is important and desirable at the undergraduate level, the emphasis of integration at the BBA level may not be important enough to warrant codification as a goal of the college. Again, COB goals should map into the mission of the college. The relevant information is as follows:

Motion passed 4 yes and 1 no.

Fourth Order of Business:

Bruce moved and Elliott seconded a motion to adopt a new rubric to evaluate the oral communication portion in COMM 265G which is where COB Goal 1 “Students are effective communicators” is measured. The proposal contains a friendly amendment that the current rubric be pared down from 5 components to 3 components to make interpretation more understandable and easier to use and that COMM 265G, for now, is where the COB wants to measure business student’s oral communication learning. The relevant information is as follows:

Motion passed 5 yes and 0 no.

Meeting Adjourned at 10:00 a.m.

Next meeting is scheduled for 1 October 2009 from 0830 to 1000 in the Dean’s Conference Room.

Submitted by: Terry Adler, Chair