Undergraduate Committee Report to Fall 2014 College Convocation

Our charges were to do the following:
1. Continue to review assessment results on critical thinking and writing collected by the AoL Committee during fall 2012 and make recommendations for curriculum changes.
2. Further address the recommendation of the AACSB peer review team concerning the addition of management specific objective to the BBA learning objectives.
3. Become acquainted with new AACSB standards related to teaching and learning (Standards 8-12)
4. Work with the AoL Committee to ensure the collection of high quality data to assess the diversity and ethics learning objectives for the BBA.

The Committee met twice each month over the spring semester and continued to address charges one through three.

Application of recommendation – Critical Thinking and Writing goals
In the spring 2014 convocation report, the Committee recommended suspending the broader writing goal and exploring learning resources to share with faculty and students to develop student communication skills needed to present clear, comprehensive recommendations using appropriate evidence.

The Committee recommendation came after extensive discussion of the fall 2012 AoL results. Major points that shaped the recommendation were the need for students to practice more focused writing that balances impact with brevity, and to promote shorter written communication activities with increased emphasis on the importance of self-review and editing. Thus, the Committee recommends using more critical thinking learning and assessment activities that that require comprehensive yet concise written recommendations (e.g., one page memo).

The Committee has spent the spring 2014 semester reviewing critical thinking models, materials, webinars, and the current level/types of critical thinking and writing activities to determine a course of action. Discussion has centered on a basic model with defined terminology that can be used in various courses throughout the curriculum. Volunteers from the committee will begin work on a proposal to be brought forth to the faculty.

The previous information represents the activities of the committee up to finals week. At the end of the spring 2014 semester the committee became aware that the fall 2012 and fall 2013 assessments related to critical thinking and writing do not fully reflect the adopted goals/objectives. The committee will bring this to the attention of the AoL committee for discussion in the fall 2014 semester.
**Addition of management specific goal in relation to new AACSB standards**

In spring 2014, the Committee adjusted the recommended management-specific goal to the following:

*BBA students will graduate with fundamental knowledge of the functional areas of business including accounting, business law, economics, finance, information systems, management, and marketing.*

**Become familiar with new AACSB Standards**

The Committee continued the BBA curriculum mapping project where instructors of core courses identified competencies and the means by which learning experiences are achieved in each of the courses. The Committee extracted the common components across course sections to determine if all general skills and learnings competencies identified in AACSB Standard #9 are covered by the core curriculum. The initial finding was that the general skills area, *ability to work in diverse environments*, and the general business and management knowledge area, *sustainability*, were not as fully represented in the curriculum as other areas. Additional review and input from instructors have strengthened these areas.

The curriculum map indicates a strong curriculum in relation to the AACSB standards. To address the remaining questions, the Committee has requested specific input from departments during the fall 2014 semester. Topics to be addressed relate to common competencies amongst the operations management courses; common competencies amongst the upper-division economics courses; and the value and desirability of the open upper-division business elective to the business student.

**Other items**

Data for the ethics and diversity goals will be discussed in the fall 2014 semester.

Respectfully submitted,

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Chair of the Undergraduate Committee