Undergraduate Committee Report to Spring 2014 College Convocation

Our charges were to do the following:

1. Further 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. Explore recommendations for increasing academic standards in the BBA program.
5. 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 seven times over the fall semester with a change in the committee chair after the first meeting. The work of the Committee thus far has addressed charges one through four.

Further review of assessment results – Critical Thinking and Writing goals
The performance standard for both goals is that 80% of students score in the meets or exceeds category on all the objectives related to the goal. The fall 2012 assessment results indicate the following:

For the critical thinking goal, students meet or exceed the criteria for two objectives: identify/state the problem and select appropriate principle. Students continue to perform below standard (74.3%) for the objective form a clear, comprehensive recommendation using appropriate evidence.

For the writing goal, students meet or exceed the criteria for two objectives: clarity and coherence and rhetorical choices. Students continue to perform below standard (65.7%) for the objective knowledge of conventions.

Recommendation: The Committee recommendation came after extensive discussion of the 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). Accordingly, the Committee recommends retiring the broader writing goal, and is exploring learning resources to share with faculty and students to develop student communication skills needed to present clear, comprehensive recommendations using appropriate evidence.
Further address AACSB recommendation to add management specific goal
With regard to the specific recommendations of the AACSB review, the Committee adjusted the goal recommended in the Fall 2013 Convocation Report to remove the context of the social environment. The recommended goal is:

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

In the Fall 2013 Convocation Report, the Committee recommended using Educational Testing Service’s major field exams to assess this new goal. After in-depth investigation of the reports provided by Educational Testing Service, the Committee reconsidered the original recommendation to the AOL Committee and will encourage and discuss other options with the Aol Committee in the spring 2014 semester.

Become familiar with new AACSB Standards
Based upon Standards 8 and 9, the Committee has pursued a project of mapping the BBA curriculum. 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 is that the general skills area, *ability to work in diverse environments*, and the general business and management knowledge area, *sustainability*, are not as fully represented in the curriculum as other areas. Upon full completion of the map, the Committee will determine whether adjustments should be made to the curriculum and whether additional review is necessary.

Explore recommendations for increasing BBA academic standards
The Committee recommended that students be required to maintain a 2.0 GPA on lower-division COB core courses for admission to upper division business courses. At the Fall 2013 COB Faculty Forum, the faculty voted to increase the standards to a minimum of 2.5 for admission. The Committee understands complications exist for implementation of this standard and requests an update from the COB Dean regarding implementation of the requirement.

Other items
Work with the AoL Committee on ensuring the collection of high quality data for the ethics and diversity goals will be discussed in the spring 2014 semester.

Respectfully submitted,

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Chair of the Undergraduate Committee