December 8, 2008

College of Business Undergraduate Curriculum Committee Minutes for December 2nd, 2008

Present: Terry Adler, Kathy Brook, Gerry Hampton, Tony Popp & Tim Query.

Absent: Justine Adkisson, Cecilia Diaz, Randy McFerrin, and Kevin McNelis

Called to order at 7:30 a.m.

- The committee continued discussion of “closing the loop” to complete the review of the AoL assessment of undergraduate core objectives.
- In the previous meeting, the committee reviewed Goal 1.1—Students write effectively, Goal 2.2—Students demonstrate an adequate understanding of and appreciation for diversity including gender, age, ethnicity, and socioeconomic background, and Goal 3—Students understand how different business disciplines work together to create value for the firm and its owners which is also known as “Integration.”
- In this meeting, the committee reviewed the AoL assessment of Goal 4—Students are effective users of information technology, Goal 6.1—Students can recognize legal problems and Goal 6.2—Students can recognize ethical problems.
- Measurement and student performance appears to be adequate for Goal 4 at this point but we recommend changing our focus from just a grade approach to something independent of the course. We suggest that a small number of targeted assignments be used to better understand what exactly is being assessed. Perhaps a rubric of some kind could be used or developed that indicates how and what knowledge, skills and abilities are being met by each targeted assignment.
- The measurement of Goal 6.1 is going well. The process the BLAW group is using to review this subgoal is proactive in identifying weaknesses in curriculum and student performance. We challenge the BLAW group and college to move beyond the verb “recognize” in the wording of the undergraduate core objective to something more substantial. Thus, we are really asking for deeper learning along the lines of Bloom’s taxonomy if appropriate.
- In a similar vein, the measurement of Goal 6.2 is going well. Students appear to recognize ethical problems. They are exposed to high degrees of ethical content in BUSA 111 and MKTG 303. The marketing department’s decision to move measurement of this subgoal to MKTG 303 to reach a broader base of students is commendable. We recommend, consequently, that “Y” or “N” type of questions, which seem adequate to recognize an ethical problem, be expanded into broader types of questions from all departments, not just marketing, to facilitate a richer measure of ethical issues.
- With regards to “closing the loop,” the committee has only 3 goals left to review. These are Goal 5.1—Students can develop an analytical and systematic approach to solving problems, Goal 5.2—Students can solve problems using statistical data analysis, and Goal 5.4—Students can apply financial decision making skills in solving problems.
- The next scheduled meeting is 9 Dec 2008. Meeting adjourned at 8:45 a.m.

Submitted by Terry Adler, Chair