

**BBA Learning Assurance Committee**  
**Minutes of April 29, 2008**

The minutes of the March 25, 2008 meeting of the BBA Learning Assurance Committee were approved.

The April 29<sup>th</sup> meeting began at 12:00PM. In attendance were Raquel Benbunan-Fich, Bob Blau, Al Booke, Mike Carew, Mikhail Gershovich, Andy Grein (Marketing Dept), Matthew Johnson, Karl Lang, Richard Mitten (Study Abroad Program), Ed Rogoff, David Rosenberg, Steve Schnaars, Dennis Slavin, Vanessa Vacchiano, Ana Valenzuela (Marketing Dept), Ashok Vora, Susan Young, Judith Tse, and Phyllis Zadra.

Phyllis provided an update on assessment activities that had occurred since the March 25, 2008 meeting. She informed the committee that over 700 responses to the Civic Awareness and Ethical Decision Making assignment. On April 23, 2008, nine evaluators met to score 600 papers. Each group of three evaluators (Schwartz consultant; Executive on Campus; and member of the Baruch instructional staff) read the same papers. All nine evaluators were read three practice papers in order to establish general scoring norms and to familiarize the evaluators with the rubric. The expectation to read 200 papers in the day was too ambitious. A number of the evaluators worked until 6PM and still had not finished all 200 papers. In the end we had 411 papers scored by three different evaluators and that is our sample. The Office of Institutional Research is analyzing the data and getting background data of all of the 411 students. We will receive the results at the next meeting.

With regard to the Technological Skills assignment, all Management 3121 instructors provided the assignment to their classes for extra credit. We received over 600 submissions. These submissions were to go to specifically designed Blackboard sites. Raquel Benbunan-Fich was instrumental in designing the instructions to the students and faculty, and working with the BCTC to get the Blackboard sites up and running. At this time we have not looked at the submissions but plan to do so before the next meeting. Matthew Johnson, Bob Blau and Raquel Benbunan-Fich along with John Choonoo and Vanessa Vacchiano will take the first pass at the data and see if the rubric designed for scoring the assessment is appropriate.

The committee looked at the Analytical and Technological Skills Rubric – Draft 2 presented by Vanessa. Suggestions were made. In the end we agreed that we needed to look at the submissions in order to better adjust the rubric to the assignment.

The committee resumed the discussion of the global awareness learning goal that had begun at the last meeting. Three new guests joined the committee for this conversation (Prof. Grein, Coordinator of the International Business Program, Prof. Valenzuela, International Business/Marketing Professor, and Dr. Richard Mitten, Director of the Study Abroad Program). There was a lively discussion about the kinds of skills and

knowledge that all of our BBA graduates should be familiar with regarding other countries, cultures, and currencies. There was general agreement on the kinds of skills, knowledge and abilities our students should have. The committee agreed to draft a few scenarios for the next meeting. Mike Carew, Steve Schnaars and Ed Rogoff agreed to draft one page scenarios that will be discussed at the next meeting.

The members of the committee agreed to meet one more time before the semester ends. The meeting was adjourned at 1:30PM.