

BBA Learning Assurance Committee Minutes of March 17, 2009

The minutes of the January 13, 2009 meeting of the BBA Learning Assurance were corrected to read, "Fifty cases were randomly selected from more than 600" and were then approved.

The March 17, 2009 meeting began at 12:30PM. In attendance were Raquel Benbunan-Fich, Bob Blau, Al Booke, Mike Carew, John Choonoo, Matthew Edwards, Mikhail Gershovich, Mehmet Genc, Lie-Fern Hsu, David Rosenberg, Dennis Slavin, Judith Tse, Vanessa Vacchiano, Ashok Vora, Gerd Welke, Susan Young, and Phyllis Zadra.

Vanessa discussed the responses submitted to the Hot Shot case by Al Booke's BPL honors section and Mehmet Genc's BPL section. In all, about 40 students submitted responses. The case had been modified to request specific suggestions as to economic, political, legal, social/cultural and technological issues. All of the student responses showed familiarity with general global issues, but only some were specific to the case. Vanessa reported that there had been a discussion among the readers (John Choonoo, Vanessa Vacchiano, Al Booke, Mehmet Genc and Phyllis Zadra) regarding how to score responses that had no relationship to the case. It was agreed that these 40 cases would not be considered the pilot assessment and that the directions of the assignment would be reworded to include "based on this case". The assignment would be given to 4 or 5 other BPL sections this semester. Those 100 responses will be the pilot assessment for Global Awareness. Vanessa distributed the current rubric for the assignment and the Committee discussed how general (not case specific) responses should be scored. The sentiment of the group supported counting general answers. Al Booke indicated that he would try to get the assignment included in 5 other BPL sections for spring 2009. Those student essays will be graded this summer.

The Committee discussed the upcoming assessment of Oral Communication. Oral Communication was the first learning goal assessed in spring 2006. Given the Committee's recommendation for a 3-year assessment cycle, plans are being made to complete an Oral Communication assessment this semester. Students will be observed in their regular presentations in BPL and the same criteria and rubric as used in 2006 will be used again. Mikhail indicated that we would tape record all of the live presentations and we expect to use VOCAT, the online scoring program to store the evaluation data. Due to budget constraints we are looking for faculty volunteers to be part of the evaluation teams. Previously faculty team members were paid at non teaching rates. Phyllis asked for faculty volunteers from the Committee. The following individuals agreed to work as evaluators of oral communication: Susan Young, Ashok Vora, Mike Carew, Bob Blau, Raquel Fich, Dennis Slavin, Steve Schnaars, and Lie-Fern Hsu. In addition, Brian Householder, Eric Gander and Rita Ormsby also volunteered.

There was an update on assessment activities within for each of the majors. Below is a brief outline.

Accountancy will run a pilot assessment in spring 2009 that will have multiple choice and a written components.

CIS has two areas that will be assessed, one in spring 2009 and one in fall 2009. These assessments will need to be graded by evaluators.

Economics will run a pilot assessment in spring 2009. It will be a multiple choice exam.

Entrepreneurship will have a pilot assessment in spring 2009. It will be a written component of students' business plans. Details need to be completed.

Finance will run a pilot assessment in fall 2009. It will be a multiple choice exam.

Human Resource Management has submitted their learning goals. The assessment group needs to meet with faculty members to discuss the assessment.

Marketing will run a pilot assessment in spring 2009. It will be a multiple choice exam.

Real Estate provided an update of the learning goals for both tracks and will meet with the assessment group soon.

Statistics/Quantitative Modeling has developed their learning goals. The assessment has not been determined at this time.

No materials have been received from the Organizational Management faculty or the Industrial and Organizational Psychology faculty.

Phyllis Zadra thanked the members of the Committee for the work on the major assessments and their willingness to volunteer to be evaluators.

The meeting was adjourned at 2:00PM. No date was set for the next meeting.