

BBA Learning Assurance Committee Minutes of March 25, 2008

The minutes of the December 20, 2007 meeting of the BBA Learning Assurance Committee were approved.

The March 25th meeting began at 12:00PM. In attendance were Raquel Benbunan-Fich, Bob Blau, Al Booke, Mike Carew, Frank Cioffi, Naomi Gardberg, Mehmet Genc, Mikhail Gershovich, Gary Hentzi, Matthew Johnson, Molly Kern, Ed Rogoff, David Rosenberg, Steve Schnaars, Dennis Slavin, Vanessa Vacchiano, Ashok Vora, Judith Tse, and Phyllis Zadra.

Phyllis provided an update on assessment activities that had occurred since the last meeting in December 2007. She informed the committee that all of the instructors in the major capstone courses had been requested to participate in the Civic Awareness/Ethical Decision-making assignment. There has been a good response on the part of these faculty. Participating faculty asked their students to respond in writing (1-2 pages) to the civic awareness prompt. Approximately 600 responses have been collected and they will be read and scored on April 23, 2008. We will have them scored according to the revised rubric. Vanessa and the Office of Institutional Research and Assessment will provide background data on the students so we will be able to analyze performance on the assessment by various other factors, i.e. major, gpa, transfer/native status, etc. We expect to be able to share the results of the assessment with the Committee at our next meeting.

The technological assessment pilot is moving along. All of the faculty teaching Management 3121, Production and Operations Management, agreed to participate in the assignment. The assignment was designed by Prof. Ajay Das. It is a forecasting/smoothing assignment that requires students to work with 10 years of Apple data. Students need to find the data, download it, construct spreadsheets, do the calculations and write a one page recommendation to the CEO based on their analyses. Raquel, in conjunction with the BCTC staff, constructed a special Blackboard site to collect student submissions. There was a window of about 5 days for the submissions. Over 600 submissions were received. Some off-line comments by students may inform us about our students' skills. For example about 10 students indicated to Raquel or me that they could not find the data and wanted us to tell them where to look. Another dozen or so had difficulty uploading their submissions to the Blackboard site. Raquel indicated that after several requests, the Newman Library created a protocol for students to find the Apple data. Subsequently, those directions could be found when queried through Google. We will separate the submissions by course section so we can report the participation to each instructor. We need a subgroup to determine if this assignment captured the skills that we wanted to assess. Raquel Benbunan-Fich, Matthew Johnson, Bob Blau, and Mike Carew volunteered to meet with Vanessa Vacchiano, John Choonoo and once we have access to the submissions. The findings will be reported back to the Committee.

The Committee discussed the revised rubric for civic awareness/ethical decision-making. The rubric was approved.

The Committee began its discussions of global awareness, another of the BBA learning goals. Molly Kern, Naomi Gardberg, Frank Cioffi were invited guests who have expertise in the area. We began the conversation by asking what we expected Zicklin students to know and do with regard to global issues when they graduate. Some of the suggestions included understanding outsourcing; understanding foreign exchange; how to enter foreign markets; what is internationalization; issues regarding franchising and licensing. Members of the Committee indicated that various experiences and courses include a global dimension. These include but are not limited to language courses, international courses, and study abroad opportunities. However, it was not clear how much exposure to global concepts most Zicklin students receive. After more discussion the Committee agreed global awareness could be separated into cultural and economic concepts, and students might integrate these concepts by working in cross-cultural teams and reflecting on those experiences.

The meeting was adjourned at 2PM. It was agreed that we would solicit more information from Prof. Andy Grein, the Director of the International Business program. The next meeting was not set, but it was agreed that we would meet in about a month.