

BBA Learning Assurance Committee
Minutes of March 8, 2005

The minutes of the February 22, 2005 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 12 noon. In attendance on March 8, 2005 were Al Booke, Michael Carew, Ajay Das, Dorothy Dologite, Debra Dookeran, Elsie Gottlieb, Matthew Johnson, Ed Rogoff, David Rosenberg, Bill Ruland, Steven Schnaars, Judy Tse, Ashok Vora, and Phyllis Zadra.

Attending as guests were: Mikhail Gershovich from the Schwartz Communication Institute, John Choonoo, Director of Institution Research, Paula Berggren and Cheryl Smith from the English Department and WAC Coordinator, David Potash, Associate Provost and Zicklin faculty designing and teaching CIC capstone courses. Those faculty were Donald Schepers and Barry Dumas.

The latest revision of the BBA Learning Assurance Writing Worksheet was distributed. Several changes were made to the worksheet. The listing of other skills: memos, emails, faxes, etc. was removed from the checklist and an effort will be made to find out where these skills are taught.

A discussion ensued as to whether the revised document would be easily usable in a CIC capstone class. Both Prof. Dumas and Prof. Schepers agreed it would. Once again the question arose about providing student feedback and the usefulness of assessing at the end of the program without any knowledge of the starting point. It was explained that the adopted worksheets could and should be distributed to students before final assignments are given. The worksheets also may be used by faculty in courses at any level as guidelines for important aspects of oral and written presentations. This is the beginning of a continuing process to determine how well our current curriculum is serving our students and to diagnose where changes need to be made.

Debra Dookeran agreed to update the final version of the writing checklist and it will be posted on the Bb site.

The committee discussed where and by whom the pilot assessments in oral and written communication will take place this semester. Profs. Carew and Dologite agreed to meet with Mikhail Gershovich and some CIC consultants to provide a descriptive rubric that would allow for standardization of the assessments. It was suggested that Executives on Campus be included in the pool of individuals who could be used to do the assessments.

It was estimated that six sections of BPL 5100 would be selected for the oral assessment pilot. The sections would be at different times of the day and evening. One group presentation in each of the sections would be evaluated. It is assumed we would see between 24-30 individual oral presentations

The written assessments will be performed in the CIC capstone classes. The following courses are piloting a CIC curriculum and should have at least one assignment that could be used: Eco 4100 (1 section), Mkt 5750 (4 sections), CIS 5800 (1 section), Mgt 3800 (1 section), and Acc 5400 (2 sections). Faculty teaching these courses will be contacted about providing the assessors with several papers selected at random to assess.

It was requested that each departmental representative bring an outline describing “proficiency in the major” to the next meeting. The committee will address how these assessments may be integrated into the capstone major course.

The next meeting was set for April 5, 2005 at 11:30 AM.

The meeting was adjourned at 1:35PM.