

**BBA Learning Assurance Committee**  
**Minutes of April 19, 2005**

The minutes of the April 5, 2005 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 11:00AM. In attendance on April 19, 2005 were Al Booke, Michael Carew, Dorothy Dologite, Debra Dookeran, Elsie Gottlieb, Matthew Johnson, David Rosenberg, Judy Tse, Ashok Vora, and Phyllis Zadra.

Attending as guests were: Mikhail Gershovich from the Schwartz Communication Institute, John Choonoo, Director of Institution Research, David Potash and Dennis Slavin from the Provost's Office.

The committee considered the outline for analytical and technological skills that had been prepared by Debra Dookeran and Dorothy Dologite. The discussion then segued to a description of the current CPE Task 2 exam by Mikhail Gershovich and possible modifications of Task 2 by David Potash. The committee thought about the specific analytical skills wanted of all BBA graduates. Skills mentioned included the ability to calculate marginal analysis, present value, and understanding scarce resources. It was suggested that these descriptions may be too narrow and that each departmental member should come to the next meeting with a list of specific analytical/technological skills needed by their students to succeed their major(s).

The means by which we will collect data from the pilot evaluations of written and oral communication goals was discussed. Phyllis Zadra reported that Bob Garland from the Executives on Campus had volunteered to be part of the team to collect data from oral presentations in BPL 5100 this spring. Mikhail indicated that he and Mike Carew would be the other two members and that they would go through "norming" training in the next week or so. Based on the schedule of the team, classes would be selected to be observed. It is expected that the classes would be observed during the first two weeks of May.

Mikhail indicated that he would train a group of faculty to evaluate the written materials from the CIC capstone classes. After some discussion it was recommended that students be directed to submit their final written projects on a disc. These discs would be given to the evaluating group. The evaluation group will select a sample of the discs to review and evaluate. Faculty from the following courses indicated their willingness to collect final papers on disc: Acc 5400; CIS 5800; Mkt 5750. Since there are fewer time constraints regarding the evaluation of the written communication, training of a team will take place at the end of May.

Lunch was served at 12 noon and the meeting was adjourned at 12:30PM. The next meeting was set for May 10, 2005 at 11:30 AM.