

**BBA Learning Assurance Committee**  
**Minutes of July 28, 2005**

The minutes of the May 10, 2005 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 12:00 PM. In attendance on June 28, 2005 were Glenn Albright, Al Booke, Michael Carew, Ajay Das, Elsie Gottlieb, Matthew Johnson, Steven Schnaars, Ashok Vora, and Phyllis Zadra.

Attending as guests were: Mikhail Gershovich from the Schwartz Communication Institute, Dennis Slavin, Associate Provost, Gloria Thomas, Marketing, Masako Darrough, Accounting, Paula Berggren, English, Myrna Chase, WSAS Dean and John Choonoo, Director of Institution Research.

Phyllis Zadra informed the Committee that the proposal to the Ford Foundation concerning difficult dialogues did not make it to the second round.

Michael Carew reported on what had been observed in the oral presentations in the BPL classes. (His more detail report is attached.) Three observers, Mike Carew, Bob Garland and one of the consultants from the Schwartz Communication Institute observed approximately 13 presentations. Mike indicated that although two of the presentations were of very high quality, most were at the “meets expectations” or “below meets expectations”. The normed descriptions for each of the ratings served as a guide for the observers and seemed to result in general agreement among the assigned scores. There was one general observation about the assignment suggesting that a refinement of the directions might improve the presentations making them more current and relevant to actual market conditions. After considerable discussion, it was noted that our students would profit from getting more opportunities to make substantive oral presentations. It was suggested that each of the departments work with faculty to integrate more presentations in their courses. Faculty development may be needed to help instructors revise their course assignments.

The remainder of the meeting was focused on reading two of the 100 papers that had been submitted in the Accounting 5400-Auditing the capstone course. The instructor’s outline for the assignment was presented as well as several responses to the assignment. A lively discussion ensued while the members of the committee tried to use the Written Communication Worksheet to rate the assignment. Several members were able to use it. The discussion about whether these written assignments were satisfactory for students about to graduate from Baruch College continued for some time. Several different points of view arose during the discussion.

The meeting was adjourned at 2PM. The date of the next meeting was not set.

Below please find the comments of Prof. Carew concerning the Oral Communication assessment pilot.

. Phyllis:

Pursuant to your request at our meeting last Thursday, please find attached my summary of the Oral Communications Assessment conducted in the second week of May with the able assistance of Mikhail Gershovich of the Schwartz Communications Institute. By copy I am also asking Mikhail and Bob Garland to comment and amplify from their observations of the assesment. As you would wish to circulate this to the other members of our committee, please feel free to do so.

Robert Garland, a member of Mikhail's staff and I conducted a total of thirteen assesments of the BP 5100 senior oral presentations in the classes of Professors Chenin, Falk, McAliney, and Parthasarthy. These were presentations designed to analyze assigned public corporations as to their status, performance and strategy. We assesors used the Worksheet, Scoring Criteria developed by our committee and practiced there use in a "norming" exercise with the help of Mikhail and his staff.

As a generality the assessments tended to agree among the individual assessors, that being there did not seem to be any major disagreements as to assesments. Of the seven indivdual sets of Presentations only two were found on average to "Exceed Expectations." In fact had these two superior Presentations of SEARS and EarthLINK not been included in the average, the results would have been materially "Below Expectations."

It is hoped that this will add to our deliberations in committee in the formulation of BBA goals for Baruch. As you or any of the committee have any question or need additional information, please do not hesitate to give a buzz.

Best regards,

Mike



BBA&nbsp;Oral&nbsp;Eval&nbsp;5-05.xls