

**BBA Learning Assurance Committee
Minutes of March 27, 2007**

The minutes of the February 27, 2007 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 12 noon. In attendance on March 27, 2007 were Raquel Benbunan-Fich, Bob Blau, Al Booke, Mike Carew, John Choonoo, Mikhail Gershovich, Matthew Johnson, Karl Lang, Ed Rogoff, David Rosenberg, Steve Schnaars, Dennis Slavin, Vanessa Vacchiano, Ashok Vora, Susan Young, Judith Tse, and Phyllis Zadra.

Vanessa Vacchiano reported on the preliminary data gathered by the College-wide Written Communication Assignments Inventory. A table with the average number of written assignments by length and type for undergraduate business courses was distributed. The data were distributed by discipline. The total average number of written assignments ranged between 5.67 in Business Policy to 1.30 in Accounting. Overwhelmingly, the written assignments were reported to be 1-2 pages in length. The Committee discussed the findings. There was general agreement that even in quantitative courses assignments could be designed that would require students to explain quantitative findings and/or describe how these findings were obtained.

Phyllis Zadra reported that at the request of the Committee (at the February 27, 2007 meeting) she had met with the Dean and the Zicklin P&B. She informed the P&B that the Committee was very concerned that there are too few rewards for teaching and/or curriculum development. Given the current reward hierarchy and large class size in many courses, the Committee feels it will be difficult if not impossible to create an environment where communication and analytical skills are effectively taught. The P&B was very sympathetic to the concerns and the Dean indicated that he would find summer support for curriculum development as well as support for experiment classes for fall 2007 and/or spring 2008. Phyllis suggested that this summer (2007) a group of 4-6 faculty teaching in prebusiness or business core classes might work together to refocus their courses and create assignments that require more active participation from students. A short discussion ensued regarding the classes to be included. Courses suggested were CIS 2200, Mgt 3121, Fin 3000, although no courses from the prebusiness core or business core were excluded. Mike Carew volunteered to work on the project during the summer.

Bob Blau reported the results of his ethics survey distributed to Sta/CIS faculty. An impromptu report from other members indicated that even though there may be references to ethics in the textbooks, ethics is only tangentially discussed in Acc 2101, Acc 2203, Fin 3000 and Mkt 3000.

The Committee continued to discuss several ethics prompts. It was agreed that David Rosenberg, Steve Schnaars and Raquel Benbunan-Fich would rework two of the prompts by David Rosenberg and one by Steve Schnaars. The prompts would be of similar length

and have similar questions amended. At the next meeting we will determine where to pilot the prompts. If there is insufficient time to do it in the spring we will try to embed them in a number of different summer courses.

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