

BBA Learning Assurance Committee
Minutes of November 2, 2006

The minutes of the September 12, 2006 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 12 noon. In attendance on November 2, 2006 were Bob Blau, Al Booke, Michael Carew, John Choonoo, Mehmet Genc, Matthew Johnson, David Rosenberg, Steve Schnaars, Dennis Slavin, Susan Young, Judith Tse, and Phyllis Zadra.

Phyllis Zadra asked the committee to consider adopting a reformatted scoring chart for oral communication skills (attached). The redesigned form integrates each of the 12 individual skills with the previously agreed upon scoring criteria. The new form allows the scorer to see at once what defines each of the ratings. The committee suggested some minor changes and then unanimously approved substituting the revised form for the original form.

Phyllis Zadra brought the committee up to date regarding the collection written communication skills data and analytical skills data. Instructors in seven sections of BPL assigned the Robin Hood case to their classes. One hundred and sixty-five student documents were collected. These two-page responses will be used to collect base-line data on written communication skills on Friday, November 3, 2006. Twelve evaluators (executives on campus, faculty and communication consultants) will form four teams and evaluate the written samples. Three scorers will evaluate each paper. The Office of Institution Research will analyze the results. All evaluators will be trained and normed prior to scoring any papers.

The same student papers will be used to evaluate analytical skills data. The date for that evaluation has not been selected. Prof. Blau and Prof. Carew volunteered to be evaluators for that assessment. Prof. Schnaars indicated that some of his graduate students may be interested in the evaluation process. We are putting the finishing touches on the analytical skills rubric and drafting an answer guide for that assessment.

Phyllis Zadra provided background information on Simnet, the hands-on technology test that replaced the CIS 1000 course. She indicated that in September 2006 the College migrated to the Simnet Enterprise system. Although we currently use the system only to test for basic Excel skills (a prerequisite for CIS 2200 and Sta 2000) the system is far more robust and includes a complete suite of Microsoft applications. A hands-on test that would incorporate Powerpoint, Access and more advanced Excel examples could be designed and used to assess technological skills that the committee determines to be appropriate for BBA graduates. Raquel Benbunan-Fich who designed the current Simnet test will demonstrate the Simnet Enterprise program at our next meeting. Denyse Ramkaran will be asked to give the members of the committee instructor privileges on the Simnet system so they can browse through the system.

David Rosenberg reported on the discussions of the civic awareness and ethical decision-making subcommittee. The subcommittee is looking for a “case” or “prompt” that would set the scene for an assignment by which students could demonstrate ethical and civic awareness. He indicated that the subcommittee looked at some cases posted on the Institute for Global Ethics website and he brought one to be discussed, *Getting Medicine to Bosnia: Acceptable Bribery?* In addition, the committee viewed a video clip from the movie *Other People's Money*. The clip runs about 10 minutes and it pits two opposing viewpoints at a crucial stockholder meeting before the vote. Although there are civic and ethical references in the movie, the committee questioned if it clip really posed a civic or ethical dilemma. Most of the members felt a case similar to the *Getting Medicine to Bosnia* would be a better prompt. David indicated that he would either find a more suitable (business oriented case) or construct one for the next meeting.

The meeting adjourned at 1:30 PM. No date was selected for the next meeting.