

Minutes of the November 4, 2004 BBA Learning Assurance Committee

The first meeting of the BBA Learning Assurance Committee met at 11:30 AM on November 4, 2004. In attendance were Al Booke, Ajay Das, Dorothy Dologite, Debra Dookeran, Rob Ducoffe, Hamou El Barmi, Matthew Johnson, Ed Rogoff, David Rosenberg, Bill Ruland, Steven Schnaars, Ashok Vora, and Phyllis Zadra. After introductions, Phyllis Zadra explained the need for the learning assurance committee and what its tasks will be. A significant portion of the work of the committee will be required during the next few months. It will be necessary to operationalize the learning goals adopted by the ZSB faculty and to determine where, when and how those goals may be assessed.

Rob Ducoffe amplified the definition of learning assurance as described by AACSB and the methods by which it may be measured. He indicated that course grades were not acceptable measures of learning assurance. The committee discussed other possible ways to measure the goals and where they may be measured. It was agreed that BPL was a likely candidate for much of the assessment. The assessment system was clarified for the committee. Assessment is not a back door to evaluate faculty teaching and it will not be used in any punitive way toward students. Assessment is a method by which we can analyze if students who complete the Baruch BBA program demonstrate the skills and competencies that the Baruch faculty believes are essential. Information gathered in the assessment will be used to evaluate curriculum and should provide data about areas of the existing curriculum that could be made more effective.

It is expected that some assessment instruments will be piloted in the spring 2005 semester both for the overall BBA learning goals and for discipline specific goals. The AACSB re-accreditation team will be on campus in late February 2005 and we need to have an assessment plan with a timetable drafted at that time.

Assignments to elaborate on the current definitions of the seven BBA learning goals were distributed. They are:

Analytical and Technological Skills	Debra Dookeran and Dorothy Dologite
Communication Skills: Oral	Steve Schnaars
Communication Skills: Written	Ed Rogoff
Civic Awareness and Ethical Decision-making	David Rosenberg
Global Awareness	Askok Vora and Bill Ruland
General Education	Phyllis Zadra
Business knowledge/Integrative Abilities	Al Booke and Ajay Das

Dorothy Dologite suggested that we have a Bbsite in order to post information and share ideas. It was agreed that Phyllis would have one built.

Handouts were distributed including the learning assurance guidelines from AACSB, and excerpts from Designing & Assessing Courses & Curricula by Robert M. Diamond. Rob

Ducoffe promised to order additional copies of the Diamond book so that committee members could use it as a reference.

The next meeting was set for Thursday, December 2, 2004 at 11:30 AM.

Respectfully submitted by,

Phyllis Zadra