

BBA Learning Assurance Committee
Minutes of November 3, 2009

The minutes of the September 22, 2009 meeting of the BBA Learning Assurance were corrected and approved.

The November 3, 2009 meeting began at 12:00PM. In attendance were Raquel Benbunan-Fich, Mike Carew, Masako Darrough, Maria DiBenedetto, John Elliott, Randy Hensley, Lie-Fern Hsu, Samuel Johnson, Judy Tse, Vanessa Vacchiano, Ashok Vora, Gerd Welke, and Phyllis Zadra.

Dean Elliott joined the committee to apprise everyone of the recent AACSB reaccreditation visit. He indicated that the teams came to NY the afternoon of Tuesday, October 27th and our first meeting was at dinner that evening. The School was visited by two teams each following two separate schedules, one for the Zicklin School and one for the Accountancy Department. The team members for the Zicklin School were from Arizona State University and Penn State University. We were very happy with these members since they are from large public universities and we felt that they would understand the resource and other challenges that we face. At the opening meeting on Wednesday morning, the chair of the team expressed strong reservations about our ability to be reaccredited for a full five years. He indicated that there appeared to be issues around our academically and professionally qualified faculty ratios, and with our assurance of learning efforts. Much of the rest of the visit was spent in our efforts to disabuse the visiting team of their initial, unfounded impressions. A scheduled meeting to discuss our learning assurance efforts on the undergraduate and graduate levels was attended by Matthew Edwards, Maria DiBenedetto, John Choonoo, Vanessa Vacchiano, Steven Schnaars, Raquel Benbunan-Fich and Phyllis Zadra. That meeting allowed us to understand what materials we needed to provide them to support our premise that we have an extremely credible and thorough approach to assurance of learning. By the end of Wednesday, we gave them all of the prompts, directions, and data analyses for the undergraduate and graduate assessments. They were quite impressed with our program. Dean Elliott thanked the BBA Learning Assurance Committee for their hard work over the past five years. It was very clear that if we hadn't done such an excellent job, our reaccreditation would have been in jeopardy.

Phyllis Zadra, Maria DiBenedetto, Raquel Benbunan-Fich and Masako Darrough provided their view of the accreditation visit and responded to questions from the Committee. At the closing meeting, the reviewer from Penn State stated that he thought our learning assurance efforts were about the best he had heard of or seen.

Vanessa Vacchiano presented the Economics data that was gathered at the end of the spring 2009 semester.

Raquel Benbunan-Fich described how two Excel problems are going to be integrated into Bus 1000 for the spring 2010 semester. This curriculum innovation is a response to the data that we gathered in our assessment of technological skills. Excel proficiency has been a topic of the Quant Group, too. One of the efforts of that group is to create learning modules that can be introduced into introductory courses and expanded for higher level courses. These spreadsheet problems are the first attempts to integrate Excel into core pre-business and business courses.

When the accreditation team visited, it was explained that the only undergraduate learning goal that had not been assessed was Business Knowledge/Integrative Abilities. After some discussion, it became clear that in our oral presentations we assess content of the presentation and the reviewers were happy to consider that as an assessment of Business Knowledge/Integrative Abilities. Phyllis suggested that we adopt that definition rather than construct an entirely new means for assessing Business Knowledge. The attending members of the Committee were not in favor of that solution. The assessment of Business Knowledge remains on the agenda for the next meeting.

No date for the next meeting was set.

The meeting adjourned at 1:45PM.