1. **Policy Clarification**

   The committee discussed wording in the CBA Policy File relative to responsibilities of the PAC. The CBA Policy File states:

   > [The PAC shall deal with:] “Reviewing and approving curriculum change proposals as requested by the Graduate Committee and the Undergraduate Committee. If such proposals require college-wide coordination or have resource or budgetary implications, the matter shall be referred to the Steering Committee before final approval is given. Approved proposals not requiring further coordination will be sent to the Dean’s office for University approval and implementation through the appropriate committees or channels.”

   PAC’s interpretation of this statement has been that curriculum proposals determined to have resource implications should be tabled by the PAC and sent to the Steering Committee [SC] for consideration. PAC should vote on such proposals only after receiving feedback from the Steering Committee. Krentler brought an alternative interpretation of the statement, offered by the Associate Dean and the Steering Committee chair to the PAC. The alternative interpretation suggests that proposals with resource implications should be sent to the Steering Committee for consideration but that PAC may vote on the proposal without waiting for SC feedback. After discussion, PAC agreed that this is a clearer interpretation of the CBA Policy File however it [PAC] reserves the right to table any proposal in which resources and program quality appears to be inextricably intertwined and request feedback from the Steering Committee before acting.

   PAC also discussed the value of inviting individuals with specialized knowledge/expertise regarding programmatic assurance of learning to join the committee. This is allowed as per the CBA Policy File and hence the practice will continue in the PAC. Currently three invited members, representatives of the BSBA, MBA, and EMBA programs, are full-voting participants in the PAC.

   Krentler agreed to convey the discussion of Policy Clarification to the Steering Committee.

2. **PAC Form**

   The committee reviewed the revised CBA supplemental curriculum form that was first addressed in Spring 2012. The existing form, known as the SC form (alternatively, “supplemental curriculum” or “steering committee”) is required to accompany each curriculum proposal as it moves through the CBA governance process. The SC form will be replaced by the PAC form. The
PAC form requires some information currently found on the SC form however also asks for detail regarding changes to student learning outcomes (SLOs), the basis of the proposal, and requires a revised programmatic mapping. The PAC agreed that the switch from requiring the SC form to requiring the PAC form would take place immediately. Krentler will work with Kelly Doiron to determine the best way to ensure that this transition is communicated to the college.

3. Entrepreneurship Minor

PAC reviewed a proposal from the Management Department for a minor in Entrepreneurship. Particular emphasis in consideration was given to the proposed minor’s SLOs and Assessment Plan. The committee wishes to point out the following issues to those responsible for implementation of the assessment plan:

- Assessments need to occur at the individual level
  - Assessment methods such as projects, case studies, and business plans must be implemented on the basis of individual student assignments.
- Options to satisfy the requirement for an experiential component in the minor should be carefully considered relative to the program’s SLOs to ensure that each option clearly addresses one or more programmatic SLO.
- The benchmark of “60% of students should meet or exceed expectations” appears to be quite low particularly for embedded test questions.
  - Benchmarks should be reviewed vis-à-vis each SLO and assessment method rather than universally across the program.

Members of the PAC that were present voted unanimously to support the proposed minor in Entrepreneurship.

4. Professional Selling & Sales Management Specialization

PAC reviewed a proposal from the Marketing Department for a specialization in Professional Selling and Sales Management. Particular emphasis in consideration was given to the proposed specialization’s SLOs and Assessment Plan. The committee wishes to point out the following issues to those responsible for implementation of the assessment plan:

- Assessments need to occur at the individual level
  - Assessment methods such as case studies and oral sales presentations must be implemented on the basis of individual student assignments.
- Assessment methods involving rating of student performance (such as in oral sales presentations) should be done by one or more outside raters, not exclusively by the course instructor.
- The plan to assess all programmatic SLOs on an annual basis may be overambitious – PAC recommends a review and reconsideration of the assessment timeline.

Members of the PAC that were present voted unanimously to support the proposed specialization in Professional Selling & Sales Management.

5. MAC Day
The committee discussed its role in preparing for CBA Maintenance of Accreditation [MAC] Day, Friday, October 5, 2012. The associate dean has asked for a 20-25 minute segment on CBA Assurance of Learning (Assessment). PAC discussed the most impactful way to present AOL to the college in the given amount of time. It was agreed that focus should be on the two major college-level programs, the BSBA and the MBA. For each program it was agreed that information on goals & SLOs, findings, loop closing, and any potential weaknesses should be covered. It was further agreed that this information should be communicated in an interactive and fun manner. Honea and Krentler agreed to meet and plan an initial approach which will be finalized at the PAC meeting on September 28, 2012.

6. MAC Materials
Krentler informed the PAC that she is working with Nancy Kavanaugh to update the CBA Assessment website so that it contains the latest information on all aspects of Assurance of Learning (AOL) for the upcoming MAC visit. Review and revisions provided by all PAC members was acknowledged. PAC members were also encouraged, if they have not already done so, to review materials currently on WEAVE to ensure that they are accurate and up-to-date.

7. SB 1440
Krentler briefly alerted PAC to the high likelihood of a curriculum proposal that will be coming through the governance process in the next couple weeks designed to bring the CBA in compliance with State Bill 1440. SB 1440 requires CSU campuses to provide a path to graduation in 60 units for transfer students who have completed an approved Transfer Model Curriculum (TMC) at a community college. Curriculum proposals related to SB 1440 are being expedited across the SDSU campus and PAC will be expected to act quickly.

8. MBA Issues
Honea presented the PAC with an overview of the revised MBA program being proposed in the college.

Meeting adjourned 3:35 p.m.

Next Meeting: Friday, September 28, 2012, 1:30 p.m.; Dean’s Conference Room