1. Curriculum Proposals
   a. BSBA Revisions for FIN, MIS, MGT, MKT
      Grudnitski explained to the committee that the curriculum packages for these four departments mirrored the curriculum package approved by the PAC at its last meeting for the BSBA General Business major. In individual votes, PAC approved all curriculum proposals for each of the four departments.
   b. BSBA Revisions for ACC, with some accompanying pre-requisite changes
      Gill explained to the PAC how the division of ACC 321, ACC 322, and ACC 421 affected the pre-requisites for the BSBA revisions in the LSA. Other than these pre-requisite modifications, the curriculum package mirrored the curriculum package approved by the PAC at its last meeting for the BSBA General Business major. PAC approved all curriculum proposals from the ACC department.
   c. MKT 480, new course proposal plus accompanying program changes
      PAC reviewed the new course proposal for MKT 480 (Marketing Analytics). The new course and its related program changes (to allow MKT 480 as an elective in the Marketing Departments undergraduate programs) were approved pending the following:
      i. Some general cleaning up of the course-level SLOs to remove unnecessary words.
      ii. A stronger tie between the course-level SLOs and critical thinking, which is listed on the course map as the primary focus of the course.
      iii. A modification of the course description to make it consistent with the revised course descriptions being forwarded by the MKT Department (item 1f).
   d. MIS 305, new course proposal plus accompanying program changes
      PAC reviewed the new course proposal for MIS 305 (Introduction to Business Processes, ERP, and Analytics). The new course and its related program change (to allow MIS 305 as an elective in the Information Systems major) were approved pending the following:
      i. An adjustment to course-level SLO #3 to read: “Use an ERP system to manage a company’s information.”
   e. MIS 496, special topics proposal
      PAC reviewed the MIS 496 Special Topics proposal entitled IT Security Management. The committee discussed whether the course offers an opportunity to reinforce the BSBA goal of Global Perspective. The course-level SLOs do not indicate this however Addo agreed to discuss this informally with Bongsik Shin, the course instructor. If appropriate, the PAC will look for a course-level SLO related to global content should the course be proposed as a regular offering in the future. PAC voted to approve the special topics proposal pending the following:
      i. In course-level SLO #6, replace the term “reasonable” with a measurable term. “Cost effective” is proposed.
f. MKT Dept. course description changes packet
PAC reviewed the package of course description modifications and course title changes proposed by the MKT Department. The changes are designed to create titles and descriptions that more accurately reflect the student learning outcomes for the courses. No changes are being made to the student learning outcomes themselves for any course. PAC voted to approve all proposals in the package.

2. BSBA Common Goals 2012-2013 Assessment Findings
Grudnitski made a presentation on the assessment findings and subsequent planned loop closings for BSBA Common Goals that were assessed in 2012-2013. As a result of the material presented the PAC engaged in a discussion of benchmark setting.

The meeting adjourned at 11:45 a.m.

Next meeting: Thursday, March 12, 2014, 10:00 a.m.; Dean’s Conference Room