PAC Minutes  
March 24, 2015

Present: Theo Addo, Andy Do, Steve Gill, Gary Grudnitski, Kathy Krentler, Amy Randel, Patricia van Damme 
Absent: Iana Castro, Nik Varaiya, Heather Honea – on sabbatical

1. Curriculum Proposals
   a. MKT 496 Marketing and Sales for Social Impact
      The committee discussed the information provided by the PAC form for this course proposal. Specifically it was noted that the course-level SLOs look fine and that mapping worksheets were provided for the General Marketing major as well as both MKT specializations. The PAC raised a question regarding the number of primary foci in the course as it maps to the Professional Selling & Sales Management specialization. Krentler agreed to discuss this with Heather Honea and/or Paula Peters, the course’s originators.

      The PAC voted unanimously to approve the course proposal.

   b. FIN 496 Fixed Income Securities
      The committee reviewed the course proposal with particular focus on the information provided by the PAC form. Krentler provided additional information regarding the impetus of the course and the wording of one student learning outcome. PAC discussed the wording of several of the course’s SLOs and suggesting some wording revisions. A mapping worksheet was provided for the General Finance major. Do indicated that Financial Services majors are also likely to take the course. No mapping worksheet for that major was included in the proposal however.

      Based on the above, the committee tabled the proposal and will re-review it upon receipt of a Financial Services mapping worksheet and confirmation from the Finance Department regarding the suggested SLO wording changes. The committee agreed to re-review and vote electronically on the proposal as soon as these items are received from the department in order to keep the proposal moving as quickly as possible.

      **Update 3-27-15**
      The committee voted electronically to approve the course proposal following the review of additional materials provided by the Finance Department.

2. Update Work
a. **Website**  
Krentler pointed out some updates that have been made to the CBA Assessment website. In particular a new section was developed for old annual assessment reports (2007-2011) hence creating an archive for these items that is separated from current program assessment plans.

b. **PAC forms**  
The committee reviewed the placement of the four versions of the revised PAC form now in place on the website. Based on the acquisition and use of the form by MKT and FIN (for the two proposals in Item #1), it appears that the forms are easy to find and use.

c. **PLGs & DLOs**  
Krentler thanked the committee for its efforts and noted that all program learning goals and degree learning outcomes posted on the website are current.

d. **Assessment Plans**  
The committee reviewed the request to update assessment plans so that the website can also reflect the most current versions. The updated version of the BSBA program assessment plan is posted. Other departmental reps were reminded to update their plans and return them to Krentler for posting.

e. **Maps**  
A reminder that updated curriculum maps for all programs should be produced by September 1, 2015. Krentler offered to help with this process.

3. **Findings Presentations**

a. **MGMT Programs – Amy Randel**  
Amy Randel presented the results of the Management Department’s 2013-2014 assessment efforts. The programs in the department generally met benchmarks for the degree learning outcomes that were assessed however in the spirit of continuous improvement, the department continues to use findings to make programmatic changes. Randel led the PAC in a discussion of how best to state benchmarks related to expected performance.

b. **MIS Programs – Theo Addo**  
Theo Addo presented the results of the Management Information Systems Department’s 2013-2014 assessment efforts. Across all degree learning outcomes assessed for the BSBA-IS and MSIS programs, only one benchmark was not met. As with MGMT, the MIS department uses findings to make programmatic changes even in cases where a DLO benchmark has been met. The
PAC discussed the pros and cons of using course instructors to rate pieces of evidence using a rubric.

The meeting adjourned at 1:00 p.m.

Next Meeting: Tuesday, April 14, 2015, 11:00 a.m.; Dean’s Conference Room

Findings presentations at the 4-14 meeting:

- MKT Department (Iana Castro)
- EMBA (Patricia van Damme)