Undergraduate Committee  
October 3, 2005  
Minutes

Present: Chris Calvert (ABSC representative), Pat Dintrone, Gary Grudnitski, Kathy Krentler, Bruce Reinig, Bill Sterk  
Absent: Annette Easton (jury duty)

I. BA 300 – Ethical Decision Making in Business  
Krentler reported on the status of the proposed change to the core CBA curriculum to add BA 300 (Ethical Decision Making in Business). Four of the five departments in the College have approved adding the new one-unit course to their majors. International Business has also approved adding the course to their program.

Prerequisite changes (adding BA 300 as a prerequisite) to MGT 405, MGT 450, and MGT 458 (the CBA capstone course and its alternatives) have been approved by the Management Department. Changes to MGT 356 (Social and Ethical Issues in Business) that entail removing material covered in BA 300, adding new material, and requiring BA 300 as a prerequisite have also been approved by the Management Department.

The package of curriculum changes described above awaits program change approval from one remaining department. To move through the College and the University curriculum process in time to be included in the 2006-2007 Catalog, the completely approved package needs to reach the Undergraduate Committee before its next meeting (October 17).

II. Assessment Report  
The Committee reviewed a draft of the Assessment of General Undergraduate Goals report that Dintrone prepared. The report is due to the University by October 15. The results presented in the report were discussed, with much of the discussion focusing on the usefulness of the results of the Business Assessment Test (BAT).

III. General Goal for Undergraduates  
Krentler asked the Committee to review the Learning Goals, Outcomes, and Assessment Measures adopted three years ago by the Undergraduate Committee for the Undergraduate Program. It was noted that the measure for assessing written communication needs revision. Currently it states that this goal will be assessed in IDS 290 and through the GWAR exam. In fact, written communication will be assessed through the application of a standard rubric to a sample of writing drawn from capstone courses in the various CBA majors. Revision was also made to allow for ethical reasoning to be assessed through student performance in BA 300 (subject to its approval). The timeline for assessment was discussed and it was agreed that the goals of written communication and analytic and critical thinking skills could both be assessed
using the same sample of coursework from capstone courses (see the attached Appendix). Hence, both of these goals will be assessed in the current year.

Meeting Adjourned 11:30 a.m.

Next Meeting: Monday, October 17, 10:00 a.m.; Dean’s Conference Room
APPENDIX

Learning Goals, Outcomes, and Assessment Measures

In keeping with AACSB accrediting requirements, each undergraduate major (emphasis) in the College has two sets of learning goals. The first is a set of goals common to all majors in the Business Administration program, emphasizing general competencies, which are called General Goals. The second is a set of goals specific to the Business majors (emphases), which are called Subject-Specific Goals.

Assessment of the goals of the BSBA is the joint responsibility of the Undergraduate Committee and the Departments. The Undergraduate Committee is primarily responsible for assessment of outcomes expected of all majors. The Departments are primarily responsible for assessment of goals specific to their own majors.

General Goals

**WRITTEN AND ORAL COMMUNICATION**
Communicate effectively with individuals, teams, and large groups, both in writing and orally.

Outcomes:
- Write well-organized and grammatically correct papers including letters, memos, case analyses, and research reports.
  - **Assessment measure:** Evaluation of written assignments in capstone courses from various majors throughout the College.

- Make effective oral presentations that are informative as well as persuasive, as appropriate.
  - **Assessment measure:** Juried student presentations in the capstone courses for majors.

**ANALYTICAL AND CRITICAL THINKING SKILLS**
Demonstrate effective analytical and critical thinking skills to make an appropriate decision in a complex situation.

Outcomes:
- Collect and organize critical data and information to solve a problem.
  - **Assessment measure:** Evaluation of selection and presentation of appropriate data in writing and case courses using a standardized rubric.

- Find appropriate models and frameworks to analyze information and follow logical steps to reach an effective decision.
  - **Assessment measure:** Evaluation of use of models and frameworks in capstone course cases.
**ETHICAL REASONING**
Distinguish and analyze ethical problems that occur in business and society, and choose and defend resolutions for practical solutions.

**Outcomes:**
- Explain the various ethical dimensions of business decision making and the role of various stakeholders in this decision making.
  **Assessment measure:** Evaluation of performance in BA 300 – Ethical Decision Making in Business (subject to approval).
- Assess the ethics of decision alternatives using different approaches and philosophies.
  **Assessment measure:** Evaluation of performance in BA 300 – Ethical Decision Making in Business (subject to approval).
- Apply an integrative ethical decision model to cases drawn from various business sub-disciplines.
  **Assessment measure:** Evaluation of performance in BA 300 – Ethical Decision Making in Business (subject to approval).

**Subject-Specific Goals**

**ESSENTIAL BUSINESS PRINCIPLES**
Demonstrate an understanding of the major functional areas of Business.

**Outcomes:**
- Describe basic concepts in each major functional area of business.
  **Assessment measure:** CSU Business Assessment Test (BAT) administered to seniors annually.
- Apply techniques and theories from various areas of Business to business situations.
  **Assessment measure:** CSU BAT administered to seniors annually.

**Assessment Timeline:**
General Goals will be assessed on the following schedule:
- 2004 – 2005: Oral Communication
- 2006 – 2007: Ethical Reasoning
This schedule will then begin again in 2007-2008, following the rotation indicated.

The Subject Specific Goals will be assessed on the following schedule:
Essential Business Principles: annually during either the fall or spring semester.