1. **Curriculum Proposals**
   a. **Real Estate**
      The Committee reviewed a package of proposals from the Finance department regarding the Real Estate major/emphasis. The package included:
      - A program change adding two new required courses and changing elective options for the major.
      - New course proposals for the two new courses (FIN 437 – Real Estate Development and FIN 438 – Mortgage Banking)
      - A special topics course proposal (FIN 496) that would allow FIN 437 to be taught in fall 2007.
      The Committee discussed the proposals, which were revisions of proposals first reviewed by the Committee at its 4-11-07 meeting. The Committee voted to approve the proposals with one abstention.

2. **Assessment of Essential Business Knowledge**
   The Committee continued its ongoing discussion of how best to assessment our students’ mastery of essential business knowledge (the material covered in required prep and core courses). This material is currently assessed through the use of the Business Assessment Test (BAT), an 80 item multiple choice test that was developed by a consortium of CSU business schools. It is administered annually to students taking MGT 405.

   a. **BAT Results 2007**
      Krentler reported that we have received the SDSU results of the spring 2007 administration of the BAT test. A total of 407 SDSU students took the exam. The raw mean of the group was 40.58, which is 50.7%. The range was 13 (16.25%) – 62 (77.5%). These results are highly consistent with the previous two SDSU administrations of the exam. Comparative results across all CSU schools that administered the exam this year are not yet available.

   b. **BAT Question Analysis**
      Krentler reported partial results from an analysis of the questions on the existing BAT test. An instructor from each of the prep and core courses reviewed the BAT questions that are specific to the topic of the different courses. The raters were asked how many of the questions did not address
a student learning outcome (SLO) of the given course, how many of the
course’s student learning outcomes were not covered by a question on the
test, and whether each question addressed knowledge, comprehension, or
application skills. Responses from all prep and core courses with the
exception of ECON 101 and ECON 102 had been received to date. Three
courses (MATH 120 – Calculus, IDS 290 – Business Writing, and BA 300
– Ethics) are not represented by any questions on the test.

Results indicate that most BAT questions address existing SLOs, but in
every topic area there are some SLOs that do not have corresponding
questions. The breakdown of knowledge vs. comprehension and
application level questions was variable with some topic areas offering a
variety of question types while others offered only knowledge questions.

The Committee agreed that it would be useful to have an analysis of
individual items from the exam. Krentler agreed to request this
information.

c. Alternatives to BAT
The Committee discussed a range of alternatives to the BAT for assessing
essential business knowledge. These included the development of an
SDSU standardized exam, the development of sets of questions that would
be administered individually in the various prep and core courses, the ETS
Major Field Test (a commercial test similar to the BAT), and the
administration of projects or simulations either in a single comprehensive
approach (for example in MGT 405) or individually in various prep and
core courses. All of these possibilities have pros and cons. The discussion
will continue.

3. Emphases vs. Specializations
Krentler clarified for the Committee the distinction between an emphasis and a
specialization. Emphases (also known in the CBA as majors) are stand alone
programs that have been approved by the Chancellor’s Office, are noted on a
student’s diploma and transcript, and typically have no more than five courses in
common with another existing program. Specializations are advising tools that are
not noted on a student’s diploma or transcript. Currently there are 7 emphases and
one (plus two proposed) specializations in the CBA. None of the three
specializations meet the criterion of “no more than five courses in common with
another existing program,” hence none of them are likely to qualify, in their
current configurations, for emphasis status.
4. Undergraduate Committee Initiatives
   a. BA 300
      Plans are in place to move ahead in creating a hybrid version of this course. Lori Ryan and Dan Eaton will develop six hours of streaming video content during summer 2007. During the 2007-2008 academic year a hybrid model for the course will be tested. The goal is to offer all BA 300 seats in the hybrid form by fall 2008.
   b. BAC
      Sandi Williams has announced that the Business Advising Center will begin using AdvisorTrac, an automated system, on May 1, 2007.
   c. Business Week Ranking
      The Committee reviewed its recommendation to the Executive Committee that the CBA participate in the 2008 Business Week Undergraduate Business Programs ranking. All data required to self-nominate has been collected. It appears from the existing data that there may be some risk in participating. Krentler agreed to develop a comparative report of this information and share it with the Executive Committee when they discuss whether to participate. The Undergraduate Committee suggests caution.

The meeting adjourned at 11:45 a.m.
This was the last meeting of Committee for the 2006-2007 academic year.