Undergraduate Committee
September 12, 2007

Present: Michelle Dean, Annette Easton, Gary Grudnitski, Kathy Krentler, Bill Sterk, Sandi Williams

1. Election of Chair
   Krentler nominated Gary Grudnitski as Committee chair, Easton seconded. The vote to appoint Gary Grudnitski as chair of the CBA Undergraduate Committee for the 2007-2008 academic year was unanimous.

2. Annual Program Change Check
   As indicated in the CBA Self-Evaluation report, the Committee should consider four factors at its first meeting of each academic year. Changes in any of these factors would spark a review of the stated objectives for the B.S. degree in Business Administration. The four factors are:
   a. The University’s mission or objectives for baccalaureate programs
   b. The College’s mission or objectives
   c. The existing majors in the College
   d. The characteristics of students and other constituents served by the B.S. in Business Administration degree.
   It was agreed that there had been no changes to the first three factors. With regard to the fourth factor, it was agreed that there have been some changes to the distribution of majors across the College – notably, Marketing has grown this year compared to 2006, while the number of Information Systems majors has continued to decline. The Committee agreed that this changing pattern should continue to be watched, but was not of sufficient magnitude currently to spark a review of objectives.

3. Fall 2007 Numbers
   The Committee discussed the number of students in the CBA. Upper division declarations for Fall 2007 are down by approximately 70 students from Fall 2006, after accommodating wait list students (in the range of 2.87 - 2.89 GPA). The reason for this decline is not known. Demand in some lower division preparation for major courses, most notably ACC 201, is up. ACC 201 has approximately 250 more students in Fall 2007 than it has had in past fall semesters. The Committee speculated on explanations for this surge including the possibility that more transfer students are entering SDSU unprepared to declare upper division. Approximately two-thirds of entering SDSU CBA students spend a semester (sometimes more) in pre-business before they declare. This may also help to explain the decline in upper division declarations. It was agreed that the lower division numbers need to be carefully watched over the next semester or two as they may potentially result in a surge in upper division students in the future.
4. Curriculum
   a. FIN 496 – Special Topics
      A proposal from the Finance Department to offer a special topics course, Mortgage Banking, in Spring 2008 was considered. This proposal is for the same course already approved as a regular course and scheduled to appear in the 2008-2009 catalog. The Committee unanimously approved the proposal.

   b. Finance Program Change
   c. FIN 524 – New Course
      The Finance Department proposed a change to the Personal Financial Planning Certificate program that involved adding a new one unit course entitled Personal Financial Planning Practicum. Currently students in the capstone course, FIN 589 are required to complete a comprehensive financial plan. Under the proposed change this requirement will no longer be a component of FIN 589 but rather will occur in the new course, FIN 524. This change is proposed, in part, as a result of the assessment findings that grew out of the Financial Services major in Spring 2007. The Committee recommended a number of minor changes to the new course proposal including a course number change to FIN 590. The two proposals were returned to the Finance department so that these changes can be made.

5. Distance Learning Initiatives
   Krentler updated the Committee on progress being made in the undergraduate program on an initiative to integrate distance learning into the curriculum. Currently efforts are underway in three of the six core courses in the College.

   a. BA 300 Update
      The most notable progress has been made in BA 300 – Ethical Decision Making in Business. During summer 2007 Lori Ryan and Dan Eaton developed a hybrid version of BA 300. Students attend two half-day face-to-face sessions and completed other requirements including some quizzes and viewing lecture material online. The hybrid delivery is being piloted this semester in approximately half of the BA 300 sections. Barring unforeseen problems, the goal is to use this delivery system for all BA 300 sections by Fall 2008.

   b. Other DL
      Efforts are also underway in MKT 370 and IDS 302 to move to a hybrid delivery in some sections.
6. Assessment
   a. BAT
      i. Results
         Krentler presented the Committee with the results of the Business Assessment Test (BAT) administered to MGT 405 students in Spring 2007. This test is designed to assess our students’ knowledge of essential business principles. Average performance in 2007, the fourth time the test has been administered, is highly consistent with previous administrations. There has, however, been a notable drop in performance on statistics questions over the four years.

      ii. Where from here?
         The Committee discussed at length how to proceed regarding the assessment of essential business principles. Existing data from the four BAT administrations has been reviewed, however, the Committee is at a loss regarding what recommendations to suggest with regard to program change to address the findings. It is difficult to separate the BAT findings and what they might suggest about needed program improvement from concerns over the validity of the BAT exam itself. One possibility discussed was whether the results would improve if students were allowed to use calculators. If the BAT exam is continued we discussed running an experiment and let some of the students use calculators to see if it has an effect on their scores. The Committee agreed that consideration of these two issues needs to continue. Krentler will bring to the Committee information regarding alternatives to the BAT for assessing essential business principles.

   b. Critical Thinking
      Critical thinking was assessed in 2006-2007 by a team led by former Assistant Dean, Pat Dintrone. The Committee agreed to invite Pat to their next meeting to present the team’s findings.

   c. Ethics
      The Undergraduate Program is scheduled to have its goal and related student learning outcomes (SLOs) in the area of Ethics assessed in 2007-2008. Krentler informed the Committee that she and Grudnitski will be meeting with Marcie Bober, Chair of the Educational Technology department in the School of Education to discuss possible ways to assess the hybrid delivery system being piloted in BA 300 this semester. Perhaps it is possible to combine an assessment of the goal and SLOs with an assessment of the delivery system. Krentler and Grudnitski will look into this and bring information back to the Committee.
7. **Study Abroad & the International Program**

Krentler briefly described discussions taking place between herself, Sandi Williams, and Teresa Cisneros-Donahue, CBA Study Abroad Director, regarding moving the Study Abroad effort in the College more toward the level of a complete program with specific student learning outcomes. The Committee agreed that this would be very desirable and requested that Teresa provide them with two or three examples of such programs at other universities. This would provide a starting point for consideration of program development at SDSU.

Meeting adjourned 11:45 a.m.

**Next Meeting:** Wednesday, September 26, 10:00 a.m.; Dean’s Conference Room