1. Curriculum – MKT 496
   The Committee reviewed a proposal for a special study, Direct Marketing, to be offered by the Marketing Department in Spring 2008. The proposal was unanimously approved by the Committee.

2. Upper Division Welcome
   Krentler distributed a report on the Fall 2007 Upper Division Welcome Reception & Lunch. Attendance at this event has failed to grow significantly since its inception in Fall semester 2004. Numbers at this semester’s lunch were down slightly with about 10-12% of all new upper division business students attending. The Committee discussed the event and whether its history supports continuation. Two departments have begun sponsoring orientations for their majors. The benefits and challenges of supporting individual orientation/welcome events for each major rather than a general College event were considered. It was agreed that the general College event will still occur in Spring semester 2008, but the possibility of individual events needs to be explored in the interim.

3. Assessment
   a. Critical Thinking Report
      Pat Dintrone presented a report on the results of the 2006-2007 effort to assess the critical thinking skills of our students. A team of trained raters evaluated cases prepared for a section of MGT 405 using a rubric designed to assess various components of critical thinking. Findings indicate that the majority of students can adequately identify key issues/problems, but their abilities to use evidence and data to analyze those issues and to support a conclusion and recommendation are extremely weak. A full copy of the report is available from Kathy Krentler, CBA Director of Assessment. The Committee discussed the results and agreed that Krentler should disseminate them to the College via a memo. This memo should also provide specific suggestions for things that can be done in classes throughout the program to strengthen our students’ critical thinking abilities.

   b. Ethical Reasoning
      Krentler reported on the plan to assess the ethical reasoning skills of our students during the upcoming 2007-2008 academic year. Krentler and Grudnitski will be meeting with Lori Ryan and Dan Eaton in October to
discuss how the goal and student learning outcomes related to this topic can be assessed using data from BA 300.

c. **Essential Business Knowledge**
Krentler presented the Committee with a range of alternatives for the continuing assessment of essential business knowledge amongst our students. This knowledge is currently assessed via the Business Assessment Test (BAT), which is administered annually, in the Spring semester, to all sections of MGT 405. Potential benefits and certain challenges exist with respect to alternatives considered. These alternatives include continued use of the BAT in its present form, use of an improved BAT, administration of the ETS Major Field Test in Business, and alternatives to testing, which might include the use of a simulation/game or the development of individual projects targeted to various sub-disciplines. It was generally agreed that the BAT would be administered this year but that other alternatives will continue to be considered.

4. **Other Business**
The Committee voted unanimously to welcome a representative from the International Business program to future meetings.

Meeting adjourned at Noon

**Next Meeting:** Wednesday, October 10, 2007, 10:00 a.m.; Dean’s Conference Room