Undergraduate Committee
March 25, 2009, 10 AM
Minutes

Present: Michelle Dean, Annette Easton, Gary Grudnitski, Kathy Krentler, Bill Sterk, Sandi Williams
Absent: Josh Lyon (ABSC Representative)
Guest: Dean Popp

1. Curriculum Items
   a. MKT 380 – New Course Proposal
      The Committee considered a proposal from the Marketing Department for a new course entitled Direct Marketing Methods. This course has been taught for three years as a special topics course. The Committee unanimously approved the proposal subject to the additional of a student learning outcome related to data bases and some minor editorial corrections.

   b. MKT Program Change
      The Committee considered a program change that would add the new course, MKT 380, to the list of approved elective choices for General Marketing majors and for the Integrated Marketing Communications specialization. The program change also proposed adding MKT 498 and MKT 499 (Special Study courses) to the list of approved electives for both programs. The program change was unanimously approved.

2. Globalization
   Krentler informed the Committee that the AACSB is expected to pass a resolution in April that will add globalization to its expectations for all program curriculums. Krentler suggested that the committee consider, therefore, the appropriateness of adding a goal related to globalization (and corresponding student learning outcomes) to the goals currently in place for the BSBA program. The Committee reviewed examples of globalization related goals and SLOs for business programs at other universities. Discussion ensued regarding the expectations we might have for our students in this area, as well as how any such expectations might be assessed. It was generally agreed that adding a goal related to globalization is a meritorious idea. The Committee will begin the process of determining expectations for students in this area by reviewing any student learning outcomes (at the major level and at the course level) currently in place in the College. Krentler will gather that information and bring it to the Committee’s next meeting.
3. **Critical Thinking**

The Committee began its discussion of the assessment of our students’ critical thinking skills. This goal is targeted for assessment during the 2009-2010 academic year. Critical thinking (CT) was last assessed in 2006-2007. At that time samples of case analyses written in MGT 405, the college-wide capstone course, were evaluated by a team of three outside raters using a rubric specific to CT assessment. Results generally indicated that our students needed improvement in their CT skills. The loop was closed through the distribution of the assessment results and a plea to CBA faculty to increase the opportunity for critical thinking exercises and assignments in upper-division business courses. The Committee discussed whether it would be appropriate to change or add to the assessment process for CT in the current cycle. As part of the discussion of process, the Committee discussed what types of processes and evidence might be most effective in spurring faculty to adopt significant changes if the CT skills of our students again were found to be lacking. Discussions will continue at future meetings.

4. **Retention Policy Wording Change**

The Committee reviewed a wording change to the retention policy for pre-business and pre-major students. The wording change clarifies that those students who do not make progress toward declaration of an upper-division major by meeting declaration standards will be removed from pre-business or pre-major status and changed to University - Undeclared.

The meeting adjourned at 11:25 p.m.

**Next Meeting:** Wednesday, April 8, 2009, 10:00 a.m.; Dean’s Conference Room