Undergraduate Committee
February 15, 2010
Minutes

Present: Annette Easton, Kevin Hee, Kathy Krentler, Martina Musteen, Robert Plice, Sandi Williams, Alex Wolfe (ABSC representative)
Absent: Paul Graf
Guest: Bruce Reinig

1. Alumni Database
   In October 2009, the Undergraduate Committee adopted as one of three objectives for the year:
   Investigate the potential for creating an undergraduate program alumni database. If determined feasible, proceed with operationalization.
   Bruce Reinig, chair of the Information & Decision Systems department, met with the committee to describe the efforts and processes undertaken by the IDS Department over the past several years to establish a departmental alumni database.

   Following Bruce’s comments the committee discussed how to proceed in determining whether this is an initiative that should be pursued at the college level. It was decided that it is important to clearly determine the objectives that underlie such an initiative before an informed decision can be made regarding whether to proceed. Krentler agreed to contact the dean for input regarding her [the dean’s] view of what value a college-wide alumni database would offer and what objectives it would satisfy. The committee will continue discussion of the initiative following input from the dean.

2. Business Week
   A second annual objective for the Undergraduate Committee this academic year is:
   Identify the information/metrics required to participate in rankings of quality undergraduate programs. Determine the feasibility of collecting the information/metrics and if feasible, proceed to collect the data.
   Working from this objective the committee had decided in Fall 2009 to collect the data required to submit a college profile to Business Week magazine. This data was collected and with the encouragement of the dean, was submitted to Business Week on February 5, 2010.

   Following the report of the profile submission, discussion at the meeting focused on the pros and cons of taking the next step with Business Week – moving from the posting of a profile to participating in the magazine’s annual ranking of undergraduate business programs. The ranking process would require participation in a recruiter survey and a student survey in addition to the data provided for the profile. Sandi Williams explained that James Tarbox, Director of SDSU Career Services, is willing to add questions to the current alumni survey that might provide data that would further aid us in estimating the nature of response likely to occur on the Business
Week mandated surveys. The committee agreed that Sandi should follow up on determining what those questions might be. Krentler offered to help Williams.

3. Assessment Update
Krentler updated the committee on the status of various initiatives related to the assessment of the five existing undergraduate program goals:

1. Critical Thinking
   Data was collected from Chamu Sundaramurthy’s MGT 405 section in December 2009. The data has been assessed by one rater using an agreed upon critical thinking rubric. It is currently being assessed by a second rater. Once all ratings are complete, the results of the assessment will be discussed with the UG Committee.

2. Ethical Reasoning
   Data to assess this goal will be collected in BA 300 during Spring semester 2010. All three student learning outcomes related to the Ethical Reasoning goal will be assessed via items from the common BA 300 final exam given in May. Krentler is working with the BA 300 faculty.

3. Global Perspective
   This goal will be assessed for the first time since its establishment in 2009 via an essay question administered on the Spring 2010 final exam in Chamu’s MGT 405 section. The rating process will be similar to what is currently underway for the critical thinking goal.

4. Essential Business Knowledge
   a. The Business Assessment Test (BAT) will be administered in all MGT 405 sections in Spring 2010 (except for sections meeting only 50 minutes at a time).
   b. The committee discussed ideas for following up the Skillsoft pilot program that was undertaken in Fall 2009 as a means of closing the loop on the essential business knowledge goal. Since the Skillsoft program suggested that having students review basic Finance topics was helpful, the potential for developing a “home grown” online Finance review will be further investigated.

5. Communication
   This goal was assessed in 2008-2009 and will not be assessed again until the 2010-2011 academic year.

Meeting Adjourned at 11:00 a.m.

Next Meeting: Monday, March 1, 2010; 9:00 a.m.; Dean’s Conference Room