Undergraduate Committee  
January 18, 2012  
Minutes

Present: Michelle Dean, Annette Easton, Jaemin Kim, Kathy Krentler, Paula Peter, 
Sandi Williams, Brittany Yary (ABSC representative)
Absent: Kevin Hee

1. Updates
   The committee briefly reviewed the status of various issues as it begins its Spring Semester 2012 work:
   • The IB 300 new course proposal from the International Business program has been withdrawn by the department until further notice.
   • The Leadership Minor proposal has been put on hold pending further discussions between the CBA, the College of Education, and Student Affairs
   • Proposals for Minors in the CBA in Management, Management Information Systems, and Marketing have been approved by all CBA levels and sent to the university. Accounting and Finance have approved internal minors and will be sending the paperwork to the Undergraduate Committee.
   • Dean Cunningham has announced that the CBA and CAL will seek closer ties with regard to the undergraduate International Business program.

2. Enrollments
   The committee discussed BSBA enrollments for Spring 2012. Upper Division declarations are down but the CBA has met its FTES target for the semester as of the beginning of classes. It is understood that numbers typically shrink during the Add/Drop period however. The committee discussed the possibility of describing its current policy for admission to upper-division as “guaranteed at a GPA of 2.9 or above, competitive for anyone below 2.9”. This description would not require a change in admission requirements or practices for upper-division but could frame the requirements and practices in a way that would encourage lower-division pre-majors to continue with business. Consideration was given to whether the university would allow this approach as it might impact practices for the admission of transfer students to the university.

3. Assurance of Learning (AOL) Update
   Krentler updated the committee on the status of various AOL initiatives:
   • Efforts to raise student awareness of programmatic goals and SLOs include a request to faculty to include the goals on their syllabi, distribution of bookmarks to
new upper-division declarants, and posters. Peter offered to have students in a Fall 2012 MKT 371 class develop a student awareness campaign.

- Data was collected in Fall 2011 to assess Ethical Reasoning and Critical Thinking. This data is not analyzed yet.
- In Spring 2012 data will be collected to analyze Essential Business Knowledge and Global Perspective.
- Loop Closing activities scheduled for spring include the a faculty workshop on integrating more critical thinking into the classroom.

4. BSBA Review
   The committee reviewed the current status of its benchmarking efforts. Additional information on the top 50 BSBA programs was gathered over the break. Information on programmatic goals and SLOs has been difficult to find on many websites. Krentler had good luck (4 of 6 schools) sending email requests for this information to a sample of universities over the break hence it was agreed that such emails should be sent to all of the top 50 schools for which we currently lack the data. Krentler will follow through on this.

   The committee briefly discussed what the next step will be in the BSBA Review process once all benchmarking data is collected and reviewed. Discussion of this issue will continue at the committee’s next meeting.

Meeting adjourned at 11:00 a.m.

Next Meeting:  Wednesday, February 1st, 9:30 a.m.; Dean’s Conference Room