Undergraduate Committee  
February 18, 2013  
Minutes

Present: Michelle Dean, Kevin Hee, Jaemin Kim, Kathy Krentler, Paula Peter, Robert Plice, Christine Probett, Nick Lingenfelter (ABSC Representative)

Guest: John Penrose

1. BA 290  
Robert Plice, Chair of the MIS Department and John Penrose, Business Communications faculty member led a discussion of the future of business communications in the CBA. Currently all students with the exception of ACCTG majors are required to take BA 290 (Business Communications) as part of their preparation for the major. ACCTG majors take a 4-unit required upper-division course in business communications. IS majors take a 3-unit required upper-division course in business communications in addition to BA 290. Other majors take additional communications courses (beyond BA 290) only if mandated based on their performance on the Writing Proficiency Assessment (WPA) test.

The current model of many small sections of BA 290 was described as unsustainable in a future with no permanent business communications faculty. John Penrose has investigated a number of options for delivering business communications to our students. A variety of alternative approaches were presented to the committee and discussed. These approaches included:

- Status Quo
- Elimination of BA 290
- Farming out BA 290 to another department/college at SDSU
- Starting a Communication Program (proficiency, not for credit)
- Modification of the current delivery system:
  - Lecture/Break-outs
  - Online
- Converting BA 290 to a required MIS 396W

After considerable and significant discussion of the critical nature of communication, with a focus on written business communication, and a thorough discussion of the pros and cons of the various approaches identified, the committee voted unanimously to support the following resolution:

*The CBA Undergraduate Committee believes it is important to keep the control of the Business Communications curriculum inside the College of Business Administration. Therefore it is resolved that the committee supports the addition of a permanent faculty position in Business Communications. Additional faculty resources are needed*
within the CBA to support the BSBA programmatic goal of effective business communication.

2. FIN 240 – Curriculum Proposal

The committee reviewed a proposal from the Finance Department for a description change in FIN 240 (Legal Environment of Business). It was noted that the small change allows the course description to better reflect the current legal environment of business and the knowledge and skills students need to understand it. A small wording change was made in one of the FIN 240 student learning outcomes to further support the description change.

The committee voted unanimously to approve the proposal.

3. Oral Communication Assessment

The oral communication skills of our BSBA students are scheduled to be assessed this semester following postponement from Fall 2012. Krentler discussed the process by which this assessment has occurred in the past – UG Committee members have participated in a training and norming session and then visited capstone courses throughout the CBA to rate oral communication skills based on previously scheduled classroom presentations. Krentler distributed a schedule of presentations being made in various capstone courses during the last four weeks of Spring 2013. Before proceeding with scheduling plans, the committee entered into a broader discussion of whether the existing process is the most valid and reliable way to assess our students’ oral communication skills. It was generally agreed that a more consistent team of raters, assessing across all student presenters, would produce results we could feel more confident about. It was suggested that graduate students could be trained to perform this task. This approach, however, would require funding to pay the raters. No such funding has been approved in the 2012-2013 CBA Assessment budget. The committee agreed to continue the discussion of the best way to proceed at its next meeting.

4. BSBA Revisions

Due to lack of time, further discussion of the proposed revision to the BSBA program will continue at the UG Committee’s next meeting.

The meeting adjourned at 11:30 a.m.

Next Meeting: Monday, March 4, 2013; Dean’s Conference Room