Undergraduate Committee
April 14, 2015
Minutes

Present: Michelle Dean, Steve Gill, Gary Grudnitski, Jaemin Kim, Robert Plice, Paula Peter
Absent: Tita Gray, ABSC student representative

Approval of 3/24 minutes
The committee voted to approve the minutes of the 3/24 meeting of the Undergraduate Committee.

Curriculum Items
FIN 250 – Financial Literacy. This course has previously been run by FIN as a 296 course and the department is now requesting that it be offered as a permanent course under FIN 250. The department is also requesting that this course be considered for General Education credit. This would be the first GE course to be offered by the college. The committee approved the course pending minor editorial changes and the inclusion of the PAC form.

FIN 496 – Fixed Income Securities. Kim reported that all editorial changes requested by the Undergraduate Committee at the 3/24 Undergraduate Meeting have been made.

Data Analytics in the Curriculum
Grudnitski brought to the committee information he had located on data analytics courses at other universities. He noted that Villanova has a good model for developing a program on data analytics and that Arizona also has a very substantial program devoted to the topic. He also noted that there is a proposal currently at SDSU for a “Big Data Science Alliance” Area of Excellence which includes one faculty line for the CBA.

The committee discussed what was possible at SDSU to add a data analytics component to our existing program and determined that MIS 301 would be a possible course for adding an analytics component. MIS 301 is a required course for MKTG, MGT, and ACCTG majors. MIS is in the process of changing the requirements for IS majors to include MIS 301, and FIN has been asked to consider the possibility of FIN majors also taking this course if changes are made to incorporate data analytics into the course.

Essential Business Knowledge Assessment Test
The committee discussed using the Essential Business Knowledge Assessment Test (EBKAT) for measuring the program-level goal that students be knowledgeable about the essentials of business and more generally how to use the results and close the loop. The committee discussed that some topics covered in this exam (previously used and developed by a consortium of CSUs) are not included in our Upper Division core classes (e.g., statistics and business law). The committed discussed how we might affect change when the topics covered on the assessment are not part of the core curriculum that all BSBA students take at SDSU. The committee also discussed the need to incentivize students to do their best on an assessment that has low stakes for them personally. The committee will invite Kathy Krentler to come to our next meeting to continue the discussion and get her insights with respect to assessing essential business knowledge.

The meeting adjourned at 2:55 p.m. The next Undergraduate Committee will be held on April 28th at 1:00 p.m. in the Dean’s Conference Room.