

AoL Assessment Placement Voting Via Email

Email Sent: August 4, 2025

To: Kay Kim, Krissy Lewis, Michael Davidsson, Mary Jo Goedeke, Mary Kay Wachter, Shipra Paul, Jae Choi, Holly Kent, Josh Curran, Lynn Murray

Topic: Input Needed: Placement of BBA AoL Assessments

Hello Curricula Management and Assurance of Learning Committee,

Josh is currently using faculty survey results to build the BBA Course Matrix. We expect it to be completed later this fall, but enough information is available now to begin selecting courses for our first round of assessments. The current draft of the matrix is attached. Note the View is currently set to show Kelce core courses only. Please note that it is still in progress, so kindly do not share it. Once finalized, it will be added to the Kelce Faculty Resources Teams site.

I realize this is a busy time, but your input on assessment placement is important. If we plan to launch assessments this fall, we'll need to contact instructors soon. Below is a summary of recommendations:

Business Knowledge

The Business Strategy instructors have agreed to include the MFT reviews and questions in their courses. While Business Strategy could be used to assess additional goals, I recommend we avoid adding another BBA assessment to prevent overburdening instructors.

Critical Thinking

The matrix shows that Critical Thinking is taught and assessed throughout the core. Last cycle, we assessed it in our highest-level quantitative course. Results from the second round did not meet targets. Given recent changes to the quant sequence, I recommend using Business Analytics II (QBA-410). Shipra has confirmed she is willing to incorporate the assessment.

Professionalism

Professionalism appears most heavily in Introduction to Business, Business Professionalism, and Business Strategy. Business Professionalism (BUS-210) seems like the most appropriate placement. The instructors of this course formed the taskforce that developed the rubric and are likely expecting to use it this fall.

Ethics

Ethics is more challenging to place. It is addressed most frequently in Financial Accounting, Managerial Accounting, Introduction to Business, Management and Org, and Business Strategy. All Financial Accounting instructors already assess Ethics, but selecting another 200-level course may not be ideal. Management and Org (MGT-330) may be a better option.

Cast Your Vote

Please share your input by voting on the following three items. Discussion of the placements is also encouraged.

1. Should Critical Thinking be assessed in Quantitative Business Analytics (QBA-410)?
2. Should Professionalism be assessed in Business Professionalism (BUS-210)?
3. Where should Ethics be assessed?

Thank you for your time and feedback. I hope you are enjoying the beautiful weather.

Jennifer Pursley

Results

Kay Kim, Krissy Lewis, Michael Davidsson, Mary Jo Goedeke, Mary Kay Wachter, Shipra Paul, Jae Choi, Holly Kent, Josh Curran, Lynn Murray, Jennifer Pursley

1. Should Critical Thinking be assessed in Quantitative Business Analytics (QBA-410)?

Yes: Jennifer Pursley, Holly Kent (ex officio), Mary Kay Wachter, Krissy Lewis, Kay Kim

No:

2. Should Professionalism be assessed in Business Professionalism (BUS-210)?

Yes: Jennifer Pursley, Holly Kent (ex officio), Mary Kay Wachter, Krissy Lewis, Kay Kim

No:

3. Where should Ethics be assessed?

Management & Org: Jennifer Pursley, Holly Kent (ex officio), Mary Kay Wachter, Krissy Lewis, Kay Kim