

Undergraduate Curriculum Management & Assurance of Learning Committee

April 9, 2025, 3:30pm

Minutes

Members

- Kay Kim, Finance (2025)
- Jae Choi, DSIS (2025)
- Mary Wachter, Marketing (2026) ✓
- Shipra Paul, Management (2026) ✓
- Michael Davidson, Economics (2027) ✓
- Mary Joe Goedeke, Co-chair, Accounting (2025)
- Jennifer Pursley, Co-chair, QBA (2028) ✓
- Holly Kent, Director of Student Relations & Engagement (Ex-Officio) ✓
- Josh Curran, Assessment & AOL Coordinator (Ex-Officio) ✓
- Lynn Murray, Associate Dean (Guest)

Assurance of Learning

I. Constructs

- a. Jennifer provided the committee with a review of the constructs selected in the previous meeting. She additionally reminded everyone our constructs and goals must align with our mission, *Educating future business professionals today to build stronger communities tomorrow.*
 1. **Critical Thinking** was approved as a construct during the previous meeting.
 2. **Written and Oral Communication** was approved as a construct during the previous meeting.
 3. **Ethics** was approved as a construct during the previous meeting.
 4. **Promoting Positive Societal Impact:** Jennifer reached out to Mary Jo and Lisa to discuss Promoting Positive Societal Impact as a construct. Both agree, this would be difficult to measure. Mary Jo mentioned it was added to the curriculum matrix to help identify areas in which Pitt State is meeting the AoL requirement for societal impact. Last cycle, the graduate AoL committee struggle to measure their Civic Engagement goal and Lisa expressed concerns regarding similarities between Civic Engagement and Societal Impact. The committee agreed this construct would be difficult to measure and opted to pass.
 5. **Knowledge-based:** The committee discussed the possibility of adding a knowledge-based goal similar to that of the Graduate program. The construct could focus on fundamental concepts from various disciplines (ie supply and demand, marketing segmentation, etc.). The Graduate AOL committee is compiling an assessment that pools questions from each discipline. Undergraduate could take a similar approach. However, undergraduate has the MFT that addresses this with an indirect measure. Data from MFT does not provide actionable insights, as it is limited to overall performance rather than specific areas needing improvement. We might be able to get department specific data that we can use to recommend improvements at the department level but they might not be granular enough to launch and gauge improvements.
 6. **Teamwork:** Jennifer reviewed the teamwork discussion from the previous meeting where the committee members voted to replace Teamwork with Oral Communication. The committee discussed keeping Teamwork as a construct and improving the objective's language and rubric. Teamwork fits well with our mission and Teamwork assessments don't need to rely on presentations. Emphasis could be placed on group dynamics. The committee discussed how the philosophy of teamwork varies among instructors so creating a universal rubric might present challenges.

7. **Professionalism:** Holly proposed a construct of Professionalism. The goal would include soft skills, networking, career readiness, etc. The goal might align well with upcoming changes to the undergraduate program. There is a potential new graduation requirement for Kelce students to participate in professional development activities such as career fairs, mock interviews, internships, etc. During these events we could obtain external feedback from stakeholders. After we move downtown, the Engagement Center will serve as a hub for these professional development activities. Mary Kay highlighted how professionalism aligned with our mission for 'educating future business professionals.'
8. **None:** With 4 objectives, the committee discussed the need for a 4th goal. AACSB does not require a specific number of goals but most institutions have 4-10 goals. The committee recommended a 4th goal be identified.
 - b. With limited representation, the committee discussed revisiting these constructs at a later date.
ACTION: Jennifer will obtain constructs and goals utilized by other institutions.

Next Meeting

- I. Schedule next meeting to continue discussion of constructs, goals, and objectives.
ACTION: Jennifer will schedule the next meeting for April 17th