

## Undergraduate Curriculum Management & Assurance of Learning Committee

Sept 26, 2025, 12:00pm

### Minutes

#### Members

- Kay Kim, Finance (2028) ✓
- David Sikolia, DSIS (2027) ✓
- Mary Wachter, Marketing (2026)
- Shipra Paul, Management (2026)
- Braxton Gately, Economics (2027) ✓
- David O'Bryan, Accounting (2028)
- Krissy Lewis, HRD (2028) ✓
- Jennifer Pursley, Co-chair, QBA (2029) ✓
- Holly Kent, Director of Student Relations & Engagement (Ex-Officio) ✓
- Josh Curran, Assessment & AOL Coordinator (Ex-Officio) ✓
- Lynn Murray, Associate Dean (Guest) ✓

#### Curriculum Management

- I. None

#### Assurance of Learning

- I. New members: Braxton Gately, David Sikolia, and David O'Bryan
- II. Assessment Update
  - a. The Professionalism assessment is scheduled for the 25WF term and will be implemented in all sections of Business Professionalism (BUS-210). All BUS-210 instructors have agreed to include the rubric in their courses. Currently, the rubric exists as a Word document. The committee discussed the possibility of transitioning it to Canvas Rubrics or Microsoft Forms in future terms to streamline data collection and enhance our assessment process. For this term, however, we will continue with the printed rubrics with manual data entry. Instructors are asked to submit completed paper rubrics to Jennifer Pursley either before or shortly after the end of the semester.
  - b. Critical Thinking assessments are scheduled for 26SP in all sections of Business Analytics II.
  - c. Ethics assessments are scheduled for 26SP in all sections of Management and Organizational Behavior.
  - d. The Knowledge Base assessments are scheduled for the 25WF and 26SP terms in all sections of Business Strategy. A deployment schedule for content area modules is provided below. The committee reviewed the Kelce Core Review Module for Accounting and discussed both the content and structure of the module.
    - i. 25WF: ACCT, MKTG, QBA, MGT (initial data collection)
    - ii. 26SP: ECON, FIN, DSIS, Legal & Social (initial data collection)
    - iii. 26SP: ACCT, MKTG, QBA, MGT (second data collection \*CLOSE LOOP\*)

**ACTION:** Jennifer will contact the CTLT regarding adding the rubrics to Canvas Outcomes for subsequent terms.

- III. Curriculum Matrix Update

- a. Committee members reviewed the Curriculum Matrix and discussed how the content was populated from the Curriculum Matrix Surveys completed by faculty. While the matrix is missing several courses, most Kelce Core courses are represented. Although we were able to identify courses for assessment placement, additional data is needed to locate areas for launching improvements.

- b. Committee members reviewed the Undergraduate Curriculum Matrix Missing Surveys file. The following updates were made:
  - i. ECON201 assigned to Braxton Gately
  - ii. 10 HRD courses added
  - iii. Sang assigned to Quality Management & Operations Management
  - iv. Holly listed as the point of contact for all Business Professionalism instructors
- c. Committee members were charged with contacting instructors regarding the missing surveys and following up to ensure survey completion.

**ACTION:** Jennifer will send a formatted email explaining the survey to committee members.

**ACTION:** Josh will resend the Qualtrics survey to the listed instructors on **September 30**.

**ACTION:** Committee members will forward the formatted email for Jennifer and reach out to their assigned colleagues to encourage them to complete the survey. The submission deadline is **October 7**.

**ACTION:** Josh will complete the Curriculum Matrix by **October 31**.

#### IV. Ethics Goal and Objective

- a. The Curriculum Matrix indicates Management & Organizational Behavior and Local & Social are ideal placements for the Ethics assessment. Instructors of these courses indicated that they teach ethics; however, they typically do so from a practical standpoint and do not explicitly introduce ethical frameworks. Through discussions with multiple faculty members in Kelce, it was determined that although ethics is addressed, formal ethical frameworks are generally not emphasized. As a result, the committee agreed that the current Ethics goal should be revised to better reflect how ethics is taught across the curriculum. Committee members reviewed the following items as they considered revisions to the goal and objective:
  - i. Undergrad Goal: Our students will understand ethical business frameworks.
  - ii. Undergrad Objective: Our students will compare ethical frameworks used in business decision making.
  - iii. Grad Goal: Our students will be ethical decision-makers.
  - iv. Grad Objective: Our students will apply ethical standards in their decision-making process.
  - v. Mission: *Educating future business professionals today to build stronger communities tomorrow.*
  - vi. Ethics in the Curriculum Matrix
  - vii. Ethics Rubric

5 Committee members voted and all 5 approved of the following Ethics goal and objectives.

**ETHICS GOAL:** Our students will understand ethical standards in business.

**ETHICS OBJECTIVE:** Our students will articulate ethical standards in business.

- b. With the revision of the Ethics goal and objective, the associated rubric will also require updates. Krissy will lead the Ethics Taskforce in revising the rubric to ensure alignment with the updated objective. Ethics Taskforce: Krissy Lewis (Lead), Chandler Davidson, Phillip Frank, Melisa Weed, David Sikolia.

**ACTION:** Krissy will meet with the Ethics Taskforce and make the appropriate changes to the rubric.

#### V. Indirect Measures

- a. Committee members discussed the need for Indirect Measures and reviewed these measures from our previous cycle:
  - i. MFT Results: The committee members agreed to utilize the MFT again as an indirect measure.
  - ii. Senior Survey: The committee members agreed to administer an exit survey for seniors. Lynn suggested adding a question to collect their personal email for future correspondence.
  - iii. Verbal input derived from meeting between the KLT and the KBOA and conversations with employers during job fairs and other events and with graduates during alumni events: Members agreed to use this correspondence as indirect measures when appropriate.

- iv. Career Services Employment Rate: Members agreed to include employment data as an indirect measure.
- v. Kelce Core Review Module Surveys: Members agreed this data might be useful as an indirect measure. As the report is compiled, we'll see how it can be utilized.
- vi. Other suggestions by committee members:
  - Administer a 5-year post-graduation survey to alumni.
  - The committee suggested contacting Alumni Relations to determine whether they already collect relevant data that could support our assessment efforts.
  - Consider using rubrics from the Mock Interviews conducted in Business Professionalism and Human Resource Management courses. These interviews are assessed by industry professionals and could serve as a direct measure of some of the undergraduate goals.

**ACTION:** Committee members will review the current questions on both the Senior Survey and the MBS End of Program Survey. Suggested edits or additions should be compiled and brought to the next meeting for discussion. Additional brainstorming on potential indirect measures will also be included on the agenda.

**ACTION:** Jennifer will schedule the October meeting.