



## Undergraduate Curriculum Committee Meeting Minutes Friday, August 23, 2019

**Meeting Facilitator:** Theresa Presley (Chair)

**Secretary:** Jennifer Shewmake

**In Attendance:** Linden Dalecki, Marketing  
June Freund, Economics  
David Hogard, Academic Advising  
Fang Lin, Finance  
Shipra Paul, Management  
Theresa Presley, Accounting  
Jennifer Shewmake, Accounting  
Dwight Strong, CIS

### 1. Ranking of Learning Goals for the Undergraduate Program

- Each committee member was asked to rank 10 learning goals (Communication, Ethics, Critical/Analytical Thinking, Global Awareness, Teamwork, Information Technology, Applied Knowledge, General Knowledge, Leadership and Creativity/Entrepreneurship) in order of importance, keeping in mind the Kelce College of Business (KCOB) Mission
- A total of 10 points were awarded, with points being assigned to at least 4 goals.
- The committee determined the top learning goals for the undergraduate program to be *Communication, Critical/Analytical Thinking, Teamwork and Information Technology*. (Applied knowledge was tied among the top 4 goals, however, the team determined this goal could be included with Critical/Analytical Thinking, therefore, dropped from the ranking)
- Please see the attached matrix for details of ranking.

### 2. Review of the Rubric to Evaluate the Quality of Program Learning Goal and Objectives.

- Each learning goal was determined to Meet Expectations of the following:
  - Program assessment system contains four to eight learning goals

- Any learning goals implied by the mission statement are articulated in the assessment system
- Program learning goals map clearly to the mission statement.
- Learning goals are broad and not observable/measurable
- Learning goals include knowledge sets
- Learning goals include skill sets.

- The committee is still developing the learning goals into well-written statements describing what students will be or have upon completion of the curriculum/program.

### **3. Reviewed KCOB Updates & Revisions 2014-2018**

- Committee reviewed new courses and course revisions made during the last AACSB review period for effectiveness. Specifically discussing the following:

- ECON 468 will ~~not~~ NOW offer 1 section as Writing to Learn which will help out students fulfill that requirement within their degree.
- ECON 437 is not working. Naming of the course, interest, etc. Students may be unaware of course objectives based on naming of the course.
- CIS 230, 240, 640 – Description changed to be able to be more relevant to the changing industry. Classes more relevant to the degree.
- IB major revisions excluded foreign language requirements. Students are being highly encouraged to take some foreign language.
- MGT 105 was re-activated but currently not being taught.
- MKTG 450 is focused more on personal selling utilizing role play (buyer/seller) type format
- MKTG 420 Services Marketing is a new class using an applied learning format, working with clients.
- MKTG 460 Social Media Marketing is a new class using an applied learning format, utilizing online simulations
- Undergraduate admission requirement changes (Dropped ACCTG 202, ECON 200, ECON 201 from admission standards) appear adequate.

- Committee discussed curricular changes resulting from external/internal faculty review

- Degree name change from “Economics” to “Business Economics” in order to remain current with the field and better reflect the true nature of the degree.
  - Business colleagues are still discussing the relevance of this change.
- Addition of the Kansas Insurance Certificate program during 2017-2018 year. Program has been well received and growing.

- Committee discussed the possibility of creating a General Business / Undeclared Business degree for entry into the KCOB giving students an opportunity to learn more about business before deciding upon a degree path.

**Next meeting:** Friday, September 13, 2019 at 1 p.m. in the Accounting Conference Room

**Task to complete before meeting:**

Develop each learning goal into a construct fit to the KCOB Mission. Each goal should also have learning objectives defined to meet these goals. The objectives should be specific and measurable.

- Please refer to the 'Rubric to Evaluate the Quality of Program Learning Goals and Objectives' matrix when developing these goals and objectives.