

Undergraduate Curriculum Management and Assurance of Learning Committee

Meeting Minutes

Monday, February 10, 2020, 1:00 p.m.

Meeting Facilitator(s): Fang Lin and Mary Jo Goedeke, Co-chairs

Secretary: Mary Jo Goedeke

In Attendance: Bienvenido Cortes, Economics, Associate Dean for Graduate School of Business
Linden Dalecki, Marketing
June Freund, Economics
Mary Jo Goedeke, Accounting
David Hogard, Academic Advising
Fang Lin, Finance
Shipra Paul, Management

Not in Attendance: Dwight Strong, CIS

Committee Meeting

The co-chairs of the UCM&AOL Committee, Fang Lin and Mary Jo Goedeke, called the meeting to order at 1:00 p.m.

I. Curriculum Management

Mary Jo Goedeke distributed copies of a proposal for a new Professional Sales and Sales Management Certificate. The item is currently pending legislation and would be available for committee action after February 24. The committee engaged in a general discussion regarding the certificate program. Faculty

teaching the proposed courses (already pending legislation was discussed). Linden Dalecki noted that he teaches the Services Marketing course. Fang Lin asked about who would be the advisor on this certificate and raised an issue about how students would get approval for courses if they have separate major and certificate advisors. David Hogard suggested that this certificate may work similarly to the Insurance Certificate and that we could discuss with Lynn Murray regarding whether she would be the advisor.

Upon reviewing the proposed curriculum for the certificate Fang Lin also raised the issue of whether the certificate would complete the Registrar's requirements that the course have to "unique courses" in addition to the classes applied to the student's major. There was a general discussion regarding whether courses in the certificate would "double-count" toward the major and the certificate. Fang Lin will talk with Melinda Roelfs, Registrar, or Angie Davidson, Degree Checking, regarding the requirements prior to the next meeting. The committee expects to formally consider the proposal at the next meeting.

The committee also discussed the hours required for the certificate noting that there were two required courses and that 6 additional hours were electives from a list of approved courses. June Freund noted that a non-major would have to complete 15 hours rather than 12 as they would also have to complete MKTG 330 Principles of Marketing, which is a pre-requisite to MKTG 450 Personal Selling and Sales Management, a certificate requirement.

David Hogard also addressed an issue that was raised in Economics regarding students completing an economics minor. The current Economics minor is 15 hours. However, the registrar requires that 9 of those 15 hours must be unique courses not applied to the student's major. Because there are Economics courses in the Kelce core, all Kelce majors have to take more courses than non-Kelce majors to meet the minor requirements. Marketing, for example, must take 18 hours to get an Economics minor. This is a recent development related to changes recently legislated for the Economics minor.

II AOL

Fang Lin provided copies of revised 2020 AACSB Accreditation Standards received late last week to the committee. He noted that upon review there were several items which captured his attention. One such aspect was that AOL standards need to be in place for “stackable” microlearning credentials which would include certificates and minors. Bienvenido Cortes discussed social impact and whether we need to incorporating that into our learning goals. Standard 4.3 specifically addresses positive societal impact within course curriculum.

Mary Jo Goedeke passed out a proposed, revised draft of a Course Matrix Survey for the committee’s review. Bienvenido Cortes asked if our goals are similar to historical goals for this committee and the graduate school. He noted that under the generally described goals adopted in September, there was no reference to global issues or ethics. Fang advises that his recollection was that the faculty was trying to identify the top 4 goals for purposes of measurement. Shipra Paul provided a list of 10 potential objectives, including ethics and global awareness were considered by the committee and then ranked by members. Fang Lin had to exit the meeting due to class schedule.

It was discussed that for purposes of mapping learning goals and objectives, it would be best to survey the faculty regarding all ten of the objectives/goals, as well as promoting positive social impact as noted in AACSB standard 4.3. Bienvenido Cortes moved to send the course worksheet to faculty after making the suggested changes. Linden Dalecki seconds and the committee unanimously approved the course survey.

Due to time constraints the committee meeting was adjourned on the motion of June Freund and Seconded by Linden Dalecki. Meeting adjourned.

Mary Jo Goedeke, Secretary and Co-Chair