

## **Undergraduate Curriculum Management and Assurance of Learning Committee**

### **Meeting Minutes**

Wednesday, February 26, 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  
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.**

Fang Lin and Mary Jo Goedeke circulated copies of the pending curriculum revisions to the committee members.

The first item before the committee was the Professional Sales & Sales Management Certificate. Fang Lin reported that he did look into the requirements for minors and certificates. He advised that there was no unique hour requirement and therefore classes could double count for a certificate and a minor or major. There was a discussion regarding the requirement of MKTG 330 Principles of Marketing. This is a prerequisite for one of the certificate courses and is required for Kelce majors. The committee discussed the possibility of adding language to the revision that would clarify the number of hours a student would have to take in order to earn the certificate. Based on the current wording, it appears that the certificate requires 12 hours, however, due to the pre-requisite requirement it would actually require 15 hours. This is a particular concern to non-Kelce majors who would not be taking the prerequisite course as a part of the Kelce core. Linden Dalecki made a motion to approve the course with the modification of adding the prerequisite MGKT 330 Principles of Marketing as a requirement. Bienvenido Cortes seconded the motion. The vote was unanimous to approve the course with the modification.

The second item before the committee were the four classes regarding the new Data Analytics Certificate program. Before the committee are four courses that are intended to be a part of the certificate program which will be considered at a later date.

The committee discussed the course content, the sequence of the courses and the pre-requisites for each course, if any. Dwight Strong stated that his understanding was that the four courses would be taken sequentially, which the committee noted was consistent with the pre-requisite requirements as indicated in the New Course Request paperwork.

June Freund noted that there appeared to be a typographical error on two of the courses. On BUS 360 Data Management with SQL the pre-requisite listed BUS 140 Introduction to Data Analytics and should state "BUS 130 Introduction to Applied Data Analytics." The same error is made on BUS 470 Data Analytics Capstone which lists one of the pre-requisites as "BUS 140."

June Freund also noted that the 470 Data Analytics Capstone course would be first offered in the fall of 2020. The committee discussed that this would be impractical given that this course has three pre-requisite class and the course sequence would require at least three semesters to complete. The first course would not be offered until Summer of 2020, and therefore no student would have the necessary pre-requisites by the fall.

Fang Lin suggested that this issue could be dealt with by changing the date the course will first be offered or by modifying the pre-requisite requirements, for example, by making BUS 360 a co-requisite. The committee discussed the situation and determined that it would be best to address the issue with Dean Grimes to determine the best resolution. The vote on these items was tabled until such time as it could be addressed. The committee agreed to vote by e-mail when a determination of revisions were made on the courses.

The final curriculum revision before the committee was the ACCTG 623 Data Analytics for Financial Decision Making course. The committee generally discussed the reason this course was being offered and what the content of the course would entail. Mary Jo Goedeke advised the committee that Theresa Presley has been teaching this course for the last few semesters as a special topics course and wanted to continue to offer the course as an upper-level accounting elective. David Hogard briefly discussed the requirements of the Accounting major. The curriculum does allow one upper-level elective to count toward degree requirements. After a brief discussion, Bienvenido moved to approve the course as written, Dwight Strong seconded the motion and the motion was unanimously passed.

II AOL

The committee discussed the fact that the AACSB calendar indicates that the revised standards will be required for AACSB accreditation. We will not be able to choose which standards the accreditation team will use to evaluate the school. Mary Jo Goedeke also advised that the standards are not finalized and will not be finalized until early summer. Updated summaries of the draft revised goals were distributed to the committee as well as a chart depicting the relationship between the 2013 and

2020 goals. The committee discussed the new societal impact and to integrate that requirement into our AOL process. Fang Lin and Mary Goedeke updated the committee on the status of the faculty questionnaires. Questionnaires have been distributed to faculty and are due on March 2. Approximately 10% of faculty have responded so far. Mary Goedeke then showed the committee the current draft of the Course Goals Matrix. There was a discussion regarding the organization of the matrix.

The meeting was adjourned.

Mary Jo Goedeke, Secretary and Co-Chair