

Undergraduate Curriculum Management and Assurance of Learning Committee

Meeting Minutes

Monday, February 1, 2021, 10:00 a.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
June Freund, Economics
Linden Dalecki, Marketing
Mary Jo Goedeke, Accounting
Fang Lin, Finance
Shipra Paul, Management
Jae Choi, CIS
David Hogard, Academic Advising

Not in Attendance:

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. by Zoom meeting.

I. Curriculum Management.

There were no curriculum items for consideration.

II. AOL

a. Spring Assessments

Fang Lin and Mary Goedeke advised the committee members that two learning goals were set for review in the Spring 2021 semester. These two goals are: communication and information technology. The committee, upon review of the Kelce learning goals course matrix had previously identified MKTG 330 Principles of Marketing as the class in which communication would be assessed and had identified CIS 420 Management Information Systems as the course in which information technology would be assessed.

Mary Goedeke then raised a concern regarding the modalities of the courses for this semester. There are three sections of each course offered this semester. All of the MKTG 330 courses are offered as Hyflex and all of the CIS 420 courses are offered online. Given our undergraduate program provides instruction in a variety of formats, including face to face and online, it may cause concern that the assessments this semester will be done in a solely Hyflex or solely online format. The committee undertook a discussion of this issue.

Shipra Paul advised that all of the sections of Quantitative Decision Making offered in Fall of 2020 and used for the Critical Thinking assessment were offered online. Fang Lin advised that the committee had considered modality of the course and that the course was also to be offered as fully online in the Spring of 2021 and therefore we would have been unable to assess the course in a different modality if we had postponed assessments. It was therefore decided that given the current situation with COVID-19, delaying the assessments for a full academic year would not be beneficial to our students or the AOL process.

Jae Choi advised that he was teaching all three sections of CIS 420 this semester and that all three sections of 420 would be offered as face to face in the fall. Further Stephen Horner advised that while all three sections of MKTG 330 was offered as Hyflex this semester, all three sections would be offered as face to face in the fall.

The committee considered the quality and usability of the data to be gathered in a fully online course, when such courses were typically offered in a face to face format. Mary Goedeke asked the committee to consider whether delaying the assessments for these two learning goals would be beneficial.

After discussion, the committee reached a consensus that that delaying assessments would negatively impact student learning by delaying improvements in curriculum. The courses were offered online due to the COVID-19 pandemic and that was beyond the control of the members of this committee and that given the situation, it was better to proceed ahead in a timely fashion than fail to assess learning goals.

While the situation may not be ideal, the committee felt that continuing with the AOL process was important and that the resulting assessments would be able to drive curriculum improvement.

The committee determined the next steps for assessing these goals in the Spring 2021 semester would be to develop rubrics to assess the learning goals.

b. Fall Assessment Research Results

i. Teamwork/Business Strategy

The committee then turned its attention to the assessment results from the prior semester. Mary Goedeke distributed a spreadsheet with the available results of the professional deliverables assessment from MGT 690 Business Strategy. Mary Goedeke advised that the committee was still waiting on results from one of the sections of Business Strategy. She also advised that the peer-based teamwork assessment results had not yet been received by the committee. She suggested that we table the discussion regarding research results and discuss those when the data was fully available.

ii. Critical Thinking/Quant Decision Making

Fang Lin presented to the committee the results of the critical thinking assessment. The committee reviewed the results and discussed the meanings of those results. The committee considered the number of students in the “Does Not Fully Meet Expectations” category ranged from 20.9% to 37.2%. In particular the committee noted that learning objective 2, regarding graphing lines and identifying

optimal solutions at 37.2% below expectations would be an excellent target to improve student performance. Shipra Paul said that she felt that the students were regressing between the Basic Quantitative Methods course, which is a prerequisite to Quantitative Decision Making. This competency is covered in the basic course. The committee discussed the options for curriculum improvements, in terms of courses that may provide additional foundation, as well as the type of learning assessments that would be beneficial. Shipra Paul stated that she could teach more in depth on this topic.

The committee agreed to re-visit this issue at the following meeting with the intention of further developing curriculum improvements for this area.

The next meeting was set for February 15, 2021 at 10:00 a.m.

No further activities to report. The meeting was adjourned.

Mary Jo Goedeke, Secretary and Co-Chair