

Undergraduate Curriculum Management and Assurance of Learning Committee

Meeting Minutes

Monday, April 12, 2021, 10:00 a.m.

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

Secretary: Mary Jo Goedeke

In Attendance

Linden Dalecki, Marketing

Mary Jo Goedeke, Accounting

Fang Lin, Finance

Shipra Paul, Management

Jae Choi, CIS

David Hogard, Academic Advising

Not in Attendance: Bienvenido Cortes, Economics, Associate Dean for Graduate School of Business

June Freund, Economics

Committee Meeting

The co-chairs of the UCM&AOL Committee, Fang Lin and Mary Jo Goedeke, called the meeting to order at 10:00 a.m. by Zoom meeting.

I. Curriculum Management.

There were no curriculum items for consideration.

II. AOL

a. Upcoming Fall Assessments

i. Communication

Fang Lin advised that he was working on a common rubric for the MKTG 330 Principles of Marketing courses to implement prior to the Fall assessment.

b. Fall 2021 Assessment Results/Curriculum Development

i. Teamwork/Professional Deliverables

Mary Goedeke advised the committee that after reviewing the results of the assessment for Teamwork and Professional Deliverables she and Fang Lin met with Holly Kent, who is an instructor for the Business Professionalism course this Fall. David Hogard, Holly Kent and another instructor, not yet determined, will be teaching sections of Business Professionalism this Fall. Goedeke and Lin advised Holly that it would be ideal if she, David Hogard and the yet to be appointed instructor could work out a common set of curriculum changes to identify the areas of concern which were identified as a result of the assessment. Holly Kent was invited to today's meeting, but was unable to attend. David Hogard advised that he and Holly had briefly touched on this issue and would work together to come up with a summary of implemented changes.

Stephen Horner advised that he would work with Mary Judene Nance in developing curriculum changes for the Business Strategy course and will likewise submit a summary of the curriculum changes to the committee.

The committee had a general discussion along with the acknowledgement that any curriculum development must be implemented by the beginning of the fall semester as Teamwork and Professional Deliverables are scheduled for reassessment in the fall semester.

Mary Goedeke advised the committee that because of the time between when a student takes Business Professionalism followed by Business Strategy, it will be difficult to “close the loop” on curriculum changes made in the Business Professionalism course in the Fall semester. David Hogard stated that generally Business Professionalism students are Juniors, but that at times freshman and sophomores are enrolled in the course. For this reason, none of the students enrolled in Business Strategy for Fall 2021 will have taken the revised Business Professionalism course. After discussion the committee agreed that it would be best for student outcome to make changes in both courses, with the understanding that we can close the loop on the changes in the Business Professionalism course in future assessments.

The committee was adjourned for summer. The next meeting will be determined at the beginning of Fall semester.

Mary Jo Goedeke, Secretary and Co-Chair