

Koppelman School of Business All-School Meeting/ Assurance of Learning

Meeting minutes

October 15, 2015
12:45 PM – 1:45 PM

Meeting Start time: 12:49

Those in attendance:

Wang, Chun – Economics
Grayson, Michael – Accounting
Fogel, Joshua - Business Management
Lin, Hong-Jen – Finance
Chiu, Hao-Hsuan (Holly) - Business Management
Peterburgsky, Stanley – Finance
Fischer, Dov – Accounting
Davidoff, Howard - Business Management
Crossman, Anthony – Business Management
Birnbbaum, Toby - Business Management
Connell, Carol - Business Management
Vlady, Svetlana – Accounting
Williams, Satina – Accounting
Zelcer, Moishe – Accounting
Lachman, Jack – Accounting
Crossman, H. Anthony – Accounting
Kass-Shraibman, Frimette – Accounting
Bassell, Myles - Business Management
Langer, Benjamin – Accounting
Clarke, Clifton - Business Management
Raghupathi, Viju - Business Management
Doytch, Nadia – Economics
Manlow, Veronica B. - Business Management
Park, Hyuna – Finance
Lambert, Sonia- Business Management

General Announcements

- Dean and Associate Dean are preparing the first self-study document for AACSB. The first draft is almost done, and the plan is to send it in December
- Needs to be as complete as possible so the program does not derail from fast-track to accreditation which would put the process back a year

1. Learning Goal Subcommittee Reports

a. Ethical Reasoning

- Completed their first assessment cycle using the students in Professor Connell's capstone course
- Testing for three learning goals
 - o Ethical Awareness
 - o Ethical Sensitivity (Do they want to do the right thing? Relate to others?)
 - o Ethical Management (Did they make the right decision?)
- 90% or more met each goal
- The most successful goal was the second, Ethical Sensitivity, with improvement needed in decision making
- The committee used a 4 point scale in their assessment of the students
 - o 0- Did not meet goal
 - o 1- Met
 - o 2- Succeeded
 - o 3- Excelled
- Committee decided that there may have been biases using a 4 point scale and decided on the next assessment they would add a 5th point for those who marginality met standard
- There was also a video shot over the summer that presents different ethical issues
- The resulting paper is published on ssrn.net
- All marketing classes have this video as a module on ethics or they can assign a three page paper to assess the three learning goals
- Next step will be to refine the rubric to further solidify the standards for the students achieving each of the learning goals

b. Writing

- The 3 pg. artifact used for ethics assessment will be used for formative assessment in the BUSN 3100
 - o Hired four college assistants to edit the papers and provide feedback to students
 - o If a student is shows substandard writing skills they will be required to rewrite the paper

c. Critical Thinking

- Doing a case study regarding the CUNY Senior Colleges

- Looking at issues relating to the budget, lack of contract for faculty and staff, and concerns of the reducing money for student needs
- Being done on both the undergraduate and graduate level
- For the graduate level students, over the course of the winter, they will be required to additionally demonstrate broader strategic thinking. They will need to explore possible futures for CUNY and higher education at large.

d. Quantitative Reasoning

- Three-part 30- question exam has been developed.
- The questions are similar to the GRE exam, and test students readiness for graduate studies. It will be given to students that are about to graduate
- Questions range from easy to medium level and students will have 75 minutes to complete
- 3 sections from Business and Management- 4100W
- 1 section from Accounting- Probably the auditing capstone
- 1 section from Economics- 4400W, business and statistics
- 1 section of MSBA
- The information gathered from the results of the exam will be valuable going forward with how to improve upon students quantitative reasoning skills

e. Information Literacy

- The committee has developed metrics to evaluate information literacy
- They believe that information literacy would be best evaluated through a writing assignment and would be good in the auditing course
- They are currently working on the best approach to a writing assignment to best incorporate their metrics and a rubric

f. Strategic Thinking (Graduate)

- This was discussed with the CUNY Senior College case study above
- Rubric is being developed currently

2. AACSB Standard 8 through 11

- Standard 8: Dean Scott went over the assessment schedules for Undergraduate and Graduate assurance of learning
 - Undergraduate schedule is on-time
 - Graduate schedule is being done in the fall and it will be using the same assignment for all evaluations and will be held to a higher standard than the undergraduates.
- Dean Scott stated that she feels good about standard 8
- Standard 9
 - Curriculum needs to address what AACSB expects to see in the general content area in regards to skills and knowledge

- Need to show where the skills are being developed in order to show them that we are paying attention to closing the loop
 - Focus is in the courses that make up the Business CORE because every student will have taken these courses by the time they graduate
 - By the time that the students complete the CORE classes they should have had the opportunity to be taught each of the important skill sets listed by the AACSB
 - A suggestion was made that each of the individuals that teach the CORE classes should get together and determine which of the skills best fit their classes
- Standard 10
 - Curriculum will need to show that they not only develop skills but also have the opportunity to engage actively across their courses
 - Active learning activities include papers, projects, presentations, simulations, group discussions, and so forth
 - Need to show more outside of the classroom learning. Examples were given such as internships, clubs, business matters, case studies, independent studies, SASS Institute, Summer Financial Careers Academy, and VITA
 - Dean Scott asked faculty for more examples that should be included in self-study
 - Standard 11
 - Curriculum must encourage productive student-student and student-faculty interactions for the achievement of learning goals
 - There was a discussion on ideas of how to increase interactions between students and the faculty outside of the classroom.
 - Ideas suggested include: listed office hours, faculty presence at orientation, faculty club sponsorship, the take a professor to lunch program, focus in new-faculty orientation, independent studies, student leadership team with Dean, team projects, and team online discussions

3. Student Clubs – Not Discussed

- a. Toastmasters (Seeking Faculty Sponsor)
- b. NABA (Satina Williams)
- c. Investment Club
- d. Fashion Marketing (Veronica Manlow)
- e. Financial Reporting Society (Myles Bassell)
- f. Graduate Accounting Audit (Myles Bassell)
- g. Income Tax Accounting Academy (Myles Bassell)
- h. Marketing Global Leadership Academic Association (Myles Bassell)
- i. Dean's Leadership Council (W. Hopkins)

4. Course Syllabi

- Dean Scott requests that Professors work on their syllabi for the Spring semester and to make sure they are done in more detail. Make sure to indicate the types of activities students will be engaging in for each of their classes.
 - o Case study
 - o Paper
 - o Presentations
 - o Group Presentations
 - o Projects
 - o Group work
- Refrain from listing the word homework, describe assignment

5. Status and To BE DONE

- In review, they need to be able to show how all the programs are being structured.
 - o How many credits are needed for each degrees offered
 - o How many credits for each course
 - o Need to show a logical progression throughout the courses
- Faculty were asked to retain examples of their students work for evaluators to review that deal with the learning goals that were addressed in their courses
- Faculty was also asked to focus on the writing of their syllabi, be more detailed
- Faculty was also asked to state which classes are doing online discussions

6. Adjourn

- Next meeting is scheduled for December 10, 2015 from 12:45 to 1:45
- This meeting may be canceled due to the assessment being in December

Meeting End time: 1:51