

All-School Meeting
March 20, 2014

AGENDA

1. General Announcements and Introductions
 - a. Advisors
 - b. New Field Writing Tutor
2. Advisors' Report
3. Results of the first Writing Assessment in BUSN 4200W
 - a. Review of the writing rubric by the AOL committee
 - b. Sub-Committee for Writing Learning Goals
 - c. Collect from ACCT Writing-Intensive Course in MAY
 - d. Field Writing Tutor Insights
4. Learning Goals
 - a. Ethics Rubric: Coordinator and Committee
 - b. First Assessment of Ethics in May
 - c. Oral Communication – Toastmasters
5. Curriculum Changes and Processes
 - a. BBA Concentrations, MSBA (Friedman)
 - b. Curriculum Review
 - c. Curriculum Maps
 - d. School of Business Curriculum Committee for Core
 - e. Course Coordinators
 - f. Advisory Committees/Market Analysis

CLOSING THE LOOP ON THE WRITING ASSESSMENT

1. Graduate writing tutor
2. Type of assignments; re-writes of material
3. Common assignment across all sections of writing-intensive for assessment. Grading; common rubric
4. Earlier learning opportunities
5. Faculty Resources

ADVISORY COMMITTEES

“Learning goals and curricula reflect expectations of stakeholders. Schools incorporate perspectives from stakeholders, including organizations employing graduates, alumni, students, the university community, policy makers, etc., into curricula management processes.”

- **“Describe processes for determining and revising learning goals, curricula management, and assurance of learning. Discuss mission, faculty, and stakeholder involvement in these processes.”**

Curriculum Inputs

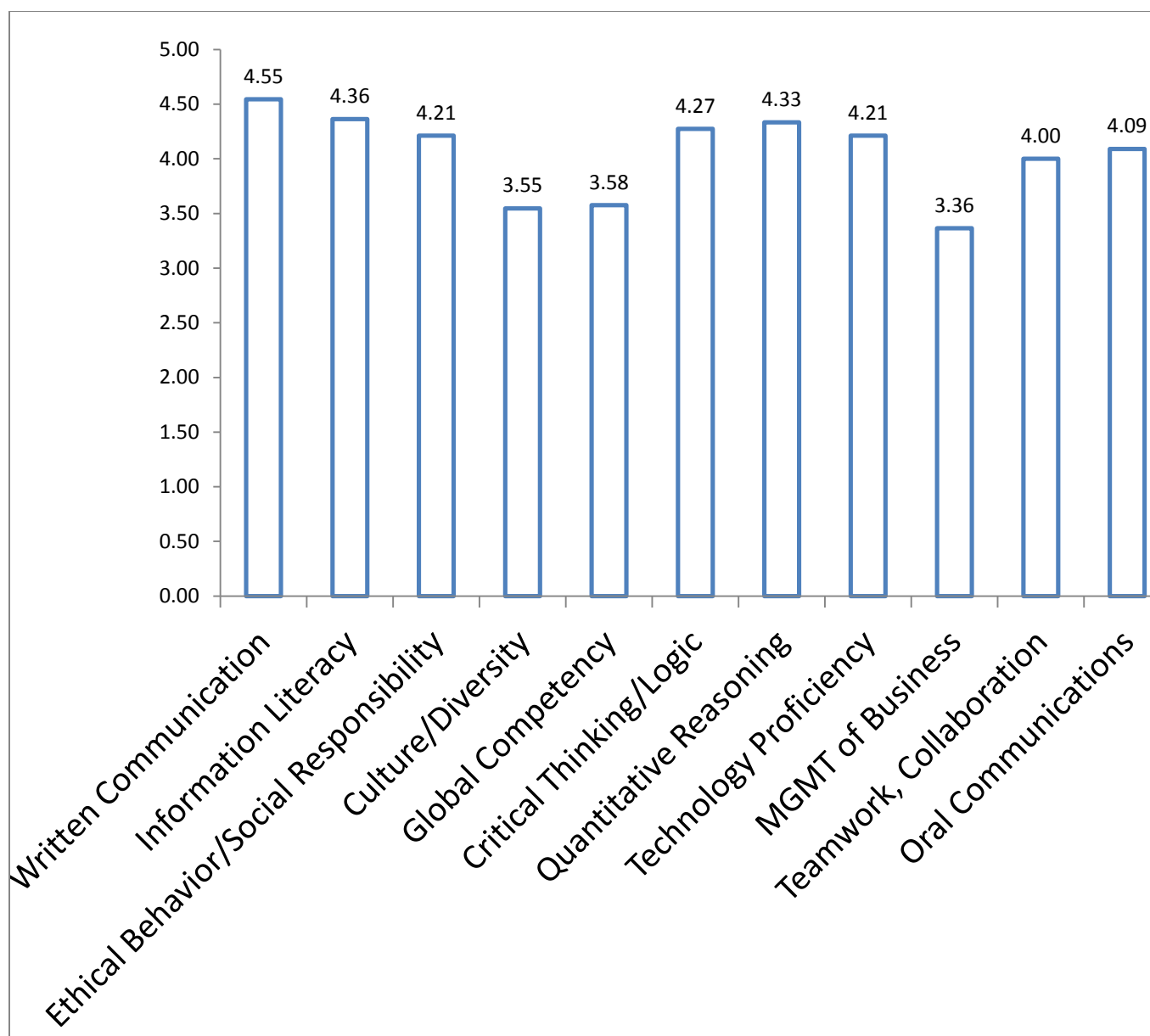
- **Survey of Alumni, Employers**
- **Employment Analysis**
- **Advisory Committees**

Recommended Assessment Plan (2012/2013 AoL Committee)

Learning Goal	Learning Objectives	Assessment Approach
Written Communication	Appropriate grammar, Organize ideas in coherent manner, development of idea etc.	Grade first 3 pages of “writing intensive class” report with rubric.
Information Literacy	Understand how to use credible sources.	Grade first 3 pages of “writing intensive class” report and also the references section of the report with rubric.
Ethical Awareness	Be aware of ethical principles when making decisions.	Students read case description and write response. Grade with rubric.
Diversity Awareness	Awareness of diversity issues	Students read case description and write response. Grade with rubric.

“Learning goals derive from and are consonant with the school's mission, expected outcomes, and strategies. Curricula management processes are guided by the school's mission, expected outcomes, and strategies. Curricula management processes align curricula for all programs with the school's mission, expected outcomes, and strategies”

“Learning goals are achieved. Systematic processes support assurance of learning and produce a portfolio of evidence demonstrating achievement of learning goals. These processes also produce a portfolio of documented improvements based on collected evidence.



Learning Opportunities

All general management and specialist degree programs at the bachelor's, master's, and doctoral level would normally include learning experiences that address the following general skill areas and general business and management skill areas (higher level of mastery for master's and doctoral programs is expected):

General Skill Areas

- Written and oral communication (able to communicate effectively orally and in writing)
- Ethical understanding and reasoning (able to identify ethical issues and address the issues in a socially responsible manner)
- Analytical thinking (able to analyze and frame problems)
- Information technology (able to use current technologies in business and management contexts)
- Interpersonal relations and teamwork (able to work effectively with others and in team environments)
- Diverse and multicultural work environments (able to work effectively in diverse environments)
- Reflective thinking (able to understand oneself in the context of society)
- Application of knowledge (able to translate knowledge of business and management into practice)

General Business and Management Knowledge Areas

- Economic, political, regulatory, legal, technological, and social contexts of organizations in a global society
- Social responsibility, including sustainability, and ethical behavior and approaches to management
- Financial theories, analysis, reporting, and markets
- Systems and processes in organizations, including planning and design, production/operations, supply chains, marketing, and distribution
- Group and individual behaviors in organizations and society
- Information technology and statistics/quantitative methods impacts on business practices to include data creation, data sharing, data analytics, data mining, data reporting, and storage between and across organizations including related ethical issues
- Other specified areas of study related to concentrations, majors, or emphasis areas

Specialized Business Master's Degree Programs

In addition to the general skill areas, specialized business master's degree programs would normally include learning experiences in the following areas:

- Understanding the specified discipline from multiple perspectives
- Framing problems and developing creative solutions in the specialized discipline
- Applying specialized knowledge in a global context (for practice-oriented degrees) or
- Conducting high-quality research (for research-oriented degrees)

RECOMMENDATIONS

- Focus on written communication, information literacy, ethical behavior, critical thinking/logic, quantitative reasoning, and technology proficiency.
- Identify a faculty coordinator and committee for each learning goal
- Ethics/social responsibility learning goal decision. Charged to the Ethics Sub-Committee.
- Two cycles of assessment of these six learning goals by the time of the AACSB final visit (2017).
- Investigate the “planning, organizing, and prioritizing” learning goal

CURRICULUM MAP SAMPLE

First Year Students

Credits	Catalog Number	Course Titles/Pre-Reqs, and Restrictions
3	ENGL 1010	
3	ENGL 1012	Pre-Req: ENGL 1010 (ENGL 1010)
3	Math 1311	Thinking Mathematically
3	BIOL 1010 OR CHEM 1007	Biology: The Study of Life OR Chemistry in Modern Life
3	CLAS 1110 OR HIST 3005	Classical Cultures OR The Shaping of the Modern World
3	ANTH 3135 OR HIST 3401 OR PRLS 1001	The American Urban Experience OR American Pluralism to 1877 OR Introduction to Puerto Rican and Latino Studies
3	ARTD 1010 OR MUSC 1300	Art: Its History and Meaning OR Music: Its Language, History, and Culture
3	PHIL 2101	Introduction to the Problems of Philosophy
4	ACCT 2001	Introductory Accounting
3	CISC 1050 or CIS 1110	Introduction to Computer Applications OR Introduction to Programming in C++