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## Undergraduate Curricula and Assessment Committee Meeting : 2011 : 02 : 01

University of South Florida St. Petersburg. College of Business. Undergraduate Curricula and Assessment Committee.

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**USFSP College of Business  
Undergraduate Curriculum & Assessments Committee  
Meeting Minutes**

**Tuesday, February 1, 2011, 10:00 AM, Piano Man Conference Room**

**Members Present:** Grover Kearns (Chair), Mary Jo Jackson (ex Officio), Mike Luckett, Sharon Segrest, Rick Smith

**Absent:** Bill Jackson , Alison Watkins

**Actions:** The following motions were approved.

**Motion 1:** The following Learning Goals will be measured in Spring 2011, in the stated months and classes. Learning Goals #1 and #4 will use the Written Communication Rubric and the Critical Thinking and Decision Making Skills Rubric respectively. Motion passed.

**Learning Goal #1**

Our students will produce quality oral presentations and written assignments using appropriate technology. Objective 1: Students will demonstrate effective writing skills (GEB 4890, February).

**Learning Goal #2**

Our students will demonstrate an understanding of general and discipline specific business concepts. Objective 1: Seventy percent of a sample of graduating seniors will score in the 50th percentile on the Major Field test. (GEB 4890, February).

**Learning Goal #3**

Our students will demonstrate proficiency with using appropriate technology in the resolution of business problems. Objective 2: Students will be able to access and obtain information using Internet resources. (ISM 3011, February).

**Learning Goal #4**

Our students will have the ability to use critical thinking and decision-making skills. Objective 1: Students will identify and prioritize key assumptions used in business decision-making scenarios. (GEB 4890, February).

**Motion 2:** Each discipline in the COB will include Student Learning Outcomes (SLOs) on each course syllabus that are measurable and specific (stated using action verbs). A process of continuous improvement will insure that all outcomes have been reviewed and are appropriate for the curriculum and overall program. Motion passed.

1. Approval of minutes of 1/18/2011 meeting: Approved.
2. ETS Schedule: Mary Jo announced that the ETS would be given the second week of February in the management capstone classes. It was noted that, in the future, we should consider moving the ETS out of the capstone classes and make it a prerequisite for graduation.
3. Review of AOL Schedule: Mary Jo reviewed the Assurance of Learning Schedule (included in the minutes of January 18. The COB must (1) show two years of closing-the-loop and (2) document significant curriculum revisions. In Spring 2011, four program objectives will be measured per the AOL Plan and as set forth in Motion 1 above.
4. Academic Learning Compacts: No action at this time. The current ALCs as submitted appear to be acceptable.
5. Survey: The Accounting Survey has been approved by the IRB. We will try to attach the other survey as an addendum since it only differs in that it has more questions. Each discipline is responsible for researching support for the topics that are taught in their major core classes. This support will become part of a formal document to support our overall curriculum needs. Kearns reminded members that the Input/Output Analysis for each class is due March 1.
6. Focus Group: Kearns agreed to speak with the Dean about hosting a focus group. At a later meeting, Dean Ebrahimpour stated that he would arrange for several industry leaders to meet with the UGCAC for a 2 hour lunch. The purpose would be to elicit information regarding the curriculum.
7. Other Business: The committee still lacks representation from Finance.
8. The meeting adjourned at 11:30 a.m.