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Graduate Curricula and Assessment Committee Meeting : 2007 : 09 : 12

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

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Minutes of the USFSP COB Graduate Curricula and Assessment Committee
September 12, 2007

Attendees: Jim Fellows, Chair
Wei Guan
Alison Watkins
Cindy Bean
Mike Lockett

Visitors: Geralyn Franklyn, Scott Geiger, Ryan Langan

The meeting was called to order by the Chair at 11:03 am.

1. The meeting opened with a discussion of the revised Learning Goals adopted by the committee in June 2007. These Learning Goals are more strenuous as is befitting a graduate level program. Associate Dean Geiger provided background on the AACSB reasoning for such changes based on the Bloom's Taxonomy. For more information on the Taxonomy please see http://www.aacsb.edu/resource_centers/assessment/Glossary/overview-glossary.asp
2. Dr Fellows presented the committee with the Spring 2007 Outcomes Assessment Document.
3. Dean Franklyn commented on a few issues:
 - The GCAC is to be commended for the Academic Learning Compact. This compact was chosen to be featured in the recent SACS report.
 - There is a need throughout the University for more training in Academic Learning Compacts and Assessment. The Dean may arrange for a SACS/AACSB consultant to give the COB faculty special guidance.
 - The AACSB visit report looks positive – more information will be given at the Friday Faculty Meeting.
 - The issue of offering MBA for credit has come up again this year. The committee is charged with making a recommendation with a specific focus on:
 - i. Could MBA Essentials be a Certificate Program?
 - ii. Could the Program be offered online or other alternative delivery method?
 - iii. Will MBA Essentials need to become part of the Assessment Exercise if it is for credit?
 - iv. Is this financially beneficial for faculty/student/university?
 - v. Is there a market outside our MBA students?

4. Dr Geiger made a point that we need to address our assessment process for the next five year cycle. Specifically he pointed out that group projects and final grades should not be used as the sole assessment process although it can be part of the process. This information should be relayed to all MBA faculty.
5. Dr. Geiger suggested that each semester the Outcomes Assessment report should be sent to all MBA faculty for continuous improvement.
6. The GCAC will meet with the AACSB team during their visit.
7. Meeting adjourned at 12:30pm. Dr. Fellows stated that he would advise us of when the next meeting would be.