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Kate Tiedemann College of Business: College  
Curricula and Assessment Committee:  
Graduate

Kate Tiedemann College of Business (KTCOB)

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## Graduate Curricula and Assessment Committee Meeting : 2006 : 10 : 04

University of South Florida St. Petersburg. College of Business. Graduate Curricula and  
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**Minutes of the USFSP COB Graduate Curricula and Assessment Committee  
Wednesday, October 4, 2006**

Attending: James Fellows, Chair  
Alison Watkins  
Cindy Bean  
Tom Ainscough  
Wei Guan  
David Walker, ex officio  
Ryan Langan, ex officio  
Scott Geiger, ex officio

The meeting was called to order at 9:00am. The Chair of the Committee, James Fellows, made a motion that the minutes from the prior meeting of September 20 be approved. Alison Watkins seconded the motion, and it was carried unanimously.

The primary purpose of the meeting today was to discuss the Spring 2006 assessment reports that were done in the MBA core required courses, with the intent of seeking ways to improve the content and delivery of the courses.

Dr. Alison Watkins gave her report on the course *Dynamics of Individuals in Technology*. Alison reported that the two objectives assigned to the course were met by the students, and she and Jeannie Gaines, with whom she team-teaches the course, will continue to monitor these objectives this semester, with the intention of video-taping the class presentations of the projects.

Dr. Fellows next gave a summary report of the course *Regulation and Reporting*, which was taught by Professor John Jewell. All three objectives that were measured by John were accomplished by the class. However, John stated in his written report that he would in the future change the manner in which students present their case studies, so as to give the students a more realistic understanding of many legal issues. One of the things John is doing is to adopt a new textbook on corporate governance.

Dr. Tom Ainscough then gave his report on *The Living Enterprise*. Tom team-taught this course with Todd Shank during Spring 2006. They set out four learning objectives, two of which were completely met, and two of which were only partially met. The course is being taught by James Fellows starting in Fall 2006. Dr Fellows stated that he will act upon the concerns addressed by Tom in his report, principally those dealing with understanding financial information.

Dr. Cindy Bean then reviewed the course taught by Bruce Teague, *Organizational Strategies for the 21<sup>st</sup> Century*. There were two sections of this course. She reported that the two objectives measured were only partially met by the students. Dr. Bean is now teaching the course, and she is addressing the concerns raised by Bruce by adopting a new textbook for the course, as well as a supplemental text that encourages critical thinking. Additional case studies are being used to help measure the learning objectives.

Dr. Fellows then gave a report on Tim Curran's course, *The Evolving Global Economic Environment*. Dr. Curran had two learning objectives for the course and both were successfully met. Dr. Curran will continue to measure these objectives for the Fall 2006 semester.

During all of the reports the committee discussed the instructor's comments as given in their reports, with the discussion centered principally on how the learning objectives could be better measured. There was also a discussion of perhaps adding one or two learning objectives to some of the courses for Spring 2007, but no decision was made on that. For Fall 2006 the same learning objectives are being used for each of the courses.

Dr. Fellows said that he will write a formal report of the Spring 2006 assessment reports, including measures that are being taken in Fall 2006 to improve on the courses and to achieve the learning objectives that were not met during Spring 2006. Once the first draft of the report is completed, he will circulate to all members of the committee for their comments.

In addition to a discussion of the Spring 2006 assessment reports the committee also addressed whether the MBA program should start requiring the ETS assessment exams for all of our students. It was decided not to make any formal recommendations just yet, but to perhaps require all new entrants into the program, starting in Fall 2007, to take these assessment tests. More discussion of this topic will occur at our next meeting.

The meeting was adjourned at 10:30am.