



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

Kate Tiedemann College of Business (KTCOB)

10-18-2007

Undergraduate Curricula and Assessment Committee Meeting : 2007 : 10 : 18

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

Follow this and additional works at: https://scholarcommons.usf.edu/ktcob_college_curricula_assess_committee_undergrad

Scholar Commons Citation

University of South Florida St. Petersburg. College of Business. Undergraduate Curricula and Assessment Committee., "Undergraduate Curricula and Assessment Committee Meeting : 2007 : 10 : 18" (2007). *Kate Tiedemann College of Business: College Curricula and Assessment Committee: Undergraduate*. 17. https://scholarcommons.usf.edu/ktcob_college_curricula_assess_committee_undergrad/17

This Other is brought to you for free and open access by the Kate Tiedemann College of Business (KTCOB) at Scholar Commons. It has been accepted for inclusion in Kate Tiedemann College of Business: College Curricula and Assessment Committee: Undergraduate by an authorized administrator of Scholar Commons. For more information, please contact scholarcommons@usf.edu.

Undergraduate Curriculum Committee Meeting Minutes
October 18, 2007

Present: K. Braunsberger, G. Kearns, D. Marlin, M. Wilson, M. Jackson, J. Strachan

K. Braunsberger called the meeting to order at 12:10.

The following three issues were discussed during today's meeting:

1. Catalog Changes

- a. The previously approved ISDS changes have by now also been approved by the UGC.
- b. One of the changes—concerning a change in course prerequisites—is subject to not being challenged by USF Tampa.
- c. As of this year, USFSP will have its own electronic catalog file that can be changed locally; the course listings, however, will remain the same as those displayed in the Tampa catalog.
- d. The new process for changes to courses and programs requires that changes be submitted online for review by all campuses in the USF system. If they are not challenged, Jennifer Baker will request the registrar to make the changes. This is a new process and each discipline should communicate intentions to Tampa to avoid the appearance of any deception. If problems arise, they should be handled through the committees.
- e. It was decided to ask Dean Franklin and Associate Deans Geiger and Strachan to designate a staff member to be in charge of checking once a week whether online posting about catalog changes have been made by Tampa. This staff member will report to the Chair of the Undergraduate Curriculum Committee once a week.

2. Assurance of Learning Plan--Assessment

It was decided that the Undergraduate Curriculum Committee would pursue the following agenda for the remainder of the semester:

- a. Reviewing and revising the measurements for assessment to reflect 1) the changes in AACSB standards introduced earlier this calendar year; and 2) the changes to the COB's mission, values and vision that were the result of the efforts of the *Ad Hoc Strategic Planning Committee* which convened during summer and the college faculty who endorsed the new strategic plan.
- b. Make sure that the wording of the goals and objectives in the Assurance of Learning Plan clearly shows what exactly is being assessed.
- c. Reconsider how to make **Closing the Loop** a more prominent feature in the Assurance of Learning Plan.

d. Look at all core courses within the COB and make sure that all of the revised and new learning goals are being met. Here it needs to be decided which of the courses need to incorporate which learning goals and in which courses measurements should be taken.

e. Review measurements, specifically course-embedded measurements, for sufficiency.

f. Trying to find additional corroborating evidence/indirect measures so we can cancel the need to use course grades

g. Redo the matrix that is part of all syllabi to make sure all learning goals are being addressed. An example of the current matrix appears below:

KEY LEADERSHIP SKILL(S) AND PERSPECTIVES ADDRESSED IN THIS COURSE: Numbers indicate levels 0-5, from 0 = no coverage to 5 = very high coverage

Interpersonal and Communication Skills	Analytical and Critical Thinking Skills	Information Technology Skills	Reflective Thinking and Experiential Learning	Ethical and Social Consciousness	Multicultural Competence	Corporate Social Responsibility
5 (a)	5 (b)	5 (c)	5 (d)	4 (e)	3 (f)	4 (g)

- a. *Interpersonal and Communication Skills* – Teamwork, presentations, and discussions throughout the course; meetings with client.
- b. *Analytical and Critical Thinking Skills* – Teamwork, presentations, discussions & assignments throughout the course, especially the marketing plan and the case studies; meetings with client.
- c. *Information Technology Skills* – Use of computer software for presentation purposes throughout the semester, use of library databases for case assignments and marketing plans, use of statistical software for data analysis purposes.
- d. *Reflective Thinking and Experiential Learning* – Teamwork, presentations, discussions & assignments throughout the course, especially the marketing plans the case studies.
- e. *Ethical and Social Consciousness* – Marketing plans.
- f. *Multicultural Competence* – Case Studies 5-6 (China), 10-1 (Canada), 1-6 (India).
- g. *Corporate Social Responsibility* –Marketing plans.

3. The need to establish procedures for updating and disseminating syllabi templates, master course descriptions, and lists of approved textbooks.

The meeting adjourned at 1:50.