



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

Kate Tiedemann College of Business (KTCOB)

10-17-2012

Undergraduate Curricula and Assessment Committee Meeting : 2012 : 10 : 17

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

Wednesday, October 17, 2012, 11 AM, Piano Man Conference Room

Members: Bill Jackson , Grover Kearns (Chair), Lucie Li, Mike Luckett, Dan Marlin, Todd Shank, Rick Smith, Bob Thompson (ex Officio)

ACTIONS:

All Academic Learning Compacts (ALCs) will be submitted by discipline on the form provided by the Director of Academic Affairs. Passed unanimously.

Change Marketing Major standard to “Marketing majors must earn a grade of C- or higher in all major coursework...” This replaces “...a grade of C or higher...” Passed unanimously.

Change Marketing Minor standard to “Marketing minors must earn a grade of C- or higher in all major coursework...” This replaces “...a grade of C or higher...” Passed unanimously.

Add two Economics Special Study courses to the USFSP catalogue (these courses are now in the system and presently in the USF Tampa catalogue – the number and description will remain unchanged).

BUSINESS

Assurance of Learning

Bob Thompson stated that the COB Assurance of Learning Report and the POA Assurance of Learning Report had been sent to the consultant for review.

Bob also explained that the ETS exit exam would be conducted in the new 1-hour credit course that is a co-requisite with the capstone class.

Bob stated that we needed to address the current process for improving written communication skills. One approach will be to adopt a tool incorporating ‘3 strikes you’re out’. Students who cannot perform well on the written assignment may have to receive assistance at the

Academic Learning Compacts

Some disciplines are not making a timely submission of the ALCs and in some instances are incomplete. If the learning objectives are met several times then it is appropriate to either change the measure(s) or the learning objectives to be measured. In any case, it is important that we document what actions were taken as a result of the measurement (e.g., closing-the-loop).

Also, it was agreed that all submissions would use the most current format provided by administration. Submissions will be sent to the Assistant Dean (Bob Thompson) who will forward them to administration (Ernie Gonzalez). Bob will also check to insure the ALCs have been posted to the server (Q drive).

New Courses/Programs

Bill Jackson stated that there would be various changes to the Entrepreneurship major including program changes and course changes. He will submit those changes to the chair for approval.

Mike Luckett submitted a program change for Marketing so that the requirement will be “Marketing majors must earn a grade of C- or higher in all major coursework...” This was changed from a letter grade of C to C- for both the major and minor. The proposal was passed unanimously.

Other Business

Bob spoke about the new one hour credit course that would be a corequisite for the COB capstone class. The course would review essential information for various disciplines and quantitative management topics that have not been covered in other courses such as critical path method, queuing theory, and liner programming.

The members discussed having a writing assignment graded and, if students performed poorly, requiring that student to seek assistance from the Academic Success Center. Rick suggested we use a tool such as 3-strikes and you are out. This would require students to resubmit the writing assignment if they missed more than three items on a list of writing violations. Each new submission would lower the grade one letter.

Adjourned at Noon

GSK