



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 : 2011 : 12 : 02

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USFSP COLLEGE OF BUSINESS
GRADUATE CURRICULA AND ASSESSMENT COMMITTEE (GCAC)
Minutes of Meeting: December 2, 2011, C.E.

Attending: James Fellows, Chair
Gary Patterson
Karin Braunsberger
Richard Moss
Sharon Segrest

The meeting was called to order at 10:30am by the chair. Minutes of the prior meeting had been approved via email vote.

The first order of business was a discussion of the Fall 2011 assessment report for one of the learning objectives for *Managerial Analysis*. Richard Moss, instructor for the course, reviewed how he had changed his measurement tool for the two questions that assessed this objective. For each question he separated out various knowledge components (4 for one question and 8 for the other question) that he wanted each student to understand, and measured each of these components separately, requiring an 80% success rate on each component. The GCAC concluded that this is a superior method for assessment purposes.

The next order of business was a thorough and exhaustive review of the assessment reports from Fall 2009 through Spring 2011. The GCAC members acknowledged their close reading and study of each of the reports and found only minor comments to add. The chair noted that he will be discussing these reports at the faculty meeting on January 6.

The last order of business was a discussion of the best means of testing MBA students using the Major Field Test of the ETS exam. Currently it is done in the course *Advanced Strategies for the 21st Century*. The GCAC, by unanimous vote, agreed to the following proposal:

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- 1) The exam would be given on two alternate Saturdays at the beginning of the semester for those students who are currently enrolled in the last 18 hours of their program. The Graduate Office would provide the proctor, e.g., a grad assistant perhaps.
 - 2) An incentive to perform well on the exam would be provided to the students. In particular, any student who scores below a certain percentile in any subject area, e.g., in the lowest 30%, must re-take the Essentials course in that subject area. This will encourage all students to take the exam seriously.
 - 3) No student can graduate until they have completed this requirement, including re-taking any necessary Essentials course.

The GCAC asked the chair to request comments on this proposal from Associate Dean Watkins. The chair agreed to do this.

If this proposal is instituted as a policy, a different measurement tool will be used in *Advanced Strategies for the 21st Century* to assess the assigned learning goal for that class.

The meeting adjourned at 11:45am.