



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

Kate Tiedemann College of Business (KTCOB)

10-6-2010

Undergraduate Curricula and Assessment Committee Meeting : 2010 : 10 : 06

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USFSP College of Business
Undergraduate Curriculum & Assessments Committee (UGCAC)
Minutes of Meeting

Wednesday, October 6, 2010, 10:00 AM, Piano Man Conference Room

Present: Grover Kearns (Chair, Associate Professor), Mike Lockett (Associate Professor), Sharon Segrest (Assistant Professor), Todd Shank (Associate Professor), Alison Watkins (Associate Professor, ex Officio)

Absent with Apologies: Bill Jackson (Associate Dean, ex Officio), Rick Smith (Associate Professor)

Guest: Robert Thompson

1. Minutes from 9/08/2010 meeting were unanimously approved.
2. Discussion of Survey Products

Following on the charge by Dean E., the committee discussed the results of the employer survey. Alison suggested a review of all surveys should be reported to summarize findings and assist in making appropriate adjustments to courses and programs. All agreed. It was also decided that it would be useful to identify ksa's (knowledge, skills, abilities) by discipline that were determined to be useful by employers. Lockett noted that the *Bloom's Taxonomy of Learning Domains* provided a useful tool for synthesizing learning goals for all disciplines which could be supported by specific ksa's in each discipline. Thompson suggested surveying former students to determine which ksas had served them and to determine potential weaknesses in the programs. Segrest suggested two other sources of inquiry: a brochure that she had used at a previous university and the *Dictionary of Occupational Titles*. The following was resolved:

- A. Each discipline will identify potential employers for surveying.
- B. Each discipline will identify specific ksa's for the survey.
- C. Kearns will develop and circulate general questions for comment to be placed on each survey.
- D. Surveys will be entered on Web Monkey and conducted by 11/3/2010.

E. Based on survey results, on campus surveys of employers will take place in the spring semester.

F. Results will be used for a general brochure and discipline-based brochures to be given to potential employers, etc.

G. A survey of former students will be considered for the future.

3. Program Quality Review and Course I/O Analysis

It was agreed that a formal analysis of individual course inputs and outputs would be the responsibility of each discipline. Overall analysis of the ksa's inputs and outputs will be performed in the spring semester after review of the survey results.

4. Global Business Program Subcommittee

It was noted that the UGCAC cannot, as a committee, both develop and approve a program. The two primary developers of the Global Business Program, Todd Shank and Sharon Segrest, are both on the UGCAC. Luckett, who is chair of the Undergraduate Curriculum Committee, noted that as much material as possible should be submitted to the UGC when seeking approval. Segrest and Shank have met with the Dean and stated that the amount of work to be performed is substantial. Most involves information gathering but some may require surveying the business community. A subcommittee, including Segrest and Shank, has been formed to assist in the overall effort. Segrest and Shank have agreed to determine work products to be assigned. Others volunteering include: Kearns, Luckett, Tom Carter, and Nina Schmidt.

5. The next meeting will be on November 3 at 10 am in the Piano Man conference room.

6. The meeting was adjourned at 11:35 am.

gsk

