

**Undergraduate Curriculum Committee
Meeting Minutes
Friday, August 23, 2019**

Meeting Facilitator: Theresa Presley (Chair)
Secretary: Jennifer Shewmake
In Attendance: Linden Dalecki, Marketing
June Freund, Economics
David Hogard, Academic Advising
Fang Lin, Finance
Shipra Paul, Management
Theresa Presley, Accounting
Jennifer Shewmake, Accounting
Dwight Strong, CIS

1. Ranking of Learning Goals for the Undergraduate Program

- Each committee member was asked to rank 10 learning goals (Communication, Ethics, Critical/Analytical Thinking, Global Awareness, Teamwork, Information Technology, Applied Knowledge, General Knowledge, Leadership and Creativity/Entrepreneurship) in order of importance, keeping in mind the Kelce College of Business (KCOB) Mission
- A total of 10 points were awarded, with points being assigned to at least 4 goals.
- The committee determined the top learning goals for the undergraduate program to be *Communication, Critical/Analytical Thinking, Teamwork and Information Technology*. (Applied knowledge was tied among the top 4 goals, however, the team determined this goal could be included with Critical/Analytical Thinking, therefore, dropped from the ranking)
- Please see the attached matrix for details of ranking.

2. Review of the Rubric to Evaluate the Quality of Program Learning Goal and Objectives.

- Each learning goal was determined to Meet Expectations of the following:
 - Program assessment system contains four to eight learning goals

- Any learning goals implied by the mission statement are articulated in the assessment system
- Program learning goals map clearly to the mission statement.
- Learning goals are broad and not observable/measurable
- Learning goals include knowledge sets
- Learning goals include skill sets.

- The committee is still developing the learning goals into well-written statements describing what students will be or have upon completion of the curriculum/program.

3. Reviewed KCOB Updates & Revisions 2014-2018

- Committee reviewed new courses and course revisions made during the last AACSB review period for effectiveness. Specifically discussing the following:

- ECON 468 will ~~not~~ **NOW** offer 1 section as Writing to Learn which will help out students fulfill that requirement within their degree.
- ECON 437 is not working. Naming of the course, interest, etc. Students may be unaware of course objectives based on naming of the course.
- CIS 230, 240, 640 – Description changed to be able to be more relevant to the changing industry. Classes more relevant to the degree.
- IB major revisions excluded foreign language requirements. Students are being highly encouraged to take some foreign language.
- MGT 105 was re-activated but currently not being taught.
- MKTG 450 is focused more on personal selling utilizing role play (buyer/seller) type format
- MKTG 420 Services Marketing is a new class using an applied learning format, working with clients.
- MKTG 460 Social Media Marketing is a new class using an applied learning format, utilizing online simulations
- Undergraduate admission requirement changes (Dropped ACCTG 202, ECON 200, ECON 201 from admission standards) appear adequate.

- Committee discussed curricular changes resulting from external/internal faculty review

- Degree name change from “Economics” to “Business Economics” in order to remain current with the field and better reflect the true nature of the degree.
 - Business colleagues are still discussing the relevance of this change.
- Addition of the Kansas Insurance Certificate program during 2017-2018 year. Program has been well received and growing.



- Committee discussed the possibility of creating a General Business / Undeclared Business degree for entry into the KCOB giving students an opportunity to learn more about business before deciding upon a degree path.

Next meeting: Friday, September 13, 2019 at 1 p.m. in the Accounting Conference Room

Task to complete before meeting:

Develop each learning goal into a construct fit to the KCOB Mission. Each goal should also have learning objectives defined to meet these goals. The objectives should be specific and measurable.

- Please refer to the 'Rubric to Evaluate the Quality of Program Learning Goals and Objectives' matrix when developing these goals and objectives.