

Assurance of Learning Committee Agenda
State Farm Room
March 26, 2019

Members Present: Drs. Jean Snavely (chair), David Zimmer, Thad Crews, Mary Jane Gardner, Evelyn Thrasher (ex-officio) and Mohsen Mollagholamali; Not present: Bob Hatfield., Whitney Peake (ex-officio), Ismail Civelek, Allen Hunt

Meeting was called to order at 11:15 a.m.

Approved February 12, 2019 minutes with a minor correction offered by Dr. Crews. The Core Curriculum subcommittee did not ask where majors will be in 5 to 10 years.

I. Action Items

a. Pre-test results (Attached)

The committee reviewed pre-test results for the year in which the pre-test has been administered in MGT 498 and ENT 496. One professor's students do particularly well on the assessment. Dr. Megger gives extra credit if his section outperforms all other sections that semester.

The sense of the committee is that incentives usually lead to better performance.

RECOMMENDATION: Encourage MGT 498 and ENT 496 professors to offer incentives for good performance on the AOL Pre-test.

The committee reviewed the 5 questions in which a majority of sections have less than 70% correct. The questions look reasonable so the committee wants to examine the answers to see if they are reasonable as well. To be considered at the next meeting.

b. Global awareness and written communication results (Attached)

The committee reviewed the results for Global Awareness and Written Communication for Face-to-face and online students using an applied case about GM's consideration of expansion into China. Areas needing improvement were as follows

Written communication – Formatting needs improvement

RECOMMENDATION: Professors should encourage students to use the Style Guide posted on the GFCB website. GFCB Rubrics are posted on the AOL site. Professor might consider letting students see the rubric to have perspective on expectations for performance. Rubrics are posted on the AOL website.

Global Awareness – Students generally fall short on the analysis of Global Factors. They tend to limit discussions to information provided. There is some critical thinking, but this area can be improved.

RECOMMENDATION: Professors could encourage students to look for more information elsewhere. The committee recognizes that students may see this as an opportunity to copy outside sources so some safeguards would need to be included. A statement such as, "Good analysis involves going beyond what you've been given for this case." Professor might consider letting students see the rubric to have perspective on expectations for performance. Rubrics are posted on the AOL website.

II. Brainstorming the measurement of oral communication skills

Historically, the committee has relied on MGT 498/ENT 496 to record presentations for evaluation. There is already a great deal of content in these courses. The committee wants to measure oral communication skills in classes that already have presentations or some other presentations (mock interviews or sales pitches, for example) included in their curriculum. The committee is considering the following, and each committee representative is charged with finding out how the department feels about the following suggestions:

- a. Identify one or two upper division classes in each department
- b. Either tape for later review or have 2 assessors at presentations

III. Ethics certificate and AOL

One of the undergraduate Learning Objectives is

Goal 2: Legal and Ethical Awareness

Our students will demonstrate an awareness of legal and ethical issues in business and society Our graduates will recognize legal issues in business contexts. Our graduates will be able to recognize ethical issues for different business situations. Our graduates will demonstrate knowledge of corporate governance issues as they relate to the responsibilities of business and society

It is very difficult to identify where students are consistently exposed to ethical considerations in the core. Also, measuring ethical and legal awareness is not a topic emphasized in MGT 498. Measuring ethical awareness in MGT 498 and ENT 496 puts additional work on those professors.

Dr. Thrasher has incorporated an ethical component in her BDAN 330 class as well as the Data Analytics Certificate. Dr. Thrasher is using the Ethical Leadership certification program offered by the National Association of State Boards of Accounting Center for the Public Trust. This program costs \$39.99 and is available on line. Link for more information

<https://learning.thecpt.org/collections/ethical-leadership-certification-program>

Discussion began with having every department administer this particular test. This could lead to overlap for students, but the committee was in favor having an ethical certification for virtually every GFCB student. Interests in certifications offered by external, industry recognized sources.

Dr. Mollagolamali knows there is a certification program through the CFA Institute that is free for students. It is particularly for Business Finance students. There is probably a planning program as well, but further research is needed.

Final indicates that perhaps there are ethical certifications in each of the disciplines in GFCB that can be used to measure student ethical performance. Each committee member is checking to see what is available. If there are none for a particular discipline, the NASBA certification Dr. Thrasher uses. While the program was developed by the Accounting profession, the subject matter is relevant to all business majors.

IV. To be completed

- a. Graduate global awareness assessment – Will get diaries/essays from the recent PMBA trip
- b. Undergraduate Strategic thinking – Thad Crews and David Zimmer will evaluate for the next meeting.

The meeting was adjourned at 12:15 p.m.

