



COMMITTEE ON ACADEMIC PLANNING AND REVIEW

13-14 CAPR 23
Thursday, May 01, 2014

TO: The Academic Senate

FROM: The Committee on Academic Planning Review (CAPR)

SUBJECT: 13-14 CAPR 23:CAPR Report of the [13-14 Five-Year Program Review for the College of Business and Economics](#)

PURPOSE: For Action by the Senate

ACTION REQUESTED: Acceptance of the Five-Year Program Review of the College of Business and Economics to continue without modification. The date of the next Five-Year review is 2018-2019.

BACKGROUND INFORMATION:

The College of Business and Economic representatives presented their Five-year Review to CAPR on April 3, 2014.

PROGRAM DESCRIPTION AND RESOURCES:

CBE has four departments: Accounting and Finance, Economics, Management, and Marketing and Entrepreneurship and continues to operate out of the Valley Business and Technology Center (VBT). In addition to its offerings at the aforementioned primary locations CBE provides MBA degree programs in San Ramon and in Moscow, Russia.

In Fall 2013, CBE had 49 full-time tenured/tenure track faculty members, with a total full-time equivalent faculty (FTEF) of 53.6. CBE faculty make up 11.3% of the FTEF for the University. In 2011-12, the University conferred a total of 3895 degrees, of which 25.34% (793 bachelor's and 194 master's degrees) were from CBE programs.

In the past five years they created and launched new programs, revised existing programs and closed programs where student demand was low and/or resources to support these programs were not available. All of the programs are subject to AACSB accreditation which has recently been reaffirmed for the next five years. In support of their efforts to ensure that the programs have clear goals and are being delivered with effective pedagogies and relevant content, they overhauled the assurance of learning system in 2014.

They have also continued to hire new faculty as existing faculty retire and in support of new programs. Their plan is to keep the program growth in line with their faculty resources, including both tenure track and non-tenure track faculty. CBE's five year plan for hiring new faculty is shown in Table 1.

PROGRAM OUTCOMES AND ASSESSMENT:

In response to the concerns raised by AACSB accreditation agency, CBE implemented assessment of learning outcome improvements in 2013. These improvements include: (1) system improvements, (2)

faculty involvement and, (3) closing the loop to improve student learning outcomes. In summary, CBE took the following actions:

- created an Assurance of Learning Task Force.
- created new and clearly defined roles and responsibilities for faculty and administration.
- introduced consistent use of AACSB terminology.
- created a comprehensive multi-year plan and schedule of activities for AoL.
- researched and adopted new rubrics via a faculty driven process.
- launched a faculty driven process to review our curriculum mapping.
- launched an assessment website.
- adopted the end of quarter CAPSIM assessment test process as a tool for data collection in all sections of our undergraduate business program and some sections of our MBA program.
- currently is participating in a CSUEB Blackboard Outcomes pilot project for institutional and program assessment.

CAPR RECOMMENDATION(S) FOR CONTINUATION OF THE PROGRAM:

CAPR recommends continuation of the programs in CBE without modifications. The date of the next Five-Year review is 2018-2019.