

BSBA Program Committee Recap
April 19, 2019

Attendees: Eric Fricke (Chair), Ekin Alakent, Filippo Rebessi, Joon Hee Oh, Robert Lin and Sandy Luong

Topics:

1. Review program committee role and responsibility according to the approved AOL handbook.
2. Changes to curriculum map.
 - a. Discuss changes and recent edits
 - b. ECON 200 misspelling
 - c. ECON 313 no longer cross listed with PHIL 313
 - d. Next step: Move changes to Curriculum Committee
3. Add program changes to improve retention and graduation rates.
 - a. Data – Review documents and discussion
 - i. Require students to pick a major by a certain date?
 - ii. Retention issues – No. 1 issue being finances
 1. Increase TA hires?
 - iii. If we require more courses than others, what can we do?
 1. Econ, BGS, Ethics, Bus Com, Prof Skills, 500 Econ courses are not very common when compared to other schools; if some courses can be C4 or D4 than one less course for students to take (making better use of GE)
 2. Possibly proposing writing TAs
 3. Bus Ethics & BGS curriculum overlap (use of same textbook) – BGS should be more macro and Bus Ethics should be more micro. Bus Ethics should focus on HR/OB issues and use different textbook. Make Bus Ethics a 1.5 unit course?
 4. Bus Com (Mktg 305) – A lot of CSUs require this, perhaps look into a way to require an upper division writing course and allow students take WST to test out of requirement?
 5. BUS 335 – Get rid of course due to staffing issues? Make it a 1.5 unit course? Have it be used as a replacement for WST? Making it an elective course for all majors so that cap can be lower?
 6. Look at units students are graduating with to possibly show why certain decisions will increase graduation rates?
 - iv. Math requirements
 1. Do we need business calculus? Sometimes students seek out schools that do finite math.
 2. Where calculus wanted: Managerial Econ, some Finance Courses, some Operations Courses

- b. Request to come up with possible ideas
- 4. Schedule Meeting #2 – Tentatively set for 10am on May 10th.

Items for Meeting #2:

- 5. Review Fall 2018 assessment results reports:
 - a. Capsim Report for learning objectives (1A) Functional Knowledge and (1B) Critical Thinking
 - b. BSBA LO 2A: Quantitative Methods
 - c. BSBA LO 2B: Use of Technology
- 6. Status of remaining learning objectives:
 - a. LO3A: Oral Communication
 - i. Assessed in BUS 499/BUS 335 by Sweety Law and one teaching faculty (Darendeli for online section).
 - b. LO3B: Written Communication
 - i. Reserved assignments from BUS 370 to be assessed in Spring 2019 during Pizzassessment #2.
 - c. LO3C: Teamwork
 - i. Assessed in BUS 499 by teaching faculty
 - d. LO4A: Ethics
 - i. Assessed in BUS 320/ACCT 342 by teaching faculty.
 - ii. Updated Ethics rubric for application in both courses Spring 2019.