MINUTES:  Business Faculty Meeting, September 6, 2012, 3:30 pm, TJM 302

PRESENT:  Mr. Jackson, Mr. Agron, Ms. Edris, Dean Galardi, Dr. Goebel-Lundholm, Mr. Griffin, Dr. Grotian, Dr. Grotian-Ryan, Dr. Hutchison, Mr. Knape, Ms. Parriott, Ms. Pemberton

I.  Business faculty discussed Mr. Jackson’s Business Capstone and Program Review report for the 2011-2012 academic year. Student comments used in the report were considered useful for establishing trends and drawing themes to identify improvements that can be made. Dr. Hutchison suggested the identification of ten areas for concentration on improvement.

Mr. Jackson indicated that the results of the Learning Assurance Report (from the Business Strategy Game) and the results of the Comprehensive Business Exam reflected some of the same weaknesses in students’ knowledge.

Pursuant to Mr. Jackson’s suggesting quantitative analysis be used, Dr. Galardi asked, “What is the analysis we are going to use?” Dr. Galardi indicated possibly obtaining a report from Mr. Beardsley and using work study personnel to enter data.

II. Assessments of the results of the Comprehensive Business Examination (CBE) had been shared with business faculty before the meeting. Mr. Jackson explained that the decision to use the CBE had come late in the year. The test was not voluntary, and two of the students did not apply effort in taking the test. Senior students with accounting majors did very well on the test.

A high percentage of the students were not graduated in May and will remain in school for an additional year or 18 months allowing future experience with the CBE.

Dr. Galardi noted that the core concepts of the CBE were the same included in the eleven Business core classes – definitions, concepts, and theories.

A possible study guide may be developed – possibly online this fall. At some point the department will begin running statistics for the PSC experience with the CBE. The testing company will be contacted to obtain a test sample not currently in use in order to understand the style of the test. Mr. Jackson made a motion to develop and use a study guide with quizzes. Mr. Griffin suggested that before developing a study guide, the nature and style of the test should be established. Dean Galardi will work to obtain the sample test.

III. Mr. Jackson proposed changing the name of BUS 329 from Promotion to Integrated Marketing Communications. This would not change the content of the course but would bring the name of the class in line with what other schools are currently using. Dr. Goebel-Lundholm moved to change the name of BUS 329 from Promotion to Integrated Marketing Communications. Dr. Grotian seconded the motion. Motion was approved. Dr. Galardi advised Mr. Jackson to complete applicable paperwork and present the change for approval at the September School of Professional Studies meeting.

IV. Employers have been requesting that students should have better skills in Excel software. Final exams in Finance and all accounting classes are given in Excel. Mr. Agron also uses Excel in Microeconomics, and Ms. Pemberton uses Excel in the Quantitative Methods class.

Ms. Parriott indicated that two additional sections on Excel were included in her classes. Mr. Griffin expressed a difficulty in teaching Excel to students not understanding percentage and standard deviation. Dr. Galardi suggested that review of basic quantitative methods and that BUS 214 would be helpful.

V. In other business Dr. Galardi asked faculty if they would like to use a standardized master syllabus for each class. Business faculty expressed a preference to update their syllabi as they felt necessary.

VI. Meeting was adjourned.