

McCOY COLLEGE OF BUSINESS ADMINISTRATION

CBAPPS 2.04

Planning, developing, monitoring and assessing undergraduate curricula in the McCoy College of Business Administration.

PURPOSE

The purpose of this document is to establish policies concerning the planning, development, modification, monitoring and assessment of undergraduate McCoy College curricula. Additional information concerning the role and responsibilities of McCoy College undergraduate core course coordinators is also provided.

UNIVERSITY POLICIES

Academic Affairs Policy & Procedure Documents:

- 2.01 Course Inventory Maintenance
- 2.05 Academic Programs: Additions and Deletions

College of Business Administration Policy and Procedure Document:

- CBAPPS 1.03 Membership on Standing Committees
- CBAPPS 2.07 Graduate Curriculum, Planning
- CBAPPS 2.06 Faculty Meetings and Voting

UNDERGRADUATE CURRICULA PLANNING AND MONITORING

- A. The McCoy College is committed to the development of up-to-date curricula for all of its programs. To accomplish this goal, the department chairs appoint curriculum committees for each undergraduate program offered in their department and, for undergraduate business core courses, a core course coordinator. Departmental curriculum committees are charged with the review of courses offered in the department and recommending addition(s), deletion(s) and changes when appropriate. Undergraduate McCoy College core courses are reviewed for content every three years and departmental course offerings at least every five years.
- B. In addition to the departmental curriculum committees, the dean appoints a McCoy College Undergraduate Curriculum Committee (UGCC) made up of representatives from each department to review undergraduate programs, the undergraduate business core courses, undergraduate course proposals,

undergraduate course deletions and new undergraduate programs from academic departments. The associate dean with undergraduate student responsibilities and College members of the University Curriculum Committee are ex-officio members of the UGCC (if they are not member(s) of the UGCC.)

- C. The McCoy College of Business Administration Council (CBAC) is responsible for reviewing proposals transmitted by the UGCC concerning changes to the McCoy College undergraduate core courses, undergraduate non-core courses, undergraduate programs or the undergraduate minor in business administration.
- D. After collaboration with the UGCC, proposals concerning the McCoy College undergraduate core courses or the undergraduate minor are made available for review to all faculties and a vote is conducted by the Dean in accordance with the College voting PPS (CBAPPS 2.06).

Any changes to the McCoy College undergraduate core courses or minor that have been approved by the UGCC and McCoy College faculty are implemented following standard curriculum review procedures governed by the curriculum calendar as posted by the Provost (University PPS 2.05).

CURRICULA DEVELOPMENT

- 1. McCoy College Undergraduate Core Courses or Minor
 - A. McCoy College Undergraduate core courses are defined as all courses required for the BBA undergraduate degree in business administration that are common to all degree programs and majors in the McCoy College (i.e., required of all students majoring in any field of business administration). As such, these courses must meet and maintain specific standards set by the McCoy College. These standards are developed and monitored by the McCoy College faculty through the UGCC in conjunction with the CBAC, the McCoy College Assessment Committee and AACSB. These standards reinforce the concept that the College has primary responsibility for undergraduate core courses and departments have secondary responsibility.
 - B. Proposed changes to the McCoy College undergraduate core courses may originate from faculty, administrators, the UGCC, the McCoy College Assessment Committee, department curriculum committees or external constituents. Changes to the McCoy College undergraduate core courses are transmitted to the UGCC through individual department representatives on the UGCC, department chairs or other administrators in the McCoy College for review and discussion. After UGCC review, departmental representatives who are members of the UGCC bring proposals concerning the McCoy College undergraduate core courses to their departmental curriculum committees and departmental faculty for review and comment. After allowing

a reasonable amount of time for faculty and departmental review, the UGCC consolidates and reviews all input and makes recommendations to CBAC concerning individual proposals affecting the McCoy College core courses and to the individual(s) or department faculty making the recommendation.

- C. Primary responsibility for the development, modification and monitoring of the minor in business administration rests with the UGCC. Proposed changes to the McCoy minor follow the same procedures as outlined in paragraph 1.B above.
2. Non-core Courses and New Programs

New programs or changes, additions or deletions to non-core undergraduate courses are reviewed by UGCC and then forwarded to CBAC

3. Core Courses Coordinators and Committee

Core Course Coordinators are appointed by their department chairs and the Chair of the Undergraduate Course Coordinators is appointed by the UGCC for a three year term.

A. Roles and responsibilities of Core Course Coordinators include the following:

- a. serving as the contact point between the UGCC and those teaching core courses, and serving as a liaison between core course committees and other constituents in the University and College such as the McCoy College Assessment Committee.
- b. scheduling meetings of the core course committee at least once each semester.
- c. ensuring that (1) minutes of core course meetings and reports are prepared and submitted to both the department chair and the UGCC and (2) any additional necessary documentation is collected, prepared and reported to other constituents as required,
- d. meeting with the UGCC at least once per academic year, and attending other meetings as requested, and
- e. working with the instructors of core courses to develop common syllabi and to keep the courses current and consistent with departmental and McCoy College educational objectives.

B. Roles and responsibilities of each Core Course Committee include the following:

- a. monitoring core course content,
- b. monitoring the inclusion, where appropriate, of McCoy College goals,
- c. ensuring that course descriptions and course objectives are consistent among multi-section core courses through a review of syllabi.

- d. documenting that core course objectives are being covered,
- e. reviewing and selecting textbooks and other teaching materials to be used in core course offerings, and
- f. ensuring that a common 'skeletal' syllabi followed for each core courses as specified by the CBA assessment and the UGCC.

CURRICULA ASSESSMENT

The assessment activities of the McCoy College are coordinated through the faculty. All degree programs are monitored for effectiveness and outcomes assessment. The McCoy College conducts ongoing assessment processes for benchmarking and facilitating continuous improvement. The McCoy College Assessment Committee, the Graduate Policy and Curriculum Committee (GPCC), the Undergraduate Curriculum Committee (UGCC) and others initiate outcome assessment activities. The results of surveys are distributed to the appropriate committees, the AACSB coordinator and CBAC.

The CBA uses various methods of assessment to provide feedback on the extent to which the elements covered in the curriculum are being met, including:

- A. The Alumni Survey. A survey of McCoy College alumni is taken to determine their perceptions of the business curricula and ascertain their opinions concerning changes that would strengthen the curricula.
Responsibility: University [with input from assessment committee]
Frequency: Every 2 years
- B. Employer Survey. Employers of all McCoy College graduates are surveyed to ask their opinions concerning the preparedness of McCoy College graduates compared with graduates of other universities on important characteristics such as team skills and oral and written communication skills.
Responsibility: Assessment Committee
Frequency: Every 3 years
- C. Graduating Student Survey. Undergraduate students enrolled in the capstone courses are surveyed to determine their opinions concerning the appropriateness of the curricula and their perceptions of the amount of coverage of important topics.
Responsibility: Associate Dean for Undergraduate Curriculum
Frequency: Every semester
- D. Core Course Survey. The McCoy College surveys the instructors of all business core courses to determine their coverage of McCoy College curricular objectives. Instructors are asked to identify the objectives they address and the nature and scope of the coverage.
Responsibility: Assessment Committee
Frequency: Annual
- E. Capstone Faculty Survey. Professors teaching the undergraduate capstone course are surveyed to determine their perceptions concerning the basic skills students bring to the courses.
Responsibility: Core Course Coordinator for Capstone Course

Frequency: Annual

- F. General Faculty Survey. The McCoy College surveys McCoy College faculty regarding content (all curricular elements identified in the AACSB Curriculum Content Standards and those areas of emphasis determined by the McCoy College) and level of coverage.

Responsibility: Assessment Committee

Frequency: Every 3 years

CERTIFICATION STATEMENT

This CBAPPS has been approved by the reviewers listed below and represents the McCoy College of Business Administration policy and procedure from the date of the document until superseded.

Review Cycle: Sept. 1, E5Y

Review Date: Sept. 1, 2007

CBAC Review: _____ Date: _____

Governance Review: _____ Date: _____

Approved: _____ Date: _____

Denise T. Smart

Dean of the McCoy College of Business Administration

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