# CBAPPS 2.04

# Effective Date: 9/1/2023

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# Sr. Reviewer: Dean, McCoy College

# McCOY COLLEGE OF BUSINESS

**CBAPPS 2.04: Planning, developing, monitoring, and assessing undergraduate curricula in the McCoy College of Business**

# POLICY STATEMENT

The purpose of this policy is to establish policies concerning the planning, developing, monitoring, and assessing of undergraduate McCoy College curricula. Additional information concerning the role and responsibilities of McCoy College undergraduate core course coordinators are also provided.

# UNIVERSITY POLICIES

AA/PPS 02.01.01 Academic Credit Courses: Additions, Changes and Deletions AA/PPS 02.01.10 Academic Programs: Additions, Changes and Deletions

# MCCOY COLLEGE POLICIES

CBAPPS 1.03 Membership on Standing Committees

CBAPPS 2.07 Graduate Curriculum and Policies, Planning

CBAPPS 2.06 Faculty Meetings and Voting

# GENERAL INFORMATION

1. UNDERGRADUATE CURRICULA PLANNING AND MONITORING
	1. The McCoy College is committed to the development of current curricula for all of its programs. To accomplish this goal, department chairs appoint curriculum committees for each undergraduate program offered in their department. Departmental curriculum committees are charged with reviewing of courses offered by the department and recommending additions, deletions, and changes when appropriate. Additionally, department chairs appoint a core course coordinator for each undergraduate business core course supported by their department. Undergraduate McCoy College core courses are reviewed for content and learning objectives on an ongoing basis, but at least every three years; departmental course offerings should also be reviewed continually but at least every five years
	2. In addition to the departmental curriculum committees, an Undergraduate Curriculum Committee (UCC) is formed annually through elections held by each department. The faculty in each department elect one tenured faculty representative to serve a three- year term on the UCC to review undergraduate programs, undergraduate minors, the undergraduate business core courses, undergraduate course proposals, undergraduate course deletions and new undergraduate programs proposed by academic departments. The Associate Dean for Undergraduate Programs and a representative of the McCoy College Century Link Advising Center serve as ex-officio non-voting members. The Dean of the McCoy College will appoint a tenured faculty member to serve as Chair of the UCC in an ex-officio capacity. The McCoy College Faculty Senator(s), in consultation with the UCC, will designate two UCC members to serve three-year terms on the University Curriculum Committee and to act as liaisons between the committees.
	3. The McCoy College of Business Council (CBAC) is responsible for reviewing proposals transmitted by the UCC concerning changes to the McCoy College undergraduate core courses, undergraduate non-core courses, undergraduate programs, and/or the undergraduate minors .
	4. After collaboration with the UCC, proposals concerning the McCoy College undergraduate core courses or the undergraduate minors are made available for review to all faculty and a vote is conducted by the Dean in accordance with the College voting PPS (CBAPPS 2.06).
	5. Substantive changes to the McCoy College undergraduate core courses or minor that have been approved by the UCC and McCoy College faculty are implemented following standard curriculum review procedures governed by the curriculum calendar as posted by the Provost (AA/PPS 02.01.01 attachment A: Course Review Flow Chart for Additions and Deletions).
2. CURRICULA DEVELOPMENT
	1. McCoy College Undergraduate Core Courses, Business Minor or International Business Minor
		1. 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 UCC 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.
		2. Proposed changes to the McCoy College undergraduate core courses, including the assignment of goals, may originate from faculty, administrators, the UCC, the McCoy College Assurance of Learning Committee, department curriculum committees or external constituents. Changes are transmitted to the UCC through individual

department representatives on the UCC for review and discussion. After UCC review, departmental representatives bring proposals to their departmental curriculum committees and departmental faculty for review and comment. After allowing a reasonable amount of time for faculty and departmental review, and after consultation with the Assurance of Learning Committee, the UCC consolidates and reviews all input and makes recommendations to CBAC concerning individual proposals affecting the McCoy College core courses.

* + 1. Primary responsibility for the development, modification and monitoring of the minors in international business and business administration rests with the UCC. Proposed changes to the McCoy minors follow the same procedures as outlined in paragraph 1.B above.
		2. Proposals are reviewed according to the curriculum calendar as posted by the Provost (AA/PPS 02.01.01 attachment A: [Course](http://gato-docs.its.txstate.edu/provost-vpaa/office-pps-files/pps2/PPS2-01AttA.doc) [Review Flow Chart for Additions and Deletions](http://gato-docs.its.txstate.edu/provost-vpaa/office-pps-files/pps2/PPS2-01AttA.doc)).
	1. Non-core Courses and New Programs
		1. New programs or changes, additions or deletions to non-core undergraduate courses are reviewed by UCC and then forwarded to CBAC.
	2. Core Course Coordinators and Assurance of Learning Committee (AoLC)
		1. Core Course Coordinators are appointed by their department chairs and the Chair of the Assurance of Learning Committee Chair is appointed by the college dean for a three-year term.
	3. Roles and responsibilities of Core Course Coordinators include the following:
		1. serving as the contact point between the UCC and AoLC, and those teaching core courses, and serving as a liaison between core course committees and other constituents in the university and college.
		2. scheduling meetings of the core course committee at least once each semester.
		3. ensuring that (1) minutes of core course meetings and reports are prepared and submitted to both the department chair, the Associate Dean for Undergraduate Programs, and the UCC and (2) any additional necessary documentation is collected, prepared and reported to other constituents as required.
		4. meeting with the AoLC and the UCC as scheduled, and attending other meetings as requested, and
		5. 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.
		6. Reporting assessment results each long semester to the AoLC and UCC.
	4. Roles and responsibilities of each Core Course Committee include the following:
		1. monitoring core course content;
		2. monitoring the inclusion, where appropriate, of McCoy College goals;
		3. ensuring that course descriptions and course objectives are consistent among multi- section core courses through a review of syllabi;
		4. documenting that core course objectives are being covered;
		5. reviewing and selecting textbooks and other teaching materials to be used in core course offerings;
		6. ensuring that a common ‘skeletal’ syllabus is followed for each core course as specified by the CBA AoLC and the UCC;
		7. performing required assessments each long semester and reporting results to their Core Course Coordinator.
1. CURRICULA ASSESSMENT
	1. The assessment activities of the McCoy College are coordinated through the faculty. All degree programs are monitored for effectiveness and outcomes assessment in support of both SACS and AACSB accreditation. The McCoy College conducts ongoing assessment processes for benchmarking and facilitating continuous improvement. The McCoy College Assurance of Learning Committee, the Graduate Policies 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:
	2. Core Course Assessment
		1. AACSB Assessments
			1. Special joint meetings of the College Curriculum Committee and the Core Course Coordinators are held twice a year on the first Friday of both the Fall and Spring semesters.
			2. The Fall meeting consists of:
			3. A review of the assessment results for the two target AACSB learning goals
			4. A presentation of proposed changes from the associated core course faculty
			5. A joint committee discussion of intra and inter course proposed changes that can and should be implemented
			6. A final report from the joint meeting outlining the proposed changes, to be submitted to CBAC
			7. The Spring meeting will consist of:
			8. A review of the previous semester’s proposed changes and the progress made toward their implementation
			9. A discussion of further potential changes resulting from the preliminary implementation of the original proposed changes
			10. A final report of the status of the proposed changes to be submitted to CBAC
		2. SACS Assessments
			1. 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 Assurance of Learning Committee] Frequency: At least every 2 years

* + - 1. 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

* + - 1. 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 Programs Frequency: Every semester

# CERTIFICATION STATEMENT

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

Last Update: 04/20/2023

Review Cycle: E5Y

Next Review Date: Sept 1, 2027

CBAC Review: Date:

Governance Review: Date:

Approved by: Date: Sanjay Ramchander

Dean, McCoy College of Business