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 are 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 additions, deletions, 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, an Undergraduate College Curriculum Committee (UCCC) is formed annually through elections held by each department. The faculty in each department elects one tenured faculty representative to serve a three-year term on the UCCC 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 a representative of the college 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 UCCC in an ex-officio capacity. The McCoy College Faculty Senator(s), in consultation with the UCCC, will designate two UCCC members to serve a three-year term on the University Curriculum Committee and to act as liaisons between the committees.

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).

Substantive 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, including the assignment of goals, may originate from faculty, administrators, the UGCC, the McCoy College Assessment Committee, department curriculum committees or external constituents. Changes are transmitted to the UGCC through individual department representatives on the UGCC for review and discussion. After UGCC 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 Assessment Committee, the UGCC consolidates and reviews all input and makes recommendations to CBAC concerning individual proposals affecting the McCoy College core courses.
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.

d. Proposals are reviewed by the following dates:

   October 1 – UGCC receives Assessment Committee report for the previous year

   January 20 – All proposed changes to undergraduate core courses due to departmental curriculum committee member

   February 1 – All proposed changes to undergraduate core courses due to UGCC

   February 15 – UGCC makes recommendations to CBAC

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’ syllabus is followed for each core course as specified
by the CBA assessment committee 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 Programs
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
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, 2015

CBAC Review: ___________________________ Date: ____________

Governance Review: ___________________________ Date: ____________

Approved: ___________________________ Date: ____________

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Dean of the McCoy College of Business Administration

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