

Fogelman College of Business and Economics
Close the Loop Recommendation Checklist
Bachelor of Business Administration (BBA) Degree
Fall 2009

Goal	Recommendation	Action	Implementation
1	The lower level communications course, COMM 2381 should be redesigned to offer business-oriented instructional examples in its curriculum.	Initiate discussions with the Department of Communications about the possibility that business-oriented, dedicated sections of COMM 2381, Oral Communications, can be offered to include business applications.	Dr. Jasbir Dhaliwal, Associate Dean Dean's Office Consultation with the Department of Communications
1	Business majors should be required to complete COMM 2381 as part of the lower core which should then be coordinated with instructional activities in MGMT 3510—taken as early as possible, but not later than during the junior year.	Require that COMM 2381 be taken in the lower core. Ask MGMT 3510 instructors to coordinate instruction to build on instruction in COMM 2381. Ask the advising center to encourage students to take MGMT 3510 early in their Junior year.	Ms. Mercedes Langford, Director FCBE Advising Center Dr. Barbara Davis, Associate Professor MGMT 3510 Faculty
1	Increase emphasis and reinforcement that is placed on oral communications in the business curriculum.	Reinforce oral communication skills taught in OC 2381 and focus on areas of need that have been determined. A greater percentage of the MGMT 3510 course should be dedicated to professional oral communication and professional etiquette.	Dr. Robert Taylor, Chair Management Department Dr. Barbara Davis, Associate Professor MGMT 3510 Faculty Dr. John Amis, Associate Professor 4 C's Initiative
1	Provide more coordination and structure for the business communications course to assure consistency in instruction and content.	Appoint a faculty coordinator for MGMT 3510 to assure consistency and standards across sections. Develop a standard syllabus for MGMT 3510 sections.	Dr. Robert Taylor, Chair Management Department Dr. Barbara Davis, Associate Professor MGMT 3510 Faculty
1	Establish a business writing competency exam that will be administered to determine whether or not student's	Establish an effective balance of writing and professional	Dr. Robert Taylor, Chair Management Department

	communication writing skills are adequate for upper core courses.	communications across the curriculum.	Dr. Barbara Davis, Associate Professor MGMT 3510 Faculty (develop exam)
1	Encourage FCBE faculty to further integrate oral communication assignments and professional presentations into the coursework for all majors.	Ask each department to identify one or more courses where oral communication can be integrated into the course syllabi.	Dr. Jasbir Dhaliwal, Associate Dean Dean's Office FCBE Department Chairs
1	Promote a closer connection with professionals in the business community to serve as guest speakers, evaluate projects and assignments, and assist with other appropriate activities. Students should also have opportunities to join outside groups, such as Toastmasters.	Identify courses appropriate for inviting local business professionals to the classroom to expose students to more real world experiences. Initiate one or more campus Toastmasters clubs to provide opportunities for student growth in oral communications and leadership.	Dr. Thomas Miller, Associate Dean Alumni Day Activities FCBE Department Chairs FCBE Faculty Dr. Kimberlee Keef, Instructor Toastmasters Club Advisor
1	Offer more opportunities where students can be exposed to standards for appropriate dress in a business related environment.	Designate a day or week for "professional dress" or "focus on professionalism". Associate this initiative with presentation of formal presentations in classes throughout the College, such as Alumni Day.	Dr. Jasbir Dhaliwal, Associate Dean Dean's Office FCBE Department Chairs FCBE Faculty
1	Provide a mechanism for providing student access to appropriate examples of good communications practices.	Provide a web based repository of best practices relating to model written and oral communications. This material will be available online and free to students.	Dr. Robert Taylor, Chair Management Department Dr. Barbara Davis, Associate Professor MGMT 3510 Faculty
2	More projects and cases should be utilized throughout the BBA business core that emphasizes development of critical thinking skills.	Identify one course where projects and/or cases relating to critical thinking skills development can be made an integral part of the course activities. Identify courses throughout the curriculum where critical thinking modules can be used to enhance instruction.	Dr. Jasbir Dhaliwal, Associate Dean Dean's Office FCBE Department Chairs FCBE Faculty Dr. John Amis, Associate Professor 4 C's Initiative

2	<p>Strengthen the 4 Cs initiatives to improve critical thinking in project management, problem formulation, problem analysis and resolution by designating a course with sole responsibility for assuring that activities are provided to meet this initiative. While this recommendation provides a foundation for development of critical thinking skills, integration of critical thinking skills into all appropriate core business courses should be a goal. Moving MIS 2755 to the upper level will facilitate this integrative process and improve the entire curriculum.</p>	<p>Enhance the content for MIS 2755 to include critical thinking skills development through a project management lens. Rename the existing MIS 2755 course to be more representative of its revised emphasis: "Project Management and Critical Thinking". Move the enhanced MIS 2755 course, "Project Management and Critical Thinking", to the upper core to better coordinate critical thinking skills with other core business courses.</p>	<p>Dr. John Amis, Associate Professor 4 C's Initiative</p> <p>Dr. Lloyd Brooks, Interim Chair MIS Department</p> <p>Dr. Wade Jackson, Associate Professor MIS 2755 Faculty</p>
3	<p>Utilize the professional business community to make students more aware of acceptable and standard business practices relating to ethics and employees' rights.</p>	<p>Invite professionals from the business community to discuss ethics, employees' rights, and legal consequences for violating standard legal standards.</p>	<p>Dr. Jasbir Dhaliwal, Associate Dean Dean's Office</p> <p>FCBE Department Chairs FCBE Faculty</p>
3	<p>The objectives for Goal 3 should be measured in a wider range of courses to include more than one course. There does not appear to be a need for Objective 5 since the content is adequately covered in other objectives.</p>	<p>Identify additional courses where Goal 3 objectives can be measured during the next round of assessment. Eliminate Objective 5.</p>	<p>FCBE Department Chairs FCBE Faculty</p> <p>Dr. Lloyd Brooks Director of Assessment</p>
4	<p>Improve student understanding in the areas of basic domestic, international, and host country laws as well as regulations regarding human rights and other labor related issues. Students should also have better understanding and awareness about legal, institutional, and financial types of international transactions that are components of global business operations.</p>	<p>The content of ACCT 3130 should be enhanced to include content relating to international, and host country laws and regulations regarding human rights and other labor related issues as well legal, institutional and financial types of international transactions that are components of global</p>	<p>Dr. Carolyn Callahan, Chair School of Accountancy</p> <p>Dr. Larry Moore, Associate Professor ACCT 3130 Faculty</p> <p>Dr. Jasbir Dhaliwal, Associate Dean Dean's Office</p>

		<p>business operations.</p> <p>Establish responsibility for collecting and distributing information about current international events on and off campus, international travel opportunities, and study abroad programs. This effort should be led by the Associate Dean for Academic Programs.</p> <p>Include measurements in ACCT 3130 during the next round of assessment for the BBA degree program.</p>	
4	<p>Reword the first four objectives to better align each one with the goal. The following restatements are recommended for the second round of assessment:</p> <p>Objective 1: Demonstrate an understanding of the global economic, social and cultural environments within which businesses operate.</p> <p>Objective 2: Demonstrate an awareness of the global political and technological environments within which businesses operate.</p> <p>Objective 3: Demonstrate an awareness of the legal, institutional and financial types of international transactions.</p> <p>Objective 4: Demonstrate understanding how contemporary international events influence businesses around the world.</p>	<p>Review wording for all objectives for Goal 4 to determine if they can be better aligned with the goal. Review objectives for this goal to determine whether or not rewording of the learning objectives will enhance the assessment process.</p>	<p>FCBE Faculty</p> <p>Dr. Lloyd Brooks Director of Assessment</p>
5	<p>Eliminate this goal from future BBA assessments as there is insufficient data to measure this effectively as outlined above in the Goal 5 discussion.</p>	<p>Eliminate the current Goal 5 from the assessment process during the next round of assessment.</p>	<p>Dr. Lloyd Brooks Director of Assessment</p>

6	<p>Improve students' ability to analyze business data and present data analysis results in an attractive and functional format. Additional emphasis should be placed on providing students with knowledge about tools for business analysis and development and refinement of presentation skills.</p>	<p>Place additional emphasis on business data analysis skills development in the ISDS 3711. Ask instructors in ISDS 3711 to develop and use a rubric to assess data analysis skills relative to appropriate activities.</p>	<p>Dr. Robert Taylor, Chair Management Department</p> <p>ISDS 3711 Faculty</p>
6	<p>To directly address lower than exemplary level performance related to objective 2, it is recommended that MIS 2749 be enhanced to include a much greater coverage of computer hardware and software, networks, databases, the Internet, and electronic commerce. This additional material should supplement computer skill training on Microsoft Excel and Microsoft Access. It is recommended that some of the skills training be moved to online computer tutorials and testing through the use of Microsoft IT Academy. It is further recommended that students be given an option for certification testing while using the MCAS (Microsoft Certified Application Specialist) early in (or prior to taking) MIS 2749 to determine their proficiency levels. It is also recommended that MIS 2749 be renamed "Foundations of IS" to be in closer conformance to its broader coverage beyond merely computer skills.</p>	<p>Enhance the content in MIS 2749 to include greater coverage of computer hardware and software, networks, databases, and the Internet. Computer application skills, except for spreadsheet and decision support applications, will be eliminated from this course to make room for the additional content. Database applications will be required and made available online via the Microsoft IT Academy.</p> <p>Students should be tested in MIS 2749 while using a nationally recognized program, such as the MCAS Certification, to determine the level of skills and knowledge gained in the course. The MCAS certification score should become part of each student's grade.</p>	<p>Dr. Lloyd Brooks, Interim Chair MIS Department</p> <p>Mrs. Judy Brown, Assistant Professor MIS 2749 Faculty</p>
6	<p>Examine ways to improve instruction relating to student use of computer software tools to organize data for statistical analysis and decision making in order to solve business related problems.</p>	<p>Examine ways to enhance student performance while using computer tools required for statistical analysis and decision making applications in the ISDS 3711.</p>	<p>Dr. Marla Stafford , Chair Marketing Department</p> <p>Dr. Lloyd Brooks, Interim Chair MIS Department</p> <p>ISDS 3711 Faculty</p>

		Include a module on data organization and analysis and project management as well as use of such software tools as Microsoft Project in MIS 2755 (or 3755 if upgraded to the upper level core).	Dr. Wade Jackson, Associate Professor MIS 2755 Faculty
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