The College’s AoL activities were featured in two well-received presentations at the AACSB Assessment Conference in New York City in Spring 2010. Both presentations covered assessment and closing-the-loop activities that addressed mission critical core values that are a challenge to assess, both for our college and most other business schools.

Leslie Albert presented her work on assessing creativity and innovation in a panel session with AACSB Assessment expert Kathryn Martel, “How Creative, Global-Minded, or Professionally-Minded are Your students?”

Noorein Inamdar and Malu Roldan presented their work on assessing integration in the MBA program capstone in the full session, “Teaching Strategic Management: Moving Students from Theory, Application to Practice.”

On average, participants rated the two sessions between good and excellent on the AACSB evaluations.

Noorein also received a Lucas Graduate School fellowship in Spring 2010 for her continuing work in this area.
The College is undertaking several program level efforts to improve our programs and address student learning challenges surfaced by our assessment efforts. Perhaps most visible are the curriculum enhancement efforts in the MBA and BSBA programs, with the Undergraduate Curriculum Enhancement Project (UCEP) serving as catalyst for many efforts in the undergraduate program. Some highlights:

Three breakout groups in our Fall 2010 Welcome Back meeting brainstormed solution for three of our top student learning challenges: Communication Skills, Quantitative Skills, and Ethics. These discussions were led by UCEP Liaisons to our partner departments across campus who teach our students these key foundational skills – Anne Lawrence (Ethics), Ron Davis (Quantitative Skills), and Richard Burkhard (Communication Skills). All three liaisons have been in contact with their respective partners across campus and plans are afoot for additional opportunities for all of us to learn more about the courses where our students learn these skills, share curriculum ideas, and conduct small scale pilots to test potential course materials and partnerships that can enhance our students’ skills in these areas. Stay tuned. We hope to see you in future Liaison events.

UCEP has initiated a community to bring together faculty most familiar with our College’s core courses. Often these are Course Coordinators or Chairs, or someone nominated by the department chair as knowledgeable about a core course. The goal of this community is to improve communication and handoffs among our core courses and identify potential areas for integration and other improvements.

Director of Assessment Bobbi Makani has been working with many of you to refine the Business Assessment Test (BAT) to update and improve its content. A new version is in the works and will probably be taken by our students in Fall 2010. Bobbi has also spearheaded the development of several rubrics to assess BSBA learning goals. She has piloted them in her courses and worked with Prabha Chandrasekar to integrate into D2L. Please contact Bobbi at Betty.Makani@sjsu.edu if you would like to try out these rubrics in your classes.
Thank You for All you do for our Accreditation Activities!

College Management Team
Accreditation Steering Committee
Undergraduate Curriculum Enhancement Project
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Deans Office Staff Shannon Amidon, Rachel Hill, Heidi Wong, Sofia Moede Prabha Chandrasekar
Accreditation Student Assistants Jennifer Chang and Soon Khen Ow Yong
Deans Office Student Assistants (especially Angelie Herrera and Devilatha Mandala)

Special Thanks to over 48% (and growing) of our faculty involved in Assessment!

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