

Accreditation Bulletin

College of Business
San José State University

Issue No. 2
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The Metrics Issue

Celebrating Student Success Heroes

A key metric of program quality is the level of success that our students achieve. Bruce Kravitz and Doug Evans are two exceptional members of our CoB community who have worked tirelessly to ensure the success of our students while in our BSBA program (oftentimes before they even get to the program) and in their careers. As Director of the Business Student Advisement (BSAC) and Tutorial Centers, Bruce has been an enthusiastic advocate for our students. The University has recognized the College, and specifically BSAC, as using best practices in its student advising, resulting in business student average graduation rates of close to 10% above those of the university average. Given the University's low graduation rates, several Colleges have revamped their advising procedures and modeled them after BSAC. As a member of the Undergraduate Curriculum Enhancement Project (UCEP) team, Bruce was instrumental in developing a successful pilot orientation program for transfer students. He has also educated the team on the intricacies of our undergraduate curriculum and

has continued to help the team be mindful of the implications of enhancements on the curriculum, and all members of the CoB community, including students and staff.



Bruce Kravitz (left) and Doug Evans (right)

Doug Evans, our college Employment Specialist from the Career Center, has been instrumental in helping our students realize their career aspirations, despite the down economy. Doug provides

our students with ongoing individual career counseling appointments, electronic advisement, and creates specialized workshops to prepare our students to enter the workforce. He also promotes our students to local employers, conducting outreach campaigns and providing recruitment consultation to interested employers. He is a regular collaborator with the CoB with involvement with the Bay Area Retail Center, the MIS Experience, A&F Orientation, & the CoB Convocation. Doug has conducted research and provided SJSU employment data for use by the UCEP Committee, the Solar Workforce Project, and University Advancement. Additionally, he is heavily involved with the business student organizations collaborating on events and regularly presenting at club meetings. He can be found visiting business classrooms providing career education or informing students of Career Center services. He has been involved in the Career Center's holistic strategy to reach out to new and emerging markets which has been successful in attracting new and strong interest in our students from companies like Google and Apple, Inc.

Thank you, Bruce and Doug for all that you do!

AACSB Metrics focus on the quality and involvement of our faculty body and the assurance that our students are achieving the outcomes we identify as our programs' learning goals. In the area of quality and involvement of our faculty body, our college has met AACSB prescribed thresholds in all metrics, as below. Faculty Sufficiency measures the level of involvement of faculty members beyond just teaching classes. Faculty Qualifications metrics measure the level to which faculty members maintain either academic or professional currency, as outlined in our College's AQ/PQ policy. See the following link for the policies regarding these metrics: <http://www.sjsu.edu/cobaccreditation/Mission/>

Faculty Sufficiency Summary

60% (Department) and 75% (College) thresholds met in all cases.

Calculations based on number of classes taught.

Department	Spring 10 % Participating	Fall 10 % Participating
Accounting & Finance:	78.83	71.96
Management Information Systems:	89.19	89.13
Marketing & Decision Sciences:	89.86	87.01
Masters in Transportation Management:	88.89	85.71
Organization & Management:	72.73	73.73
Total College:	78.92	78.31

Faculty Qualifications Summary

50+% AQ and 90% AQ+PQ thresholds met in all cases.

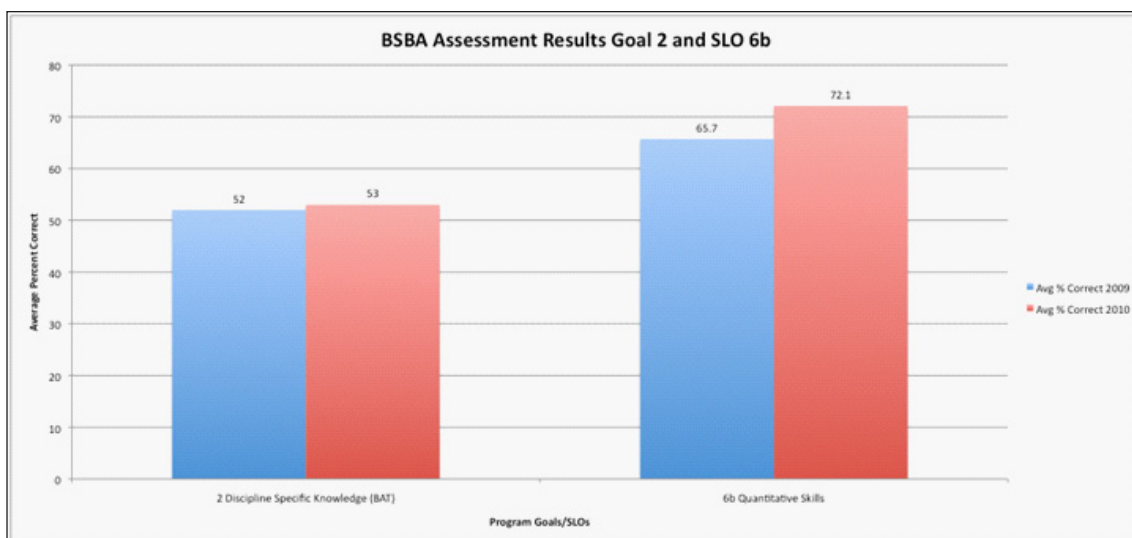
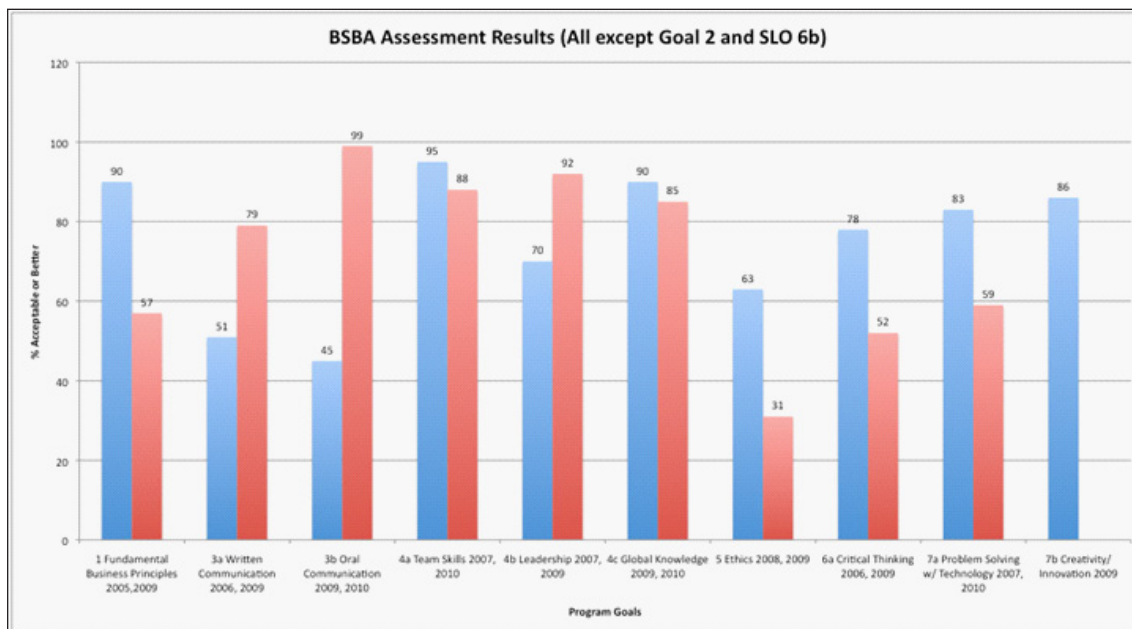
Calculations based on % of time devoted to mission.

Department	Spring 10 % AQ	Spring 10 %AQ + %PQ	Fall 10 % AQ	Fall 10 %AQ + %PQ
Accounting & Finance:	59.80	98.67	59.21	100.00
Management Information Systems:	71.79	100.00	70.77	98.58
Marketing & Decision Sciences:	58.71	93.97	56.97	95.68
Masters in Transportation Management:	63.64	100.00	69.23	100.00
Organization & Management:	67.91	92.19	69.43	92.58
Total College:	64.06	95.47	64.10	96.22



The following graphs and text summarize the results of assessments of each CoB program and activities being undertaken to improve these programs. See <http://www.sjsu.edu/cobaccreditation/Goals/> for listings of program learning goals and <http://cobfaculty.sjsucobnews.com/accredit/> for a full description of our assurance of learning activities.

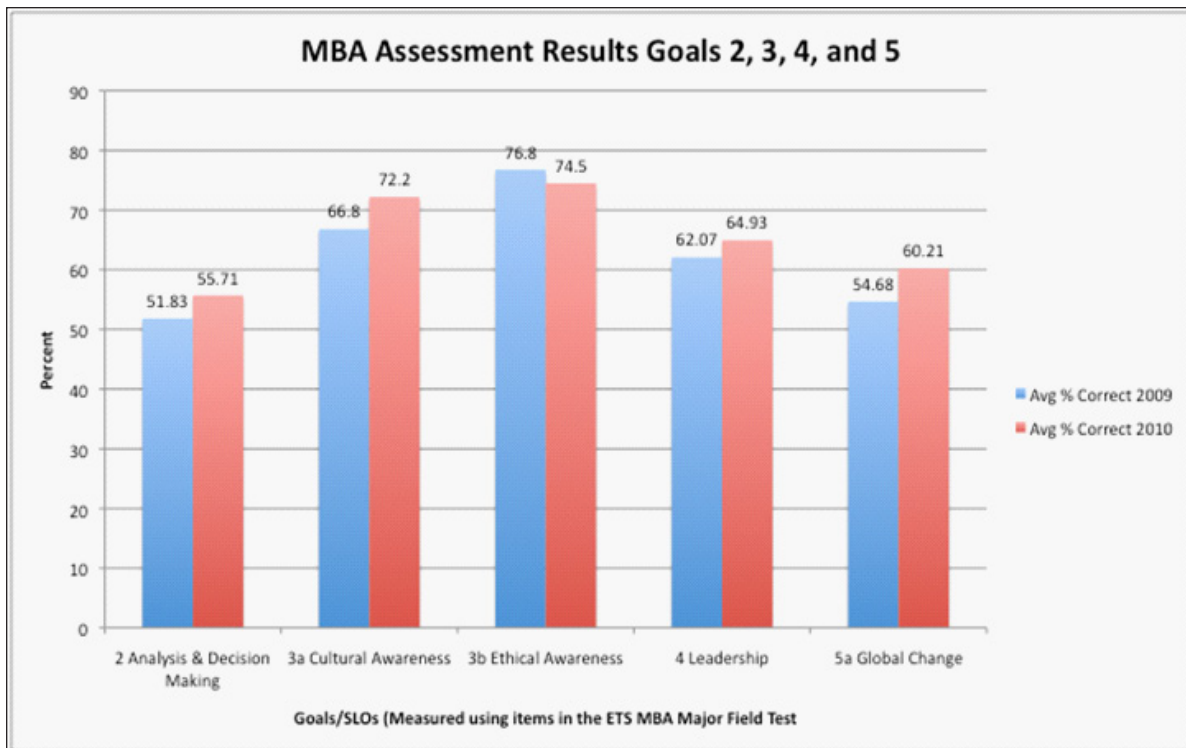
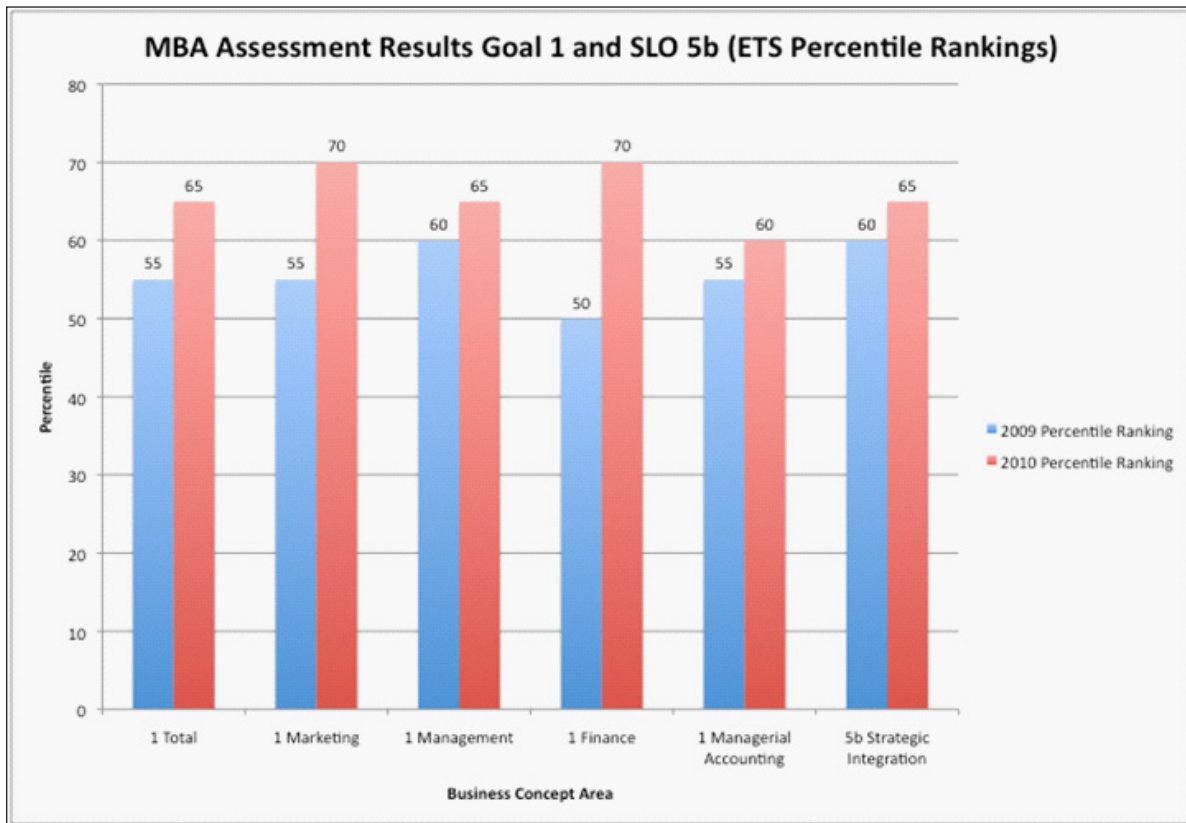
BSBA

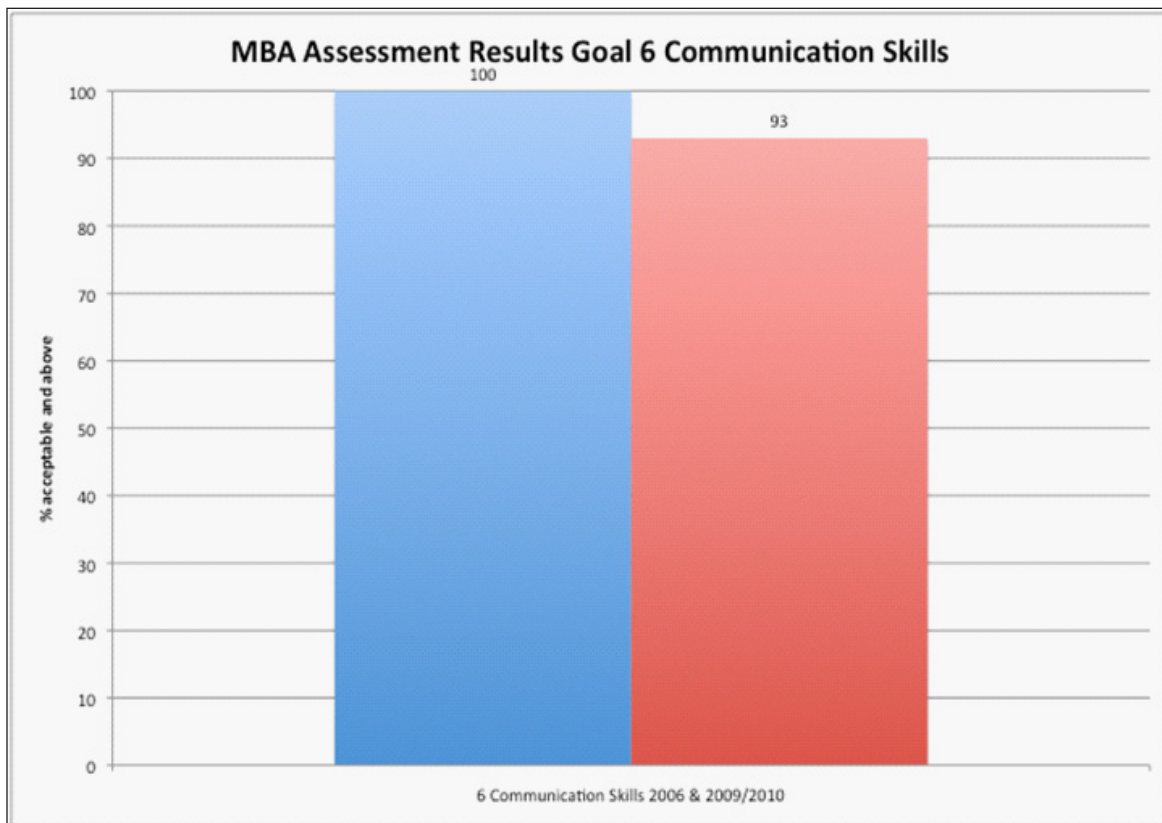


Closing-the-Loop Highlights

The Undergraduate Curriculum Enhancement Project (UCEP) is facilitating program-level enhancements to improve our ability to help students meet our BSBA program level goals. Among these enhancements are a liaison program to build our relationships with and collaborate on course enhancements with departments teaching our students core fundamental skills in ethics, communication, and quantitative analysis; improvements to our student orientation programs (as piloted in the transfer orientation program in Summer 2010), and the development of a core course community to encourage greater integration and improve hand-offs among the core classes that all our students take.

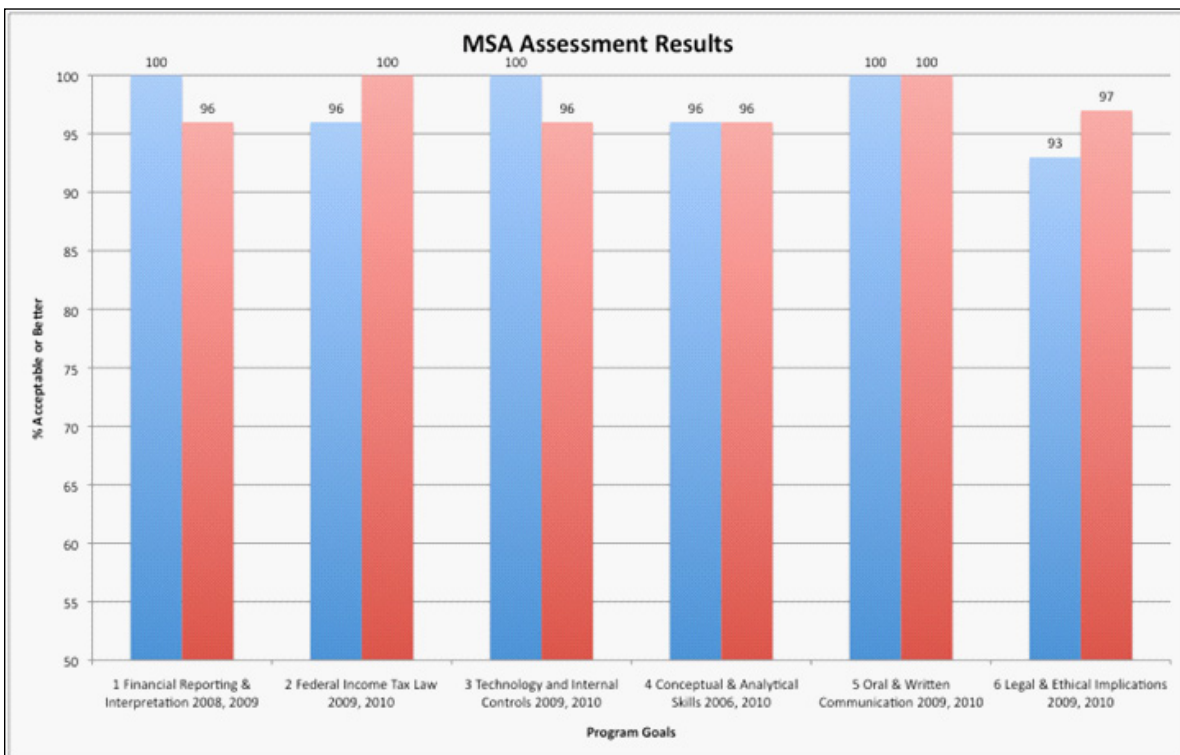
MBA





Closing-the-Loop Highlights

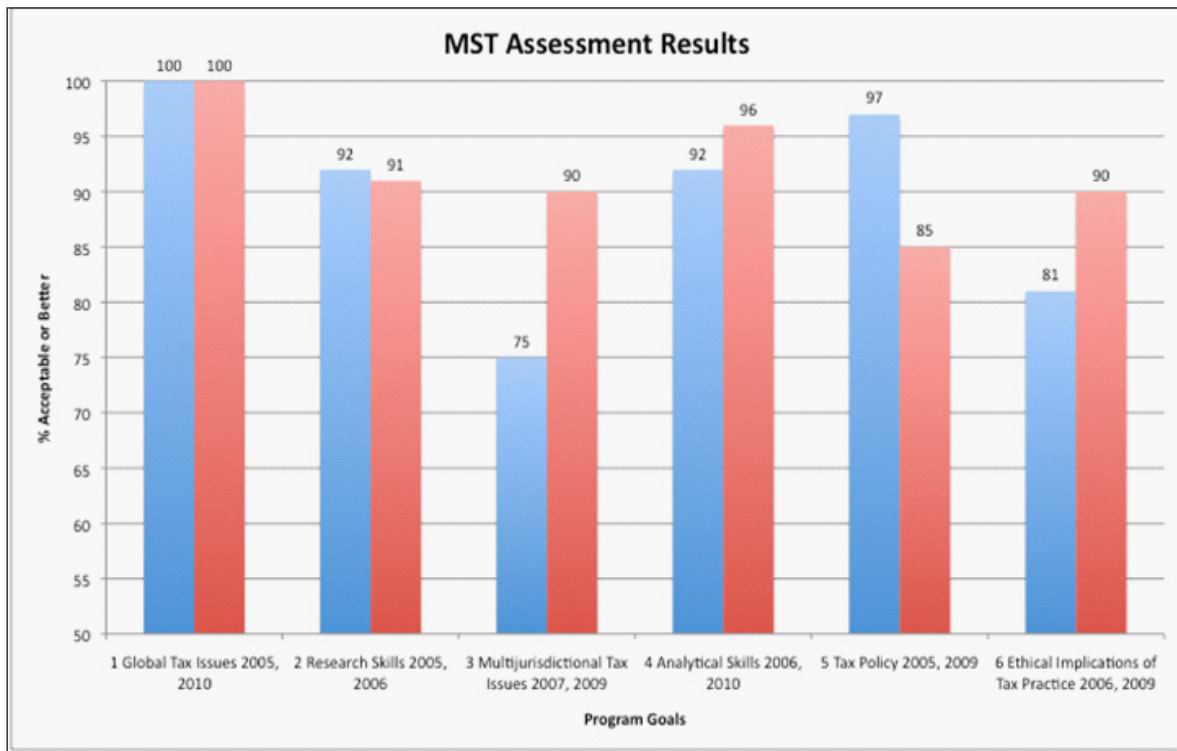
The MBA program has been piloting significant enhancements with MBA-one cohorts, to be rolled out to all programs after testing and refinement. Among these enhancements are the institution of five integrative cases at key points in the program to encourage students to think across disciplines and address core program learning goals such as ethical awareness, technology strategy, and communication skills. To address awareness of cultural issues and global market dynamics, the program has partnered with the Global Leadership Laboratory (GLLab) to host several rounds of a Global Leadership experience with MBA-One students since 2009. Students undertake a weeklong immersive global experience with visiting Masters students from Germany. In addition to cultural exchange and studies of Silicon Valley industry, all students in the immersive experience go through a battery of tests and training experiences designed to increase their awareness of and hone their global leadership skills. The Global Leadership experience is currently being expanded to the Executive Style MBA program with opportunities for MBA students from other programs to participate. In Spring 2011, the CoB is sending a group of 21 MBA students to Germany to further enhance the global exchange program. Additionally, results from this pilot program will inform the development of Global and Cultural awareness material for all MBA programs.



Closing-the-Loop Highlights

Faculty have incorporated coverage of global accounting standards and issues to more fully align with the College's focus on globalization. To enhance students' understanding of technology and internal control processes, faculty have incorporated more applied material into the Issues in E-Business course, via case studies and hands-on practice sets. A new textbook was adopted in the Professional Communications and Relationships course to provide students with cutting-edge resources in communication and align the course material more closely with course objectives.





Closing-the-Loop Highlights

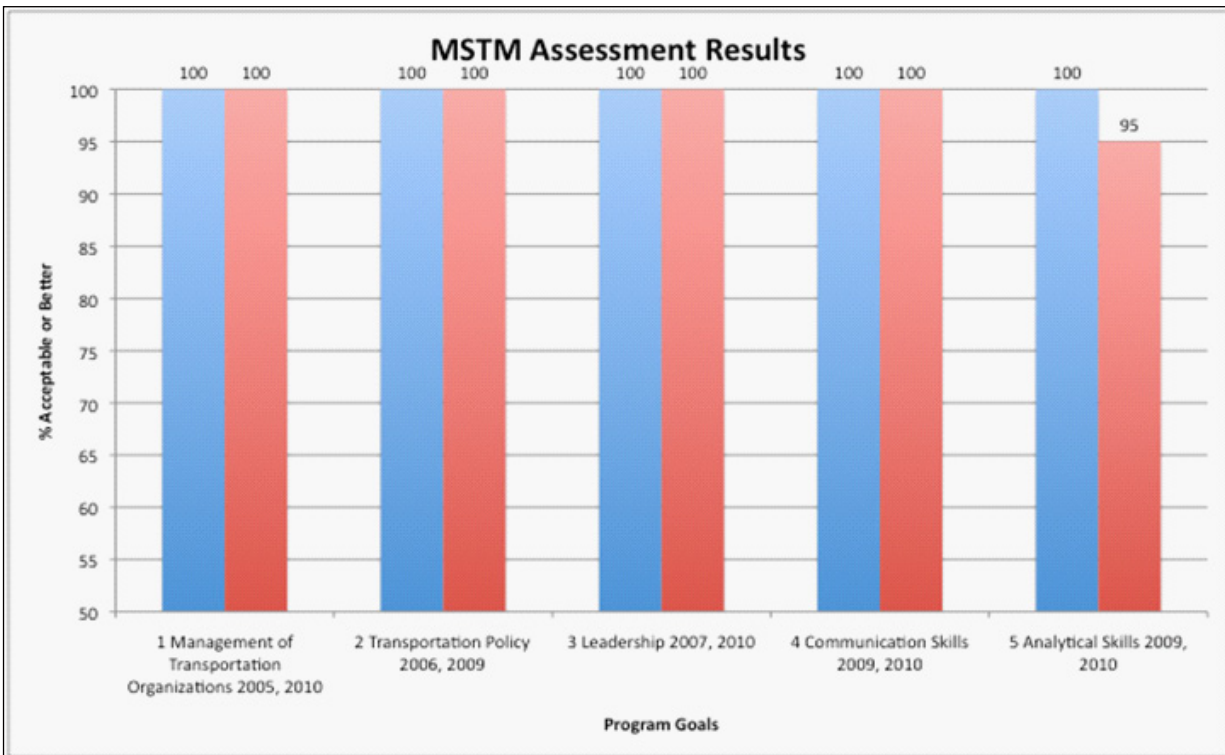
Courses have been modified to move some lecture materials to online venues, including videos and podcasts, freeing up class time for practice exercises, student questions, and targeted assistance. On recommendation of the Tax Advisory Board and adjunct faculty, the Director is pursuing the hiring of a communications consultant to work with students to improve skills in these areas as firms find that greater skills are needed by all hires (not just those from SJSU). Starting in Fall 2010, interested students will have an opportunity to develop and deliver financial literacy workshops on tax topics for SJSU students and community groups. This is expected to further challenge students to hone their research, and written and oral communication skills. The Director is pursuing a program modification that requires students to take at least one course out of their five electives in a topic that deals with either international or multistate rules (six electives are available on these topics).

For more information on Accreditation topics, please visit our Web site at

<http://www.sjsu.edu/cobaccreditation>

For questions, please contact Malu Roldan at malu.roldan@sjsu.edu





Closing-the-Loop Highlights

To strengthen students' research and communication skills for application in their capstone projects, the chair of the MSTM program took on the instructor role in the fundamentals class (MTM 201) and offered an individual studies course (MTM 283) to provide students with guidance in designing and writing their capstone projects. This has resulted in much improved projects that have won national awards, most notably a 2009 Parker Award from the Council of University Transportation Centers. To further emphasize high level performance, students are encouraged to enter and have been successful in winning prestigious national competitions in the transportation sector. Several students have won fellowships and scholarships offered by groups such as the American Public Transportation Foundation and the Eno Transportation Foundation which earn them exposure to transportation policy experts and leaders in Washington D.C.

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