Texas A & M University-Corpus Christi  
College of Business  
Actions Taken in Response to Assessment Results

I. BBA Program.

<table>
<thead>
<tr>
<th>Learning Goal</th>
<th>Assessment Instrument</th>
<th>Action Taken in Response to Results</th>
<th>Documentation of Action Taken</th>
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</table>
| BBA 1.        | Course-embedded in MGMT 3315 | Developed rubric for ORMS 3310 course-embedded measure.  
Dr. Myers has developed additional writing exercises to reinforce material covered in class. When warranted, on a case by case basis, he also refers students to the Writing Center for additional tutoring. (Effective fall 2007.)  
Implemented policy of limit of two Ds in business core courses & courses for major. (Effective Fall 2007.) | Minutes of COB Undergrad. Advisory Committee meeting of March 21, 2007.  
Dr. Myers e-mail report to Dr. Benavides on 11/05/2007.  
Minutes of COB Undergrad. Advisory Committee meeting of Nov. 16, 2006 and 2007 – 2008 Undergraduate Catalog. |
| BBA 2.        | Course-embedded in ORMS 3310 | Developed rubric for ORMS 3310 course-embedded measure.  
Implemented Policy of limit of two Ds in business core courses & courses for major. (Effective Fall 2007.) | Minutes of COB Undergrad. Advisory Committee meeting of Nov. 16, 2006 and 2007 – 2008 Undergraduate Catalog. |
| BBA 3.        | Course-embedded in BLAW 3310, MFT social/legal environment. | Implemented of limit of two Ds in business core courses & courses for major. (Effective Fall 2007.)  
Developed and implemented BUSI 0088 online, non-credit, MFT Review required course, including BLAW module (Fall 2007.)  
Developed and implemented BUSI 0011, online, non-credit course on COB Student Code of ethics and Plagiarism (Fall 2007.) | Minutes of COB Undergrad. Advisory Committee meeting of Nov. 16, 2006. Also 2007 – 2008 Undergraduate Catalog.  
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<tr>
<th>BBA 3. (cont.)</th>
<th>Course-embedded in BLAW 3310, MFT social/legal environment. (cont.)</th>
<th>Study guide on ethical issues and corporate governance is distributed in BLAW 3310 classes and posted on Professor’s Elzweig’s website. Effective on Spring 2008.</th>
<th>Professor Elzweig’s e-mail report to Dr. Benavides (11/05/2008.) and his website.</th>
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<tr>
<td>BBA 4.</td>
<td>MFT accounting, economics, finance, quantitative analysis and information systems, and marketing.</td>
<td>Developed online MFT with modules in Acct., Econ., Fina., Mkt., &amp; Quant. Analysis &amp; Info systems (Spring 2006.)</td>
<td>Minutes of COB Assessment Committee meeting of March 6, 2006.</td>
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<td>Implemented the MFT review as BUSI 0088 online, non-credit, MFT Review required course, co-requisite to MGMT 4388 capstone course. (Fall 2006.)</td>
<td>Minutes of COB Undergrad. Advisory Committee meeting of Nov. 16, 2006. 2007 – 2008 Undergraduate Catalog.</td>
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<td>Incorporated online support to assignments and quizzes in FINA 3310 classes. (Fall 2006)</td>
<td>COB Closing the Loop BBA Report for 2006 -2007.</td>
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<td></td>
<td>Implemented policy of limit of two Ds in business core courses &amp; courses for major. (Effective Fall 2007.)</td>
<td>Minutes of COB Undergrad. Advisory Committee meeting of Nov. 16, 2006 and 2007 – 2008 Undergraduate Catalog.</td>
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<td>Incorporated performance in MFT preparation quizzes and in MFT itself into students’ grade in MGMT 4388 capstone course. (Summer 2007)</td>
<td>MGMT 4388 course syllabus.</td>
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<td>Enhanced / expanded accounting and economics modules in BUSI 0088, MFT Online Review course. (Effective spring 2008.)</td>
<td>Dr. Chambers (acctg.) Dr. Lee (economics.)</td>
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<td>Increased the professionalism in the administration of the MFT and formal recognition of top performers (Effect. Spring 2008.)</td>
<td>MFT instructions packet delivered to MGMT 4388 students prior to MFT. Letters from Dean to top performers.</td>
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<td>Included student input to change text for Econ 2301 &amp; 2302, Macro &amp; Microeconomics Principles. (Effective Fall 2008.)</td>
<td>Spring 2008 Econ faculty mtg. minutes &amp; Econ 2301 &amp; 2302 course syllabi.</td>
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<td>BBA 5.</td>
<td>MFT international</td>
<td>MFT Mapping Task Force recommendation for coverage of</td>
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II. MBA Program.

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<td>MBA 1.</td>
<td>Course-embedded in MKTG 5320</td>
<td>Developed rubric for course-embedded measure in MKTG 5320 (Fall 2006.)</td>
<td>2006 – 2007 Closing the Loop Report for MBA &amp; MAcc Programs</td>
</tr>
<tr>
<td>MBA 2.</td>
<td>Course-embedded in MGMT 5320</td>
<td>Developed rubric for course-embedded measure in MGMT 5320 (Spring 2008.)</td>
<td>Report by Dr. Tim Klaus.</td>
</tr>
<tr>
<td>MBA 5.</td>
<td>MBA MFT</td>
<td>Accounting faculty reviewed content of the ACCT 5315 course to maximize retention of concepts (Spring 2007.)</td>
<td>2006 – 2007 Closing the Loop Report for MBA &amp; MAcc Programs.</td>
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III. MAcc Program.

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### Additional actions undertaken not related to specific learning goals but seeking to improve the academic programs and operations of the College of Business.

#### During the 2005 – 2006 academic year:

Mapped our course offerings versus the AACSB content requirements and strengthened the quantitative area by working cooperatively with the Mathematics Department to revise the content of MATH 1324, Business Mathematics and add MATH 1325, Business Calculus as a requirement for all business majors. (Approved by COB Undergraduate Curriculum Committee and submitted for the 2006-2007 Undergraduate Catalog, December 1, 2005.)

Developed a minor in Human Resource Management, effective in Fall 2006. (Approved by COB Undergraduate Curriculum Committee and submitted for the 2006-2007 Undergraduate Catalog, December 1, 2005.)

#### During the 2006-2007 academic year:

**Accounting Area.**

ACCT 4311, Auditing, starting this semester we use a comprehensive audit practice case (simulation of a small company audit)

ACCT 3321, Tax I, students participate in the VITA training program (Dr. Chambers)

IRS-CID (criminal investigation division) simulation of an investigation each Spring reaches a number of students in various courses (as extra credit).

ACCT 3340, Fraud Examination, has numerous guest speakers from FBI, IRS, Sheriff’s Department, City Police, who are expects on fraud detection & prevention.
Accounting undergraduate classes – Dr. Chambers has taken an approach to reinforce student learning in her Tax I and Managerial Accounting classes by beginning the semester with a brief review of Financial Accounting and illustrating how the courses are important knowledge to acquire for all majors. Also, students are reminded that class material was on the MFT exam which is required in their senior year.

ACCT 5341, Advanced Auditing, starting last semester we have local practitioners judge the team presentations for the client acceptance/retention project. The local CPAs provide written and verbal feedback to each team and comments to me regarding fine tuning the assignment to ensure that it meets the current environment.

Compared the content of the CPA exam to coverage in our courses to determine whether any areas were missing or had insufficient coverage. As a result, some retooling of courses occurred. For example, ACCT 5341, Advanced Auditing, has changed to include risk assessment. To accomplish this, several case studies on that topic and a student project on client acceptance, which incorporates risk assessment.

Incorporated CPA exam practice tests (using Gleim Software in BCL) in several courses. ACCT 5341 has a 5% course grade assignment using the Gleim software (audit section). I believe that the tax and intermediate courses also use Gleim.

Last fall, ACCT 5345, “Ethics for Accountants and Business Executives,” was created to provide more in-depth and focused coverage of ethical issues for accountants. The course was approved by the University starting Fall 2008 and by the TSBPA to fulfill the ethics requirement for the CPA exam in Texas.

In Dr. Valrie Chambers’ ACCT 5371 (graduate tax consulting and research) course, she has incorporated a brief review of Tax I and Tax II coursework to reinforce basic tax concepts learned earlier.

Two new non-credit courses were developed as part of the Accounting faculty’s efforts to upgrade the Professional Program in Accounting by strengthening the non-academic profile of the CPA bound students.

**Economics Area.**

New Textbook: A new textbook was adopted for all sections. A selected group of students participated in the reviewing process and their input was taken into consideration in our final book adoption decision. The new book is more readable and accessible for students. It also integrates many real-world examples throughout the chapters.

In-Class Participation and Feedback: In addition to more connection to real-world events, the PowerPoint presentations that accompany the book also contain some instant feedback features, such as quiz items, that assess student learning within a lecture. In
some sections, students participated in these feedback features using a remote control device (clicker) and their participation was recorded.

Online Student Tutorial and Self-Assessment: In some sections, students completed online exercises and tutorials through MyEconLab, which was developed to fit the textbook and lecture material. In other sections, students completed online quiz questions via WebCT.

Economic Policy Game Online: In some classes, students collectively participated in an online video game, in which students played an official of the Federal Reserve that aimed at stabilizing the changing economy. The game provides motivation for students to understand monetary policy in action. In addition, it reinforces their learning through simulation of the real-world environment.

Podcasting Lectures: In some sections, audio Podcast files were developed from lectures. Students were able to listen to lectures online or using a portable media player.

Honors Section: Introduced one section of ECON 2301 per year for only Honors students. The class was kept at a relatively smaller size of no more than 30 students. In addition to the typical requirements as in other sections, this Honors class required group projects and service learning components for students to learn through community engagement.

Finance Area:

Developed minor in Personal Financial Planning, effective in Fall 2007. (Approved by COB Undergraduate Curriculum Committee and submitted for the 2007-2008 Undergraduate Catalog, December 1, 2006.)

Marketing and Management Areas.

MKTG 4390: Guerrilla Marketing the class competes for the soon to be highly coveted “Hairiest Guerrilla” award. Students are teamed to innovate and create guerrilla marketing campaigns for local small businesses. This semester students will be required to “invent” a business that mimics a local and not to use a real business. I have been swamped by local business requests to be the focus business and with the growth of the students in the class, I must recoil until I can innovate the logistics for such an undertaking…which to include and exclude etc. In the past, the business owners selected come to the class, make themselves available to students, and with the able help of other faculty (Dr. Deis) judge the campaigns and provide feedback to students. The students love to win and hate to lose…really hate to lose.

MGMT 4390: New Venture Creation the class creates business plans for nascent entrepreneurs or innovations that the student would like to pursue. At the present time, one such project has received multiple U.S. Patents, and is being considered by angels in Austin and Dallas. The product was developed by a local “garage” entrepreneur and the students helped to research, develop the feasibility for, and suggest product-market relationships for. Other projects which are under consideration by local venture
participants include 1) a brew-pub, 2) a floating convenience store in Baffin Bay, 3) and a GPS chip devise to be implanted in children’s clothing. This one separates the “wanna-bees” from the “gonna-bees”.

MKTG 3310: Personal Marketing Plan the students create a marketing plan that is designed around themselves as the product to be released (upon graduation). While students do not necessarily like the work load of this project, several have commented about how it made them more prepared for the process of successfully gaining meaningful employment.

MKTG 4320: Marketing Research students have produced results for a local developer interested in “rehabbing” a downtown landmark building into an upscale mixed-use facility (The Plaza Hahn building). Other students have produced results to measure the preferences of students for advertising campaign ideas currently used by the university. Other students have helped the student government to focus on issues that are causing dissatisfaction among students. Each semester the students receive several requests for research projects from community, business and university organizations.

MKTG 3315: Promotional Strategy students each summer are linked with local businesses to assess, design, or improve integrated marketing communications programs. To date businesses have provided open access to campaigns, strategic issues, and have been open to the ideas and improvements brought forward by students.

MKTG 4390: Introduction to Entrepreneurship students are exposed to a continuous flow of local entrepreneurs

Speakers. Each class session during the Maymester is begun with the introduction, discussion, and experiences of local entrepreneurs and business leaders. Speakers have included: Brad Lomax, Randy Maldonado, Gloria Perez, Michael Reyes, Rock Ruiz, Joe Cisneros, J. R. Viola, and others. The students have expressed the real value of these interaction opportunities.

New sequence of Management courses was instituted, starting with 2007 teaching of “Critical Thinking and Decision Making” taught by Dr. Lucero, which is a management capstone course for management majors.

Updated the graduate level course MGMT 5320, Organizational Behavior and Theory class to include: (a) Real world decision making cases, (b) Video cases of interactions between employees about which they must make judgments based on their analyses of the situation; and (c) Leadership in Focus, vignettes of top CEO’s decision making processes that takes them through a series of decision and questions.

Developed a minor in Marketing, effective in Fall 2007. (Approved by COB Undergraduate Curriculum Committee and submitted for the 2007-2008 Undergraduate Catalog, December 1, 2006.)
Modified Management 3355 (Organization Development and Change) to encourage more targeted experiential exercises. An example is students now review the text of Dr. Martin Luther King Jr.’s “I have a dream speech” and compare it to the definition of organization change. Outcome of exercise is students understand organization change in broader terms and have increased exposure to Dr. King’s words on change and society.

Modified Management 4315 (International Management) by incorporating more in-class experiential exercises, including negotiations, ethics, and identifying potential trading partners. Dr. Sue Wingfield helps facilitate the negotiations session.

The management faculty completed an overhaul of the management major. We developed a more lockstep program to keep students from postponing important courses until the end of their degree. We also redesigned several courses and added a new course to provide enhanced coverage of the material. The changes appeared in the latest catalogue. Basically, we have already completed our program review and made the changes needed.

Modified Management 5335 (Multinational Management) to deliver the course on Saturdays during a 10-week summer term. This format allowed for increased time for in-class interaction and experiential exercises and made the course more accessible to students who travel and working mothers. The results were positive, with many of the students reporting improved learning because of the immersion nature of an all day session.

Modified Management 5355 (Administrative Strategy and Policy) so that students received more direct feedback on group analysis prior to students’ completing individual analysis. Additional outcome was that quality of group presentations increased measurably as a result of group and professor meeting for one-hour one week before presentation. These sessions also helped expedite identification of students who might be struggling and need additional attention.

Management Information Systems.

Faculty proposed revision of the requirements for the major in Management Information Systems, based on examination of the MISY major at several peer / aspirant institutions and on input from employers. As part of this curriculum revision the two MISY track (Business analyst and Business Applications) were consolidated into a single curriculum for the major. Additionally, six credit hours of electives were replaced by two new courses, MISY 3350, Business Applications Development and MISY 4330, Website Development for Business as requirements for the major. (Minutes of the COB Undergraduate Advisory Committee meeting, November 14, 2007.)

During the 2007-2008 academic year

After evaluating our Assurance of Learning practices versus other AACSB institutions’ best practices, particularly in the area of assessing course-embedded measures, the COB:
1. Institutionalized the practice of an external evaluator for each of the course-embedded measures used in the BBA, MBA, and MAcc programs, effective in the spring 2007. (Minutes of the COB Assessment Committee meetings of January 17 and 24, 2007.)

2. Organized a brown-bag seminar for COB faculty on the construction of grading rubrics for course-embedded measures (Minutes of the COB Assessment Committee meetings of February 21, 2007.) Seminar was held on March 1, 2007 and served as the basis for modifying the rubrics for grading the various course-embedded measures employed in the three academic programs offered by the COB.

The EBI Surveys (faculty, graduate / undergraduate students, and alumni) are other instruments used in the COB Assessment Program. In response to the results of these surveys, the COB has undertaken the following actions:

3. To address the issue of the relative low degree of faculty satisfaction with the extent to which teaching evaluations reflect their teaching performance and the faculty’s satisfaction with the teaching evaluation process, the dean appointed a Teaching Evaluation Task Force in the spring of 2007. Completion of this Task Force’s work is still pending.

4. To address undergraduate students’ relatively low degree of satisfaction with opportunities for engagement activities outside the classroom, the dean appointed a Student Engagement Task Force in the spring of 2007. The recommendations of this Task Force are under review and additional work by this group is likely.

5. Developed a minor in Entrepreneurship, effective in Fall 2008. (Approved by COB Undergraduate Curriculum Committee and submitted for the 2007-2008 Undergraduate Catalog, December 1, 2007)

6. In response to undergraduate students’ relatively low degree with the career / job placement assistance they receive, the COB has worked closely with the Career Services Office to make their services more accessible to COB students. Starting in the fall of 2008, Mr. Kristopher Garza, a Career Counselor with said office holds office hours twice per week (for a total of seven weekly hours) on-site at the College of Business to meet with our students. This program was launched in October of 2008 with a brochure distributed in business classes.