

## Business/Accounting Department Meeting Minutes

**ATTENDANCE:** Alisa Callahan, Miguel Rivera, Dolores Batiato, Alicia Law, Jennifer Patterson, Peter Ocsody, Bill Van Glabek, Adam Davis, Tim Lucas  
(absent: Dorothy Thompson)

**MEETING MINUTES:** Friday, April 11, 2025

1. Faculty finalized the textbook adoption spreadsheet which was sent to Kim Egolf.
2. Faculty finalized the planned course updates or redevelopments for Fall 2025 adoption and agreed that all shells will be completed one month before the course is to be taught to give time for faculty to review before the semester begins. Awaiting feedback from Jenn Baker & Mary Myers on this list.
  - MAR 2011 - Marketing (Katie O'Connor w/ input from Chris Marin)
  - FIN3401 - Personal Finance elective for the SMAN program (Alisa Callahan)
  - 9 ENT courses (Adam Davis and Peter Ocsody)
  - ACG 2500 - Nonprofit and Government Accounting (Miguel Rivera – but he is not DEV101 certified so he will create the formative and summative assessments and Bill will put the Canvas shell together)
  - ACG 3024 - Accounting for Non Financial Managers (Dorothy Thompson)
  - MAN 3046 - Leadership & Team Development (Tim Lucas)
  - MAN 3081 - Introduction to E-business (Jenny Patterson & Dee Batiato)
  - MAN 4113 - Understanding & Managing Diversity (Jenny Patterson & Dee Batiato)
  - MAN 4402 - Employment Laws & Regulations for HR (Jenny Patterson & Dee Batiato?) Matt Hoffman indicates an update is needed but that his hands are full with the paralegal updates.
  - MAN 4570 - Retail Logistics Management (Jenny Patterson & Dee Batiato)
  - MAR 2644 - Data Based Marketing (an update is probably needed but don't have someone lined up for the redevelopment)
  - SLS 1301 & SLS 1331 – Career & Educational Exploration & Personal Business Skills (Jenny Patterson & Dee Batiato)
  - New 3000 level Business Analytics course for SMAN program (Tim Lucas, suggested by Dr. Myers for 2026-27)
3. Our Program Learning Outcomes (PLOs) for the AS degrees and certificates were approved at Curriculum Committee on February 28. Over the summer, faculty will think about how to assess these PLOs. Matt Hoffman recommends pre and post course surveys and provided some resources:  
<https://lor.instructure.com/resources/55d2fca19dc64b65bbc8a30673781c43?shared>  
<https://assessment.wisc.edu/best-practices-and-sample-questions-for-course-evaluation-surveys/Pre-Course-Survey>

See below for examples from Matt Hoffman.

**Expectations:**

- "What are your expectations for this course?"
- "What skills do you hope to gain from this course?"
- "What topics are you most interested in learning about in this course?"
- "What are your current knowledge and experience levels in this subject area?"

**Prior Knowledge:**

- "Have you taken any similar courses before?"
- "What is your familiarity with the course material?"
- "What are your strengths and weaknesses in this area?"

**Learning Preferences:**

- "What is your preferred learning style (e.g., visual, auditory, kinesthetic)?"
- "What are your preferred methods of studying and completing assignments?"

**Course Logistics:**

- "What are your preferred times for attending lectures or workshops?"
- "What are your preferred methods of communication with the instructor?"
- "Do you have any accessibility needs that we should be aware of?"

[Post-Course Survey](#) Examples:

**Learning Outcomes:**

- "To what extent did this course meet your expectations?"
- "How much did you learn about the course material?"
- "How confident are you in your ability to apply what you learned?"
- "How would you rate the quality of the instruction?"

**Course Effectiveness:**

- "How well did the course material align with the course objectives?"
- "How well did the assignments and assessments reflect the course content?"
- "How helpful was the course organization and structure?"
- "How engaging were the lectures and discussions?"

**Instructor Feedback:**

- "How effective were the instructor's communication skills?"
- "How easy was it to ask questions and receive feedback?"
- "How did the instructor's expertise contribute to your learning?"

**Recommendations:**

- "What could be improved about the course?"
- "Would you recommend this course to other students?"
- "What did you like most/least about the course?"
- "How did this course develop you professionally?"
- "What will you do differently now you've attended the course?"

4. Awaiting update from Mary Myers and Jenn Baker regarding APA Module in Commons with our volunteers Alicia Law & Dee Batiato (plus Jane Charles & Ken Belcher). Contemplate which of our courses should the module be incorporated into so we can achieve consistency in methodology & rigor benefits our students and our programs.
5. Our Program Learning Outcomes for the AS degrees and certificates were approved at Curriculum Committee on February 28 (see attachment for a list of our adopted program outcomes with the associated AS or CCC). We now need to determine how these program outcomes will be assessed. Work with the faculty within your area to:
  - a) Identify which course(s) within the program will evaluate each of the program outcomes.
  - b) Determine what manner of assessment best applies (pre tests, post tests, qualitative student evaluations, individual assignment(s), overall capstone assessment, etc.)

c) We will review our collective recommendations at our August meeting.

7. In March, faculty reviewed all Business/Accounting courses and finalized the GenEd competencies using the FSW descriptions (<https://www.fsw.edu/facultystaff/assessment/genedcompetencies>). See table below. However, we need to review the current CLOs for each of our courses and determine:

- a) Are there any updates/changes needed for the current CLOs.  
b) Which of the CLO(s) aligned to the GenEd core competency identified in March 2025.

For example, in the current ACG 2021, the GenEd competency is “Think” and the CLO aligned to it is “Apply accounting principles to financial statement elements”. But, we have now decided it is more appropriate to change the GenEd competency to “Communicate” (which I think is the right call, given the course description and CLOs). But this CLO now doesn’t fit as nicely as perhaps these CLOs: Explain the characteristics of financial accounting or Describe the basic principles of accounting systems. So, we are tasked with identifying the most appropriate CLOs that align with our newly identified GenEd competency as listed below.

Faculty agreed to do this work for each of the courses over the summer:

GenEd CREATE Assessment	Course ID		Course Name
Communicate	ACG	2021	FINANCIAL ACCOUNTING
Communicate	ACG	2071	MANAGERIAL ACCOUNTING
Communicate	ACG	2450	ACCOUNTING SOFTWARE APPL
Communicate	ACG	2500	GOVERNMENTAL ACCOUNTING
Communicate	ACG	3024	ACCTG FOR NON ACCTNG MAJORS
Communicate	FIN	2001	BUSINESS FINANCE
Think	FIN	2100	PERSONAL FINANCE
Communicate	FIN	3400	FINANCIAL MANAGEMENT I
Think	FIN	3401	PERSONAL FINANCE
Communicate	GEB	1011	INTRODUCTION TO BUSINESS
Think	GEB	2430	ETHICS IN MANAGEMENT
Think	GEB	2930	SPECIAL TOPICS/CAPSTONE - BUS
Research	GEB	4375	FOUNDATIONS OF INTERNATL BUS
Investigate	ENT	2000	INTRO TO ENTREPRENEURSHIP
Investigate	ENT	2012	ENTREPRENEURSHIP MANAGEMENT
Investigate	ENT	3003	ENTREPRENEURSHIP I
Investigate	ENT	4004	ENTREPRENEURSHIP II
Investigate	ENT	Various	ALL NEW ENT NEW COURSES
Think	MAN	1023	MANAGEMENT FOR NON-PROFIT ORG
Research	MAN	2021	MANAGEMENT PRINCIPLES
Think	MAN	2500	OPERATIONS MANAGEMENT
Think	MAN	2582	PROJECT MANAGEMENT
Think	MAN	3046	LEADERSHIP & TEAM DEVELOP

Think	MAN	3081	INTRO TO E-BUSINESS
Research	MAN	3120	ORGANIZ BEHAV AND LEADERSHIP
Think	MAN	3301	HUMAN RESOURCES MGMT
Research	MAN	3303	LEADERSHIP & MGMT PRACTICES
Think	MAN	4113	UNDERST & MANAGING DIVERSITY
Think	MAN	4402	EMPLOYMENT LAWS & REGS FOR HR
Think	MAN	4570	RETAIL LOGISTICS MANAGEMENT
Think	MAN	4701	BUSINESS ETHICS AND SOCIETY
Research	MAN	4723	STRATEGIC MANAGEMENT CAPSTONE
Research	MAR	2011	MARKETING
Think	MAR	2644	DATA BASED MARKETING
Think	MAR	3231	RETAILING MANAGEMENT I
Think	MAR	3232	RETAILING MANAGEMENT II
Research	MAR	3802	MARKETING FOR MANAGERS
Research	MAR	3860	SALESMANSHIP & CUST REL MGMT
Think	MKA	1161	INTRO TO CUSTOMER SERVICE
Research	MKA	2701	VISUALIZING & PRESENTING DATA
Evaluate	MTB	1103	BUSINESS MATHEMATICS
Research	QMB	2100	BUSINESS STATISTICS
Communicate	RMI	2110	PERSONAL INSURANCE
Communicate	RMI	2212	PERSONAL BUS & PROP INSUR
Communicate	RMI	2662	INTRO TO RISK MGNT & INSUR
Think	SBM	2000	SMALL BUSINESS MANAGEMENT
Think	SCM	1010	PRINC. OF SUPPLY CHAIN MGMT.
Think	SCM	1001	TRANSPORTATION & LOGISTICS MGMT
Research	SCM	2150	PURCHASING & INVENTORY MGMT
Research	ISM	2200C	BUSINESS ANALYTICS
Think	SLS	1301	CAREER & EDUCATIONAL EXPLOR
Think	SLS	1331	PERSONAL BUSINESS SKILLS
Think	SLS	1350	EMPLOYABILITY PREPARATION
Communicate	SLS	1948	WORK EXPERIENCE INTERNSHIP I
Communicate	TAX	2000	FEDERAL TAX ACCOUNTING I
Communicate	TAX	2010	FEDERAL TAX ACCOUNTING II

#### 8. AI Topics & Resources

- Aragon AI: for great, easy, and affordable headshots for your syllabus, Canvas profile, LinkedIn, etc.
- 15% discount: <https://aragon.ai?referralCode=1dq7LFTjDefPq8td4zWNTu>