

**Weber State University**  
**Regents Five Year Program Review Site Visit Report**  
**Business Administration and IST Faculty Response**

**Introduction**

This report constitutes faculty responses to recommendations made by the Review Visit Team Report. In the academic year 2013-14 the Business Administration program undertook a full five-year Regents review process. Due to changes in departmental and program structures during this period, the review did not include the Finance program or courses, as these were previously moved to the School of Accounting and Taxation. However, the review did include IST courses and programs as the proposal of improved course and program integration between Business Administration and IS&T was central to the review.

**Commendations**

The review committee **commends:**

The department for the achievement of its mission thus far.

The faculty within the Supply Chain Management program for the strategic design of the curriculum and supporting Center for Supply Chain Excellence.

The IST faculty for reviewing and streamlining their curriculum offerings. The current strategy to offer a focused IST degree is wise, considering current faculty/staffing levels.

The effort made by senior faculty to mentor junior faculty and the orientation of new faculty.

The department chair for setting a culture of collaboration such that faculty feel they have a voice in strategic decisions.

The recent increase in professional development and travel funds.

The resources available in the department in terms of administrative support, facilities and equipment.

The Supply Chain Management faculty for envisioning a plan that will 1) form an SCM advisory board whose members will be integrated into the classroom, and 2) will create a Center for Supply Chain Excellence. These two initiatives were highlighted as prime examples of how to develop relationships with external communities.

The department for its reduction in overload teaching and the development of useful assessment processes.

### **Recommendations with Faculty Responses**

and make the following responses.

**Review committee recommendation:** That the department ensures that the mission

**Faculty response:** A group of faculty met in April (2014) and discussed the need to update the department mission statement. Given the importance and long-term nature of devising a new mission statement, we have together developed a plan for democratically developing a new mission statement. Whereas the Goddard School is currently revising its mission statement (to be completed sometime this Fall or early next Spring (2015), this is an especially good time for us to think carefully about our mission statement. In addition, whereas nearly half of our department is new (hired within the last 2 years), we have all the more reason to reconsider our mission statement and to create one that takes our unique strengths and opportunities

- I. While simultaneously assisting with the development of the School-level mission statement, we will carefully consider our unique strengths and opportunities as a department faculty what do we do well, what are our research interests, and so on (the goal will be to meet as a department and/or to devise an online survey that will allow all department members to think



**Review committee recommendation:** Ensure that faculty is hired strategically for data analytics.

**Faculty Response:** The department is currently placing an emphasis on filling the open tenure-track IST position with a new faculty member who has expertise in data analytics (rather than the computer science expertise of the retiring incumbent).

**Review committee recommendation:** Marketing students need expanded social media.

**Faculty Response:** Marketing students are currently exposed to social media in multiple course offerings. In the Principles of Marketing (MKTG 3010) and Promotion Management (MKTG 3450) courses, social media is incorporated as an integral part

consumer perception and behavior is addressed in the Consumer Behavior (MKTG 3100) course. Finally, social media topics comprise approximately 60% of course content in the Internet Marketing (MKTG 4200) course; s

will thus be explored in-depth in this course.

**Review committee recommendation:** Discussion should continue among faculty to the point of achieving meaningful improvement in student learning outcomes. It further recommends that learning outcomes be updated/modified to reflect any needed changes related to the addition of IST faculty to the department and the move of the Finance faculty to the School of Accounting & Taxation.

**Faculty response:** Work on this recommendation was already underway. The School Curriculum Committee and Assurance of Learning Committee (AoL) came together earlier in the 2013-14 academic year for a series of meetings to explore and review current learning outcomes. A revised set of AoL outcomes has been agreed upon by the committees and will be put to faculty for consultation before finalization. In line with these changes, the AoL committee is also designing more appropriate and effective learning outcome assessment procedures. In addition, all documentation (including policy documents, web pages and catalog items) will be updated to reflect recent changes.

**Review committee recommendation:** Given that some assessment data gathering takes place outside the department, the committee recommends that coordination occur among BA faculty and those faculty who teach NTM 3250 to ensure the appropriateness of rubrics and data gathering processes.

**Faculty response:** Starting with the fall 2013 semester, a dialogue was begun between Business Administration and NTM faculty to review and tailor key learning and assessments within this course. The current high demand for this required course (NTM 3250), together with the retirement of the key faculty member who used to teach Business Communications course, has resulted in the current need to rely on outside delivery for this course. Going forward, a working group of

department faculty

**Business Administration Faculty Response:** We agree that the Senior Seminar would serve students better if they are able to participate in it earlier in their academic progress. However, this is not something the department controls but would have to be explored in concert with the Career Center. Every possible effort will be made to make the seminar available to juniors so long as all the relevant prerequisites are fulfilled.

**Review committee recommendation:** The committee strongly encourages IST to build an Advisory Board, which could advise the faculty regarding technology offerings in the IST curriculum.

**Faculty Response:** The IST faculty fully agrees with this recommendation. As information technology and