

RESPONSE OF THE PROGRAM FACULTY TO THE BUSINESS EDUCATION COMPOSITE TEACHING PROGRAM REVIEW EVALUATION TEAM

April 5, 2012

The faculty is appreciative to the Business Education Composite Teaching Review Team for the conscientious review and report given. The following recommendations are given by the team along with the response from the department faculty.

<i>Recommendation</i>	<i>Faculty Response</i>	<i>Date</i>
Standard B (Curriculum). The major should be a combination business and marketing education degree.	Review with an advisory committee and the Utah State Office of Education (USOE) marketing education specialist the possibility of combining the Business Education Composite Teaching Major and Business/Marketing Education Minor into the major. Add marketing course options such as retail management, entrepreneurship, or fashion to the major. Eliminate Business English (NTM 2010).	4/30/2013
Consider eliminating NTM 2300 from the program since it appears to be similar to NTM 2200 already required.	NTM 2200 is operating systems and NTM 2300 is LAN management, which is different curriculum; the current curriculum allows students to choose NTM 2300 or NTM 2534 Video Production. The merit of keeping these two courses in this major will be considered as the major is reviewed.	4/30/2013
If the majors were qualified in both business and marketing education, then students wishing to obtain a minor in business education could be given three choices: Business Core, Technology, and Marketing. An additional minor in Multimedia may be considered in the future when the course required by the state licensing agency is in place.	Change the current Business/Marketing Education and Business Education minors to align with the USOE endorsed areas: business core, technology, and marketing.	4/30/2013
	Review the possibility of adding a 3D animation course to the major to make students eligible for the USOE multimedia endorsement.	4/30/2013
With the change in minors, an adjustment to the Principles (NTM 3600) and Methods (NTM 3610) class should be considered. Consider offering two methods courses: one for the business core and marketing areas and the other for the technology and multimedia areas. If the concepts of the Principles course were divided into these two methods courses, no additional courses would be required for students. These changes would allow minors to take the methods course appropriate to their area of study.	Align NTM 3600/6600 Principles with the Utah State Office of Education Business Core endorsement.	Spring 2013
	Align NTM 3610/6610 Methods with the Utah State Office of Education Business Technology endorsement.	Fall 2012

<p>Standard C (Student Learning Outcomes and Assessment). The program already has several solid assessment instruments that could be used to back-map assessments and program outcomes. With the change in the Principles and Methods courses suggested above, the course objectives should be based upon the outcomes defined in the student teaching evaluations and the state endorsement requirements. The program must provide evidence to the USOE that the necessary coursework required for endorsement approval is provided. The program must also show that students are competent in their degree subject matter because USOE will begin statewide endorsement reviews during institutions' national accreditation visits. Programs not meeting coursework and student competency standards and objectives will not be allowed to recommend their graduates for state licensure.</p>	<p>The current learning outcomes are department wide and need to be major specific. The current assessments are good; however, they need to be aligned to unique outcomes for the Business Education Composite Teaching major. The outcomes will be reviewed and aligned with the USOE requirements and assessments.</p>	<p>4/30/2013</p>
<p>The USOE has adopted new teaching standards that must also be addressed in the program outcomes and objectives to ensure that students are able to meet the requirements moving from Level I to Level II licensure. Evidence that programs meet these standards will most likely be required as part of the state program review process. Graduates will also be required to have and maintain a professional teaching portfolio as they move through the licensure processes. The program needs to consider how to help students show evidence of content knowledge and teaching skills through a portfolio that is begun during their program. As the program designs the outcomes and assessment system, the review process will become meaningful as data relating to the skills and knowledge of the students is collected. These can then be used to drive purposeful program decisions and change.</p>	<p>We agree with the need for the portfolio and will look for an appropriate electronic portfolio option that will be used in multiple courses including NTM 3600 and NTM 3610.</p>	<p>4/30/2013</p>
<p>Standard G (Relationship with External Communities). The department should consider combining with the SST department in the marketing area for both concurrent enrollment and possible advisory involvement. A gap appears to exist in the marketing area regarding advisory groups. With the change to a Business and Marketing Education Composite major, a marketing presence should be involved in the advisory groups.</p>	<p>We plan to consider developing a marketing teaching minor.</p>	<p>4/30/2013</p>
	<p>Consider working with the SST department to be included in concurrent enrollment campus meetings for SST as well as advisory committee meetings to keep current on high school marketing education.</p>	<p>4/30/2013</p>
<p>Adding recruitment efforts with both SST and Secondary Education should also help more students to become aware of the program.</p>	<p>Work with SST to determine appropriate recruitment opportunities.</p>	<p>4/30/2013</p>
	<p>Secondary Education already does a good job of recruiting for business</p>	<p>4/30/2013</p>

	education; however, additional avenues of recruitment will be pursued in UCTE meetings and discussion with the Master's Program coordinator and Secondary Education advisement center.	
Standard D (Academic Advising). Consideration should be given to adding a department advisor to help alleviate the workload of the faculty. The advisor could be shared with another department.	Pursue discussion with Dean to determine possibility and timeframe.	7/1/2013
Standard E (Faculty). Adding two new faculty members to the department must be a priority. One position should replace the faculty member retiring as soon as budgets allow. An additional faculty member as indicated in the previous program review is extremely needed.	We agree with this recommendation and plan to pursue the faculty member positions.	7/1/2013

The department will review the challenges and respond as needed.

The committee also provided the following commendations of the Business Education Program:

- Courses are up to date, and great effort is expended by faculty to stay current in the field.
- Students are qualified to find jobs upon completion of the program.
- The two courses, Principles and Methods, geared specifically to business education students give them enhanced strengths as they begin their careers in the secondary classroom.
- The addition of a master's degree along with the second bachelor's degree in Business Education is to be commended.
- The qualifications of faculty are outstanding; department members are highly involved in professional associations.
- Students have positive comments about the faculty and the courses in the program. Students are extremely happy with the culture and the concern expressed by the faculty.
- Adjunct faculty are a major part of the department and appear to receive orientation and help.
- A rigorous review process for tenured faculty and adjuncts is in place.
- The department has administrative support and sufficient computer labs to meet the needs of the students. The construction of the new building has enhanced the department greatly since the last program review.
- The department has several advisory committees in place to ensure the offerings meet the needs of the students.
- Obvious action has been taken to correct problems identified in the last program review that were within the control of the department.

The faculty are pleased with what is taking place in the Business Education Composite Teaching major and will work on the suggested recommendations to enhance the program.