

QEP Proposal 2007-2008

Mays Business School

QEP Council

Chair

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Abstract

Funding provided through this grant in academic year 2007-2008 will serve to establish a Research Track in the Business Honors degree program. This will be a 15 credit-hour sequence including BUSN 291, and BUSN 491. Each student will work closely with a faculty advisor who has expertise in the selected area of research. Students will explore research topics through library and Internet research, field trips, problem solving with advisors, industry partners and teammates, written and oral communication, group discussions, conducting surveys, and building models.

Learning Outcomes

Mays Business School has adopted the following program learning goals for undergraduates.

- Communication skills (oral, electronic, and written)
- Problem solving, critical thinking, and analytical skills
- Creating new opportunities
- Ethical decision making
- Leadership, management, and teamwork
- Interdisciplinary foundation in business
- Discipline-specific competencies
- Global and cultural awareness in each of the above

We believe that the second goal is consistent with research and inquiry-guided learning, and propose the following outcomes to assess student learning.

Learning Goal:

- Students will be able to solve problems, analyze information, and think critically.

Learning Outcomes:

1. Students will clearly articulate a research question or problem.
2. Students will identify and use appropriate library resources to investigate a research problem.
3. Students will operationalize concepts with appropriate indicators.
4. Students will analyze data and interpret results.
5. Students will organize and analyze data to rigorously test hypotheses.
6. Students will recognize methodological limits to both published and original research and to suggest correctives.
7. Students will articulate research findings in professional formats suitable for publication.

Assessment:

Students will demonstrate proficiency, as shown by their writing, which will be evaluated with a rubric derived from expectations set out by the MLA Handbook for Writers of Research Papers.

Process

Engaging in research and inquiry-guided learning as an undergraduate pays many benefits to the individual student and college department involved. Students are afforded an opportunity to gain a deeper knowledge in their chosen discipline; expand their interdisciplinary knowledge; and develop technical, professional, and personal skills needed to meet future career demands. The academic department or college providing this enriched educational experience will realize gains in recruitment and retention, development of educational programs, and assistance with ongoing research for individual faculty willing to serve as research advisors.

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faculty members with similar research interests, and handle administrative issues. Assistance will be provided to students to encourage them to disseminate their research finding in publications and at conferences. Stipends will be given to faculty members who serve as research advisors and stipends will be available to the students to assist them with actual costs incurred.

The overarching purpose of the Mays QEP Program is to develop and administer a formalized Undergraduate Research Program at Mays Business School for all undergraduate students. Currently, business students interested in research do so as part of the University Research Fellows Program or by registering for an Independent Study. However, having an organized system in the business school for encouraging and supporting our undergraduate students to engage in research will increase the number of students who participate in research projects and offer them the opportunity to share their research findings with a larger community. We believe that first developing the Research Track in the Honors curriculum will be an excellent pilot project for the more inclusive program.

An inventory of courses conducted by Measurement and Research Services revealed that a significant number of courses at Mays are inquiry-intensive. Attachment A is a summary of the verbs used by professors to describe the learning outcomes of their students. These verbs mirror the learning outcomes above. Clearly the QEP project and Mays overall assessment efforts are highly complementary.

Budget

The May School will provide funds of \$10,000 to support this project. Therefore the amount requested from the Provost is \$10,000.

Stipends for five Faculty Research Advisors (\$2000 each)	\$10,000
Stipends for five Undergraduate Research Students (\$300 each)	1,500
Graduate Student (salary for one year)	8,000
Brochures and other materials	500
TOTAL	\$20,000

Attachment A

Summary of Inventory Responses

ACCT229H	Review, analyze, evaluate, interpret, judge
ACCT405	Synthesize, recommend, suggest multiple solutions, evaluate data quality
ACCT407	Inquire, analyze, interpret
ACCT445	Research, present, evaluate
FINC341H	Research, analyze, draw conclusions, present
FINC341	Analyze, solve, justify
FINC421	Model, discover, test, decide
FINC422	Collect data, analyze, recommend, compare
FINC423	Collect data, analyze, evaluate models
FINC424	Formulate questions
FINC425	Collect data, identify risks, explain
FINC460	Integrate, solve
FINC462	Identify problems, analyze, recommend
FINC475	Solve problems, present, judge
IBUS/MGMT457	Collect data, analyze, evaluate, decide
IBUS446	Collect data, analyze, evaluate, decide
INFO210H	Gather data, analyze, conclude, assess, justify
INFO250	Analyze data, interpret, present
INFO304	Collect data, analyze, compare, forecast
INFO306	Collect data, analyze, design, justify
INFO322	Analyze, design, create, solve
INFO364H	Identify problem, analyze data, recommend
INFO364	Organize information, analyze, question, solve, justify
INFO439	Analyze information, interpret, conclude
INFO465	Collect data, analyze, propose, justify
MGMT363H	Identify problems, propose research ideas, write proposal
MGMT373	Gather data, analyze, conclude
MGMT430	Identify problem, analyze data, offer recommendations, justify
MGMT461	Gather data, analyze, develop a plan, evaluate
MGMT466H	Analyze information, interpret, conclude
MKTG 321	Gather data, analyze, develop a plan
MKTG 330	Gather data, analyze, develop a plan, evaluate
MKTG322	Collect data, analyze, create
MKTG323	Gather data, analyze, recommend
MKTG325	Collect data, analyze, recommend, justify, forecast, present results
MKTG326	Collect information, identify problem/question, conclude
MKTG345	Collect information, analyze, interpret, formulate, conclude
MKTG401	Collect information, analyze
MKTG448	Analyze information, simulate, decide