

## ASSESSMENT REPORT Fall 2015

**Business Graduate: International Business**  
(Instructional Degree Program)

**MBA**  
(Degree Level)

### **Program Mission:**

New Mexico Highlands University's Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. Our mission is to become the best small school of business in the southwest and to prepare students to be confident, competent, ethical, and responsible business decision-makers, managers, leaders, and agents of economic and social betterment in today's changing global business environment.

### **Student Learning Outcome 1:**

International Business students understand the global business environment to include the interconnectedness of cultural, political, legal, economic, and ethical systems.

#### **Traits Specifically Linked to Student Learning Outcome 1**

Mastery of content knowledge and skills  
Critical and reflective thinking skills  
Effective communication skills  
Effective use of technology  
Qualitative and quantitative analysis

### **First Means of Assessment for Outcome 1:**

Scores on student presentations on Ethical topics in MGMT 621 Business & Society. Criterion measure: 75% of students will score 80% or better = meets the outcome.

### **Summary of Data Spring 2016:**

|                                       |           |   |             |
|---------------------------------------|-----------|---|-------------|
| Number of Students Meeting Criterion: | <b>21</b> | Number of Students Not Meeting Criterion: | <b>0</b>    |
| Total Number of Students Assessed:    | <b>21</b> | Percent of Students Meeting Criterion:    | <b>100%</b> |

### **Second Means of Assessment for Outcome 1:**

Scores on exams in INTB 640 International Business. Criterion measure: 75% of students will score 80% or better = meets the outcome.

### **Summary of Data Fall 2015:**

|                                       |          |   |             |
|---------------------------------------|----------|---|-------------|
| Number of Students Meeting Criterion: | <b>6</b> | Number of Students Not Meeting Criterion: | <b>0</b>    |
| Total Number of Students Assessed:    | <b>6</b> | Percent of Students Meeting Criterion:    | <b>100%</b> |

### **Interpretation of Results for Outcome 1:**

MGMT 621 – The students all met the criterion at 100% compared to 88% the previous year. What I did differently was to insist that students pick their presentation topics earlier on in the semester so they will have adequate time to prepare. My hope is to continue with this requirement which seems to work.

INTB 640 – For Fall 2015, the criterion measure was fully met at 100% similar to the previous year which was also met at 100%. We will continue to monitor the situation for next year and if need be, tweak the outcomes to make them more challenging to the students.

### **Student Learning Outcome 2:**

International Business students understand Market Entry techniques such as exporting, franchising, joint venture and wholly-owned subsidiaries, etc. as methods that may be used by organizations to enter other countries.

#### **Traits Specifically Linked to Student Learning Outcome 2**

Mastery of Content Knowledge and Skills  
Critical and Reflective Thinking Skills  
Qualitative and quantitative analysis

#### **First Means of Assessment for Outcome 2:**

Scores on case studies in MKTG 574 International Marketing. Criterion measure: 75% of students will score 80% or better = meets the outcome.

#### **Summary of Data Spring 2016:**

|                                       |          |   |             |
|---------------------------------------|----------|---|-------------|
| Number of Students Meeting Criterion: | <b>6</b> | Number of Students Not Meeting Criterion: | <b>0</b>    |
| Total Number of Students Assessed:    | <b>6</b> | Percent of Students Meeting Criterion:    | <b>100%</b> |

#### **Second Means of Assessment for Outcome 2:**

Scores on final exams in INTB640 International Business. Criterion measure: 75% of students will score 80% or better = meets the outcome.

#### **Summary of Data Fall 2015:**

|                                       |          |   |             |
|---------------------------------------|----------|---|-------------|
| Number of Students Meeting Criterion: | <b>6</b> | Number of Students Not Meeting Criterion: | <b>0</b>    |
| Total Number of Students Assessed:    | <b>6</b> | Percent of Students Meeting Criterion:    | <b>100%</b> |

### **Interpretation of Results for Outcome 2:**

MKTG 574 – The criterion measure for this outcome was met at a 100% similar to the year 2015. As students seem to be performing well on this outcome, we will continue to monitor this outcome to see we need to tweak it going forward.

INTB 640 – For this outcome, the criterion measure was met at a 100%. The same result was obtained in 2014. As previously stated, we will monitor the situation for a little while to see whether a change in outcomes might be warranted.

### **Student Learning Outcome 3:**

International Business students understand the importance of the international monetary system and the role international organizations play in creating stability in the international money markets.

### **Traits Specifically Linked to Student Learning Outcome 3**

Mastery of content knowledge and skills  
Critical and reflective thinking skills  
Effective communication skills  
Qualitative or quantitative analysis

### **First Means of Assessment for Outcome 3:**

Scores on Test 1 in FIN 575 International Finance. Criterion measure: 75% of students will score 80% or better = meets the outcome.

### **Summary of Data Fall 2015:**

|                                       |           |   |             |
|---------------------------------------|-----------|---|-------------|
| Number of Students Meeting Criterion: | <b>13</b> | Number of Students Not Meeting Criterion: | <b>0</b>    |
| Total Number of Students Assessed:    | <b>13</b> | Percent of Students Meeting Criterion:    | <b>100%</b> |

### **Second Means of Assessment for Outcome 3:**

Scores on Currency Project in INTB 640 International Business. Criterion measure: 75% of students will score 80% or better = meets the outcome.

### **Summary of Data Fall 2015:**

|                                       |          |   |             |
|---------------------------------------|----------|---|-------------|
| Number of Students Meeting Criterion: | <b>6</b> | Number of Students Not Meeting Criterion: | <b>0</b>    |
| Total Number of Students Assessed:    | <b>6</b> | Percent of Students Meeting Criterion:    | <b>100%</b> |

### **Interpretation of Results for Outcome 3:**

FIN 575 – the results for fall 2015 are a significant improvement from the results in 2013-14, for the First Means of Assessment. The result improved from an 84.6 percent meeting the criterion to 100 percent meeting the criterion. This result was achieved due to solving more problems in and out of classrooms.

INTB 640 - the criterion measure here was met at a 100%. While the same result was obtained in the previous year, the currency project (which measures this criteria), will be retained although we might introduce more problems to enhance the project.