

# ASSESSMENT REPORT Fall 2016

**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:**

MGMT 621 (INTB440) (SLO3 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2013 (INTB 640)	8	8	0	100.0%
Fall 2014 (INTB 640)	5	5	0	100.0%
Spring 2016 (MGMT 621)	21	21	0	100.0%

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

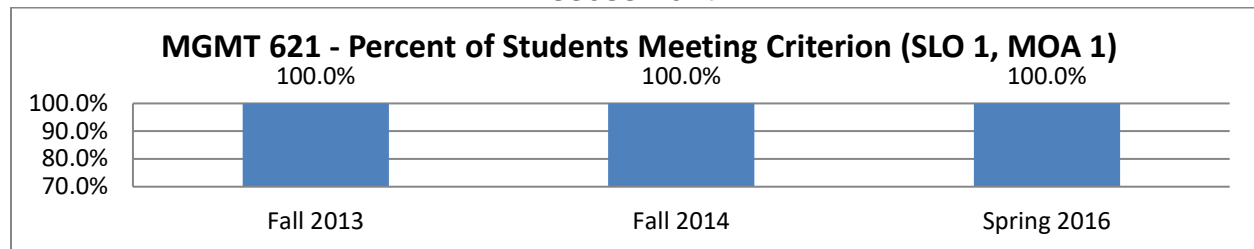
Scores on exams in INTB 640 International Business. Criterion measure: 75% of students will score 80% or better = meets the outcome.

## Summary of Data:

INTB 640 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
AY 2014-2015	17	15	2	88.2%
Fall 2015	6	6	0	100.0%
Fall 2016	5	4	1	80.0%

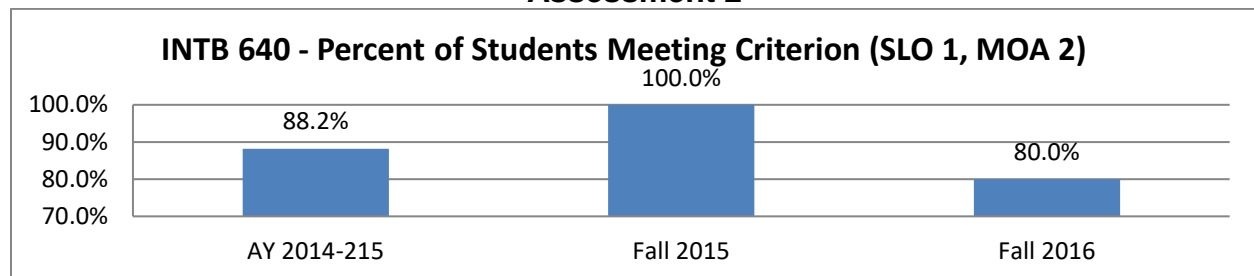
## Interpretation of Results for Outcome 1:

### Assessment 1



Students did extremely well on the ethical topic presentation with 100% meeting criterion. This is an increase from 88% meeting criterion previous to fall 2013. Students are required to select their presentation topic earlier in the semester so they have adequate time to prepare. This gives students time to request assistance and make changes. Faculty will continue with this requirement which seems to work.

### Assessment 2



The results were mixed in INTB 640. Fall 2016 results was 80% (with one student not meeting criterion) compared to Fall 2015 when the results were 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. My view is that the outcome and means of assessment are appropriately set as students continue to find some rigor here. I recommend that we hold both the outcome and means of assessment for a little while longer.

## 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:**

MKTG 574 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
AY 2013-2014	7	5	2	71.4%
AY 2014-2015	7	5	2	71.4%
Spring 2016	6	6	0	100.0%

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

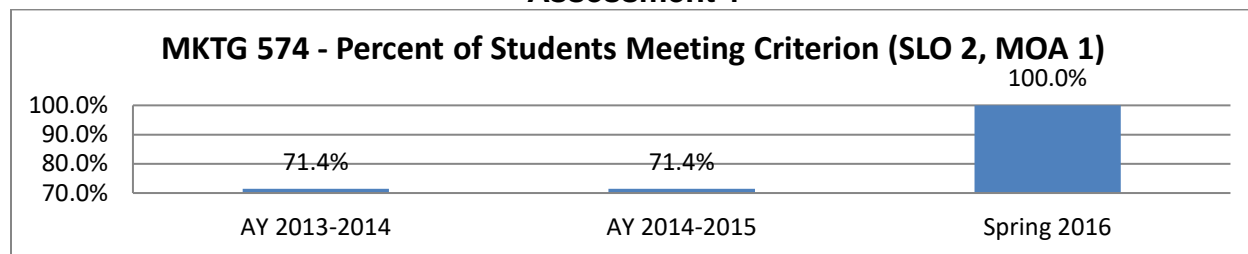
Scores on final exams in INTB 640 International Business. Criterion measure: 75% of students will score 80% or better = meets the outcome.

#### **Summary of Data:**

INTB 640 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2015	6	6	0	100.0%
Fall 2016	5	4	1	80.0%

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

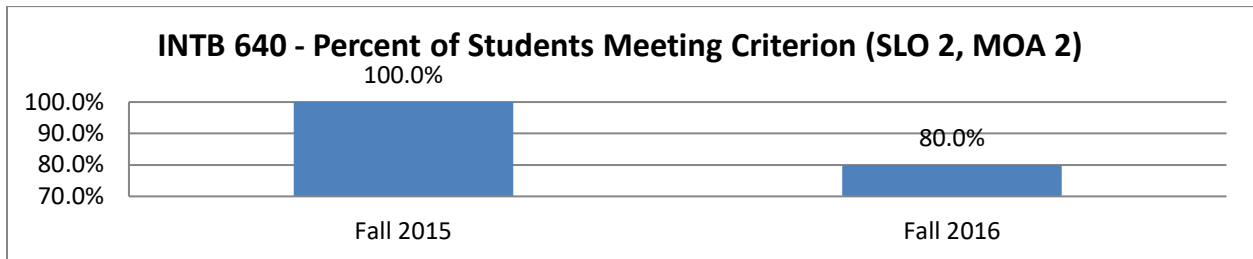
### **Assessment 1**



Percent of students meeting criteria increased to 100% from 71.4% the previous two academic years. In spring semester 2016, emphasis on exporting, franchising, joint venture, and direct marketing into a country was increased and this seemed to work based on spring 2016 results. The sample size was small for all assessment periods

and may have skewed the results. Still, sample size or not, continuous improvement is needed.

### Assessment 2



The course being assessed changed from FIN 575 to INTB 640 in fall 2015; therefore, only two points of assessment are available. International Business students met the criterion measure at 80% compared to fall semester 2015 when the results were 100% of students meeting criterion. Again, the decrease from 100% to 80% represents one student not meeting criterion because of the small number of students in the course. As students seem to be performing well on this outcome, we will continue to monitor this outcome to see if we need to tweak it going forward.

### **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:**

FIN 575 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2015	13	13	0	100.0%
Fall 2016	21	21	0	100.0%

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

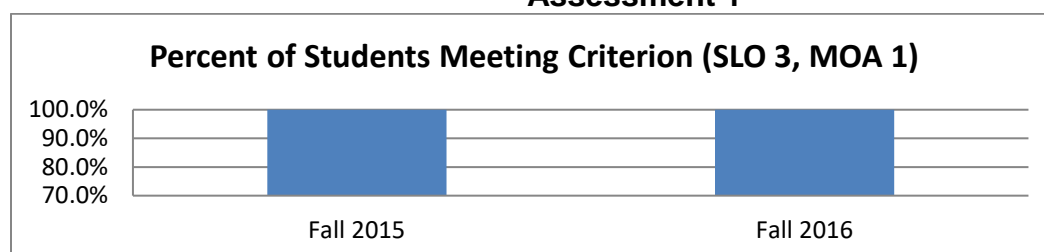
Scores on Currency Project in INTB 640 International Business. Criterion measure: 75% of students will score 80% or better = meets the outcome.

### Summary of Data:

INTB 640 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Numbers of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2015	6	6	0	100.0%
Fall 2016	5	4	1	80.0%

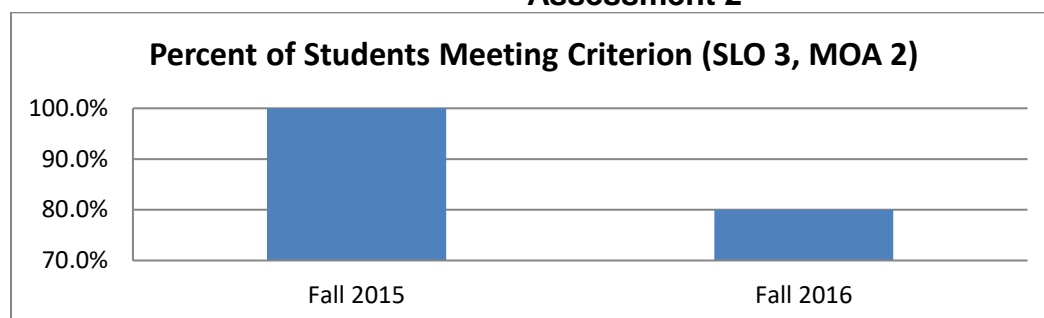
### Interpretation of Results for Outcome 3:

#### Assessment 1



For the First Means of Assessment (FIN 575), for two years in a row, all the students achieved the learning outcome. Usually, this topic is more a qualitative topic, where students have to understand and explain the different international monetary systems from the Gold Standard to the Freely Floating System and a hodge-podge of syncretic systems that prevail today. Usually, students do well and find the history interesting.

#### Assessment 2



The percent of students meeting this criterion was 80% compared to fall 2015 which was 100%. The currency project, which is used to assess this outcome, is very popular with the students who in many cases, are introduced to Foreign Currencies for the first time. Sometimes students may lack adequate time to complete this month long project which may lead to less than perfect scores for every student. We think though that reminders at several intervals within the period when the project is being completed might be helpful going forward. We suggest maintaining for now, this outcome and its method of measurement.

### Utilization of Results:

The Department of Business Administration reviews outcome assessment results every semester. Outcomes assessment results have been utilized to improve student learning in a variety of ways including improvements to course content and delivery, an increased emphasis

on ethics and globalization, changes and improvements in the business administration curriculum. Based on the reviews the Department's outcomes assessment plans were revised in fall semester 2012, fall semester 2015, and again in spring semester 2017. Importantly, revisions included changes based on prior outcomes assessment results.

### **Changes to Program Based on Results:**

During the fall semester 2016 the Department conducted a comprehensive review of its curriculum for the MBA concentrations. The purpose of the review was to align the program's requirements with the university's overall graduation and ACBSP requirements, to provide greater flexibility for students in pursuing courses of interest, and to align the curriculum with the Department's capacity to dependably and regularly deliver the curriculum, all of which benefit student learning. The revised curriculum increased emphasis on ethics and globalization.

Improvements in course content and delivery: Faculty has made modifications to individual course requirements and means of assessments in several courses based on outcomes assessment results.

The Department is using the worldwide Business Strategy Game as a means of external assessment in the MBA capstone course. Means of assessment was changed to assess the year-to-date score in year 18 (final year students play game). Prerequisites were added to the MBA capstone course so students have a stronger foundation in business principles before competing in the Business Strategy Game. With a stronger foundation in business principles students complete the Business Strategy Game with a higher success rate.

Increased availability of tutoring services: The Department's faculty and graduate assistants provide students with tutoring support.

The Department requires use of Desire2Learn, the University's online course learning management system, by all faculty for all course, whether traditional, hybrid or online.

### **Retention Strategies:**

Continue utilizing outcomes assessment results as a means of improving student learning and the quality of education in the Department of Business Administration.

The Department of Business faculty will respond to student email and phone messages within 24 hours during the work week. Email and phone messages received on weekends and holidays will be returned the next work day.

Department of Business faculty will effectively advise students toward degree completion. Students are assigned an academic advisor in their chosen concentration area. By 9<sup>th</sup> week of the semester, advisees are contacted by academic advisor.

Department of Business faculty will participate in university activities and programs aimed at increasing retention.

Department of Business faculty and staff will provide excellent customer service to all students.

In spring 2017, monthly "Coffee with the Dean" hour for students was established and "Welcome Back Student BBQ" was reinstated. Both were a huge success and will continue.

Having regular informal meetings with students leads to shared information and sense of being valued and belonging.