

**ASSESSMENT PLAN**  
**Spring 2017 – Summer 2018**

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

**MBA**  
(Degree Level)

**Program Mission:**

The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible decision makers, managers, leaders and agents of economic and social betterment in today's changing global business environment.

**Student Learning Outcome 1:**

Students will use essential factors affecting the global business environment including the interconnectedness of cultural, political, legal, economic and ethical systems to make decisions.

**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:**

Score on culture paper assignment in INTB 640, International Business. Criterion measure: 75% of students will score 80% or better = meets the outcome.

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

Score on international marketing plan in MKTG 574, International Marketing. Criterion measure: 75% of students will score 80% or better = meets the outcome.

**Student Learning Outcome 2:**

Students will identify and analyze ways business firms participate in international markets including exporting, franchising, joint ventures and wholly owned subsidiaries.

**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:**

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

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

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

**Student Learning Outcome 3:**

Students will articulate 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:**

Score on exam covering the international monetary system in FIN 575 International Finance.

Criterion measure: 75% of students will score 80% or better = meets the outcome.

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

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

Revised Spring 2017