

ASSESSMENT REPORT 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.

Summary of Data:

INTB 640 (SLO1 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2017	10	10	0	100.0%
Total	10	10	0	100.0%

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.

Summary of Data:

MKTG 574 (SLO1 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	5	5	0	100.0%
Total	5	5	0	100.0%

Interpretation of Results for Outcome 1:

For INTB 640, students in the IB concentration are usually serious and this shows in the results 100%. The Culture Paper Assignment is a semester long assignment and students usually put in the required effort as we go over the requirements several times before the assignment is due. For MKTG 574, the Marketing Plan is another semester long assignment and the fact that we go over several times before the assignment is due helps in the final product that the students put out. The percentage is 100% above the goal of 75%. The instructors will consider increasing challenging topics, contents, requirements in assignments and Marketing plans.

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.

Summary of Data:

MKTG 574 (SLO2 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	5	3	2	60.0%
Total	5	3	2	60.0%

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.

Summary of Data:

INTB 640 (SLO2 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2017	10	10	0	100.0%
Total	10	10	0	100.0%

Interpretation of Results for Outcome 2:

For the first means MKTG 574, case studies are a good alternative to Exams and give the students an opportunity to demonstrate their understanding of the content of the course. The percentage is 60%, which is lower than the goal of 75%. The main reason is the small size of the class. The instructor will spend more time on case discussion to improve students' understandings. For the second means INTB 640, the results of this outcome (100%) indicate as expected that the students do put in a lot of efforts. The exams are constantly being changed and tweaked from year to year and we will make exams more challenging.

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.

Summary of Data:

FIN 575 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Spring 2017	3	3	0	100.00%
Fall 2017	2	2	0	100.0%
Spring 2018	3	2	1	66.7%
Total	8	7	1	87.5%

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.

Summary of Data:

INTB 640 (SLO3 MOA2) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2017	10	10	0	100.0%
Total	10	10	0	100.0%

Interpretation of Results for Outcome 3:

For FIN 575, the first means of assessment, we had very few students to draw any meaningful conclusions. In Spring 2018, one of the students failed the test on international monetary systems, which results that the course didn't meet the criterion 75%. That particular student skewed the result drastically (66%). However, the average percentage (87.5%) is higher than the goal of 75%. For INTB 640, the result of this outcome 100% was impressive because in prior years, the Currency Project is quite challenging to some students. As such, not every student does well except for this past year where the whole class did well with the project (100%). The instructor will keep on making efforts in guiding students on the project in the future.

Revised Spring 2017: mvr