

**ASSESSMENT REPORT**  
**Fall 2018 – Summer 2019**

**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 2018	5	5	0	100.0%
Total	5	5	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 2019	4	4	0	100.0%
Total	4	4	0	100.0%

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

For SLOA1 and FMOA1 which requires measuring performance on the Culture paper, the small class met the criteria as specified. For now, we need not change the outcome. For MKTG 574, the Second means of Assessment requiring performance in writing a Marketing Plan, the class also met the stated criteria and for now, the instructor will continue to improve and make more challenges.

### **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 2019	4	4	0	100.0%
Total	4	4	0	100.0%

### **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 2018	5	5	0	100.0%
Total	5	5	0	100.0%

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

For Student Learning Outcome 2, FMOA which stipulates performance in Case studies, the criterion was met. Again, I suggest that the Outcome should be kept especially as the course meets very infrequently. Regarding SLO2, SMOA which requires students' performance in IB Exams, again the outcome was met by all students. The small class size may be an advantage in this situation, and the instructor will continue to improve and make more challenges.

**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 2019	6	4	2	66.7%
Total	6	4	2	66.7%

**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 2018	5	4	1	80.0%
Total	5	4	1	80.0%

**Interpretation of Results for Outcome 3:**

The first means of assessment for outcome 2 was not achieved. It could be interpreted simply as a result of a small class. The students were tested on the exam covering the international monetary system. Our students have limited knowledge and understanding of global events, so

some students found it difficult to relate to the topic. One possible solution to this to let them write papers on some important international economic events related to the monetary system. I am hoping that this would enhance their understanding. For SLO3, Second Means of Assessment requiring performance of IB students in the currency project, the outcome was met, but barely as one student did not meet the outcome. It is possible that spending a little more time explaining the project might help but often times, it is because a student decides to forgo the assignment.