

**Assessment Report
Fall 2019 – Spring 2020**

Business Graduate: International Business Concentration
(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 use of technology
- Effective communication skills
- Qualitative or quantitative analysis

First Means of Assessment for Outcome 1:

Score on culture paper assignment in INTB 6400 International Business.
Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

Data is not available for the Fall 2019 semester because the class was canceled.

Second Means of Assessment for Outcome 1:

Score on international marketing plan in MKTG 5740 International Marketing.
Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

Data is not available for the Spring 2020 semester because the class was not offered.

Interpretation of Results for Outcome 1:

Interpretation is not available because of lacking data. Moving forward, the department will ensure that courses are offered in the semester as specified in the catalog.

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 or Quantitative Analysis

First Means of Assessment for Outcome 2:

Average score on related case studies in MKTG 5740 International Marketing.
Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

Data is not available for the Spring 2020 semester because the class was not offered. Moving forward, the department will ensure that courses are offered in the semester as specified in the catalog.

Second Means of Assessment for Outcome 2:

Score on final exam in INTB 6400 International Business.
Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

Data is not available for the Fall 2019 semester because the class was canceled.

Interpretation of Results for Outcome 2:

Interpretation is not available because of lacking data.

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 BFIN 5750 International Finance.
Criterion measure: 75% of students will earn an 80% or better = meets the outcome.

Summary of Data:

BFIN 5750 (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 2020	4	N/A	N/A	N/A
Total	4	N/A	N/A	N/A

Second Means of Assessment for Outcome 3:

Score on Currency Project in INTB 6400 International Business.
Criterion Measure: 75% of students will earn an 80% or better = meets the outcome.

Summary of Data:

Data is not available for the Fall 2019 semester because the class was canceled.

Interpretation of Results for Outcome 3:

The data was not available for BFIN 5750 during the Spring 2020 semester. Moving forward, the dean will ensure that instructors are aware of assessment needs and required data is collected.

Data is not available for INTB 6400 during the Fall 2019 semester because the class was canceled.