

**Assessment Report
Fall 2020 – Spring 2021**

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:

INTB 6400 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2020	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 5740 International Marketing.
Criterion measure: 75% of students will earn 80% or better = meets the outcome.

Summary of Data:

MKTG 5740 (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 2021	6	6	0	100.0%
Total	6	6	0	100.0%

Interpretation of Results for Outcome 1:

For the first means of assessment, the criterion was met at 100% in the Fall of 2020. The Culture paper is structured in sections making it easy for dedicated students to comply with this requirement. The outcome should be maintained.

For the second means of assessment, this outcome was also achieved at 100%. Again, as in the previous outcome, a sample of a Structured Marketing Plan was provided to the students to follow so as to realize their own plans. No changes are needed here at this time.

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:

MKTG 5740 (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 2021	6	6	0	100.0%
Total	6	6	0	100.0%

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:

INTB 6400 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2020	10	10	0	100.0%
Total	10	10	0	100.0%

Interpretation of Results for Outcome 2:

For the first means of assessment, students worked on case studies. In the Spring of 2021, the criterion was met at 100%. At this time, there is no need to change the outcome although there is a suggestion to change the cases studies from time to time.

For the second means of assessment, the criterion was met at 100%. There is no need to change this outcome at this time.

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 2021	4	4	0	100.0%
Total	4	4	0	100.0%

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:

INTB 6400 (SLO3 MOA1) Data Points	Total Number of Students Assessed	Number of Students Meeting Criterion	Number of Students Not Meeting Criterion	% of Students Meeting Criterion
Fall 2020	10	10	0	100.0%
Total	10	10	0	100.0%

Interpretation of Results for Outcome 3:

For the first means of assessment, the criterion was met at 100%. It was a small class. It would be interesting to see how the results differ with a larger class size.

For the second means of assessment, the Currency Project is quite a demanding exercise and when students meet the criterion at 100%, it is an achievement. The recommendation is to maintain this outcome.