SACS Comprehensive Standard 3.3 Institutional Effectiveness

3.3.1 The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas:

3.3.1.1 Educational program, to include student learning outcomes.

1. TheBBA INTERNATIONAL BUSING assesses the extent to which it achieves these			ected outcom	es and
The faculty members of theBBA INTERNAT assessment plan than includes student learning learning goals. The learning goals for thelisted below.	g outcomes	aligned with the ap	propriate lev	el university
Expected Outcome: Demonstrate knowledge business	of contemp	orary theory and pra	actice in inter	rnational
Formative Assessment Results:				
Final comprehensive exam in international business	3.22			

Summative Assessment Results:

Mean Overall MFT results for International Business majors:

 $2010-2011 = 25^{th}$ percentile as compared to goal of 50^{th} percentile. $2009-2010 = 70^{th}$ percentile as compared to goal of 50^{th} percentile.

2008- 2009 = 80th percentile as compared to goal of 50th percentile.

Mean International Assessment Indicator for International Business majors:

2010- 2011 = 50th percentile as compared to goal of 75th percentile.

2009- 2010 = 95th percentile as compared to goal of 75th percentile.

2008- 2009 = 95th percentile as compared to goal of 75th percentile

2.	The	BBA INTERNATIONAL BUSINESS	program provides evidence of
improv	ement	based on analysis of the results: In Compliance	

International Business LG: Demonstrate knowledge of contemporary theory and practice in international business.

The rubric used to assess this learning goal resulted in a mean score of 3.22 compared to the stated goal of 4.0. Improvements for subsequent semesters include the following:

- (1) Develop a pre-test and post-test assessment that explicitly captures the learning outcomes that are consistent with demonstrating knowledge of contemporary theory and practice in international business. The approach taken in 2011 was our first attempt to measure progress relative to this learning goal and we learned that there are better ways to do so. The pre-test and post-test will be developed by Professors Elenkov and Tomlin during the summer of 2012 and administered during the 2012 Fall Semester in all sections of IBUS 3311. A new rubric will also be developed by these faculty members and submitted to Dr. Shumway for approval prior to the beginning of the fall semester.
- (2) An additional learning goal will also be developed for an embedded course assessment in the international strategies class together with a rubric for measuring progress and the expected outcome.

The summative assessment results for this learning goal were very disappointing. IB majors scored in the 50th percentile on the IB component of the MFT when the stated goal was the 75th percentile. Of more concern is the fact that IB majors dropped from the 95th percentile on the MFT compared to the last two years of MFT data. These unexpected results are consistent with scores by other majors in the College of Business calling some faculty to question both the validity and reliability of the MFT for business. A proposal is circulating to replace the MFT for business with an alternative standardized test such as IVY. This has already been done at the MBA level and a strong argument can be made to do the same at the undergraduate level. The proposal is under administrative review.