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.	The	_BBA INTERNATIONAL BUSINESS	_ prog	gram identifies	expected outcomes a	and
assesse	s the ext	ent to which it achieves these outco	ome:	<mark>In Compliance</mark>		

The faculty members of the ___BBA INTERNATIONAL BUSINESS______ program have drafted an assessment plan than includes student learning outcomes aligned with the appropriate level university learning goals. The learning goals for the ____BBA INTERNATIONAL BUSINESS_____ program are listed below.

Expected Outcome: Demonstrate knowledge of contemporary theory and practice in international business

Formative Assessment Results:

Final comprehensive exam in international	3.12
business – Spring, 2013	

Summative Assessment Results:

Mean Overall MFT results for International Business majors:

	2008-	2009-	2010-	2011-	2012-
International Business Majors	2009	2010	2011	2012	2013
Overall Score - Percent Below	80	70	25	75	60
International Assessment Indicator	95	95	50	99	74
Finance	85	70	40	65	16
Accounting	30	35	30	96	54
Economics	95	90	55	96	78
Management	50	60	40	94	66
QM	85	55	80	98	98
Marketing	95	95	20	96	53
Legal/Social	65	35	20	96	82
IS	5	50	25	49	60

2012-2013 = 60th percentile as compared to goal of 50th percentile.

2011-2012 = 75th percentile as compared to goal of 50th percentile.

2010-2011 = 25th percentile as compared to goal of 50th percentile.

2009-2010 = 70th percentile as compared to goal of 50th percentile.

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

Mean International Assessment Indicator for International Business majors:

2012-2013 = 74th percentile as compared to goal of 75th percentile.

2011-2012 = 99th percentile as compared to goal of 75th percentile.

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 reviewed by Professors Elenkov, Khanna and Tomlin during the 2013 Fall Semester in administered in all sections of IBUS 3311 in the spring, 2013 semester. A new rubric was submitted to Dr. Shumway for approval prior to the beginning of the fall, 2013 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 formative assessment using a pre/post test exam also yield some interesting results. While there was a slight drop in the scores from 3.22 to 3.12, there appears to be some differences in the results between the traditional and on-line formats of the IBUS 3311 class. With the new emphasis on more structured online course formats and the new technologies that are being provided to IBUS instructors, it is hopeful that the online format will be strengthened.

The summative assessment results for this learning goal were somewhat disappointing. IB majors scored in the 74thth percentile on the IB component of the MFT when the stated goal was the 75th percentile, which is certainly an improvement over the dismal results of 50th percentile in 2011-2011 and is very close or our goal. However, it does show a drop from the 99th percentile of the previous year. 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. 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.