

COB Assessment – International Business Program

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

1. The ___BBA INTERNATIONAL BUSINESS___ program identifies expected outcomes and assesses the extent to which it achieves these outcomes:

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: IBUSLG1: Demonstrate Proficiency in analytical thinking, critical analysis, creativity and problem solving (IBUSLG3S).

Measured in: IBUS 4303	Results: Spring, 2014
Summative Assessment indicator: MFT results	Mean International Assessment Indicator for International Business majors: 2013-2014 = 68 th percentile as compared to goal of 75 th percentile. 2012-2013 = 74 th percentile as compared to goal of 75 th percentile. 2011-2012 = 99 th percentile as compared to goal of 75 th percentile.

Expected Outcome: IBUSLG2: Demonstrate competency in cross-cultural, interpersonal, oral and written communications.

Measured in: IBUS 4303	Results: Spring, 2014
Assessment indicator: Oral presentation of case Mean embedded assessment score using 1(low) to 4 (high)	3.5

Expected Outcome: IBUSLG3 - Demonstrate knowledge of contemporary theory and practice in international business

Measured in: IBUS 3311	Results: Spring, 2015
Assessment indicator: Pre/post test	

Expected Outcome: IBUSLG4 - Demonstrate ethical decision making in a multicultural situation knowledge of contemporary theory and practice in international business

Measured in: IBUS 3312	Results: Fall, 2015
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Assessment indicator: Ethics case	
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2008- 2009 = 95th percentile as compared to goal of 75th percentile

2. The BBA INTERNATIONAL BUSINESS program provides evidence of improvement based on analysis of the results:

IBUSLG1: Demonstrate Proficiency in analytical thinking, critical analysis, creativity and problem solving (IBUSLG3S).

The summative assessment results for this learning goal were somewhat disappointing. IB majors scored in the 68th 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 to our goal. However, it does show a drop from the 74th 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.

IBUSLG2: Demonstrate competency in cross-cultural, interpersonal, oral and written communications.

The formative assessment using an international business case to analysis and present findings was utilized in the IBUS 4303 class. The mean assessment was 3.5 indicating that overall the students' skills were adequate to perform in an organization context.

IBUSLG3: Demonstrate knowledge of contemporary theory and practice in international business.

The formative assessment using a pre/post test exam was not utilized this year as there is a proposal to eliminate the International Business degree. Should this not be the case, formative assessment will be reinstated to include a per/post test assessment starting in the Spring, 2015 semester. This decision is being considered due to a lack of qualified faculty and funding to adequately cover the classes required in the degree. Additionally, the decision to eliminate the degree should be postponed until the arrival of a new COB Dean in the spring of 2015.

IBUSLG4 - Demonstrate ethical decision making in a multicultural situation knowledge of contemporary theory and practice in international business.

This will be measured in the fall, 2015 semester in the next offering of the IBUS 3312 class.

Summative Assessment Results:

Mean Overall MFT results for International Business majors:

International Business Majors	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Overall Score - Percent						
Below	80	70	25	75	60	46
International Assessment Indicator	95	95	50	99	74	68
Finance	85	70	40	65	16	37

Accounting	30	35	30	96	54	9
Economics	95	90	55	96	78	52
Management	50	60	40	94	66	84
QM	85	55	80	98	98	72
Marketing	95	95	20	96	53	41
Legal/Social	65	35	20	96	82	49
IS	5	50	25	49	60	38

2013-2014 = 46th percentile as compared to goal of 50th percentile.
 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:

2013-2014 = 68th percentile as compared to goal of 75th percentile.
 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.