INSTITUTIONAL EFFECTIVENESS PLAN

Instructions: For academic units, the content will focus on the assessment of student learning outcomes. Each degree program must submit a plan and report separately (i.e., a department with bachelor and master’s degree programs must submit a plan and report for each program). The plan should represent work forecasted for summer, fall, and spring. While the majority of the plan may be completed during the summer before it is due, final plans must be submitted annually by September 30.

### Academic Department or Division:
Management and International Business

### Degree Program:
International Business

### Contact Person:
Dr. Howard Griffin

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(229)245-6488

### PLANNING
Enter program planning outcomes/goals for this year by Core, Major, and/or Graduate levels. Results should be collected during the plan year and reported next year using the Institutional Effectiveness Report template. Delete any sections (Core, Major, Graduate) below which are not applicable to the reviewed program.

#### CORE

**EXPECTED STUDENT LEARNING OUTCOMES/GOALS:**

| NA |

**MEASURES (PROVIDE A SPECIFIC MEASURE OF SUCCESS—HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED YOUR GOALS?):**

| NA |

**ASSESSMENTS/METHODS (INCLUDE HOW, WHEN, AND TO WHOM THESE ARE ADMINISTERED, AND ALIGN OUTCOMES WITH SPECIFIC ASSESSMENTS OR MEASURES):**

| NA |

#### MAJOR

**EXPECTED STUDENT LEARNING OUTCOMES/GOALS:**

1. Demonstrate basic reading and conversational skills in a language other than their native language.
2. Demonstrate knowledge of cultural differences as they relate to conducting business in a global context.
3. Demonstrate knowledge of basic international trade and related concepts.

**MEASURES (PROVIDE A SPECIFIC MEASURE OF SUCCESS—HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED YOUR GOALS?):**

The overall goal is to have students score above 70% or above on all questions during both semesters.

**ASSESSMENTS/METHODS (INCLUDE HOW, WHEN, AND TO WHOM THESE ARE ADMINISTERED, AND ALIGN OUTCOMES WITH SPECIFIC ASSESSMENTS OR MEASURES):**

Learning Outcome #3 will be assessed during Fall 2012 semester. Learning Outcome #2 will be assessed during Spring 2013 semester.

#### GRADUATE

**EXPECTED STUDENT LEARNING OUTCOMES/GOALS:**
MEASURES (PROVIDE A SPECIFIC MEASURE OF SUCCESS—HOW WILL YOU KNOW WHEN YOU HAVE ACHIEVED YOUR GOALS?)

NA

ASSESSMENTS/METHODS (INCLUDE HOW, WHEN, AND TO WHOM THESE ARE ADMINISTERED, AND ALIGN OUTCOMES WITH SPECIFIC ASSESSMENTS OR MEASURES):

NA

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