

# Institutional Effectiveness Report – 2009-2010

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## Assessment Summary

**Academic Department or Division: Management**

**Degree Program: BBA in International Business**

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**Assessment Cycle: 2009-2010**

**Expected Student Learning Outcomes/Goals from 2009-10 Institutional Effectiveness Plan:**

**International Business majors will**

- 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 managing in a global context.**
- 3. Define and demonstrate knowledge of basic international trade theory and related concepts.**

**Measures** (provide a specific measure of success - how will you know when you have achieved your goals?)

**The plan for this year was to develop an assessment plan. The IB major becomes effective in AY 2010-1011. A committee was appointed to determine the assessment cycle, the means of assessment, and the standards by which goal satisfaction will be determined.**

**Assessments/Methods** (include how, when, and to whom these are administered, and align outcomes with specific assessments or measures):

**The plan is detailed in the IER for 2010-2011.**

**Data/Evidence Results** (qualitative or quantitative summary; raw data should be included in an attachment):

**In the process of preparing an assessment plan, it became apparent that there were some problems with the objectives as written. The committee recommended revision of the objectives.**

**Use of Results to Make Improvements** (provide a brief explanation for each instance of usage of results to make improvements, clearly connecting each to data/evidence results above)

Revised objectives have been submitted to the editor of the University catalog.

International Business majors will:

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.

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<b>Dept. Head/ Director</b>	<b>Date</b>	<b>Dean</b>	<b>Date</b>	<b>VPAA</b>	<b>Date</b>
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