

# Institutional Effectiveness Plan – 2011-2012

## Assessment Summary

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

**Degree Program:** BBA in International Business

**Contact Person:** Howard Griffin

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**Assessment Cycle:** 2011-2012

### Expected Student Learning Outcomes/Goals:

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.

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

IB majors will pass the knowledge exam with a score of 70% or above.

IB majors will pass a cultural business practices exam with a score of 70% or above.

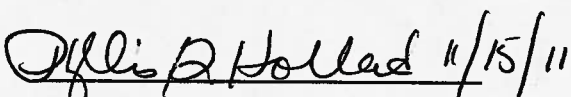
**Assessments/Methods** (include how, when, and to whom these are administered, and align outcomes with specific assessments or measures):


Assessment will take place on a three year cycle. Outcome # 3 will be assessed every year but reported in 2010-2011. Outcome #2 will be assessed in 2011-2012 and reported; Outcome #1 will be assessed in 2012-2013.

Two ten question assessments will be administered in IB 3000 . One will be for general knowledge of trade and related concepts and the other will be the cultural practices assessment.

Results will be reported to the IB Program Committee, chaired by Howard Griffin.

Target will be for 60% of the majors to score 70% or above on each assessment.

  
Dept. Head/ Director      Date  
Howard Griffin      11/15/11

  
Dean      Date      VPAA      Date