

Institutional Effectiveness Report – 2009-2010

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.

Dept. Head/ Director

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