

**Student Learning Outcomes Committee 2008
Department/Program Assessment Results Report**

Department/Program__College of Business_____ Degree/Program__MSBA Intl Business____
Date Submitted__4-9-08_____

The purpose of this report is to communicate the assessment activities that have taken place during the last academic year, as well as to convey how the results are being used *to improve student learning at the program level*. The report should be kept as succinct as is possible, while answering the following questions clearly and conscientiously:

I. Working from your assessment report of last year, please discuss some changes made or strategies implemented in response to last year's results.

This program is new to assessment. The past year has been spent defining the goals and student learning outcomes for the program and developing a plan for assessment. A complete assessment plan for the program is attached to this report as Appendix I.

II. Drawing upon the goals and objectives contained in the department/program student learning assessment plan, what was the focus of the department's student learning assessment for the past academic year?

- A. This section should list the student learning goals and objectives that were the focus for the report year (selected from your complete set of goals and objectives).
- B. It would also be helpful to note here the student learning goals and objectives that you intend to assess during the next year.

In the upcoming year, the three student learning outcomes associated with Goal #will be assessed.

III. What information was collected, how much, and by whom?

- A. This section should briefly describe the methodology used to examine the targeted goals and objectives. Please attach relevant scoring rubrics, surveys, or other materials used to examine student learning to the back of the report, as Appendices.
- B. Please note that the expectation here is that programs will make use of *direct* measures of student learning outcomes.

Not Applicable.

IV. What conclusions were drawn on the basis of the information collected?

- A. This section should briefly describe the results (in summary form) in regard to how well students have met the targeted goals and objectives. For example, what percentage of students met the objectives? Is this a satisfactory level of performance? What areas need improvement?

- B. Whenever it is possible to do so, please organize and present collected data by way of tables and/or graphs. [Note: the committee expects and welcomes both quantitative and qualitative data, so this suggestion should not be construed as seeking quantitative data only.]

Not Applicable.

V. How will the information be used to inform decision-making, planning, and improvement?

- A. This section should describe the strategies that will be implemented for program improvement as a result of the conclusions drawn from the assessment activities.
- B. The program change may pertain to curricular revision, faculty development, student services, resource management, and/or any other activity that connects to student success.

Not Applicable.

Report completed by: Massoud Saghafi (for the CBA International Programs Committee)

Date: April 9, 2008

<p>Program Goal 2: Develop an understanding of how business functions and processes differ across national environments, acquire the necessary skills to evaluate effective international business practices</p>		<p>Fall 2009- Spring 2010</p>						
	<p>2.1 Apply concepts and decision models in organizational behavior, finance, economics, marketing, and production to make internationally-oriented business decisions.</p>		<p>Case, project</p>	<p>X</p>			<p>X</p>	<p>X</p>
	<p>2.2 Compare and contrast the differences in governmental and non-governmental institutional and systems around the world and analyze their impact on international business practices</p>		<p>Case, project</p>	<p>X</p>		<p>X</p>		
	<p>2.3 Acquire the knowledge to market products and services internationally.</p>		<p>Project, case</p>				<p>X</p>	<p>X</p>
	<p>2.4. Compare and contrast effective and innovative managerial practices in cross-cultural and international settings</p>		<p>Case, project</p>		<p>X</p>			
<p>Program Goal 3: Acquire the ability to understand cross-cultural concerns of diverse workforce, consumers and foreign partners and to formulate, communicate and implement international business strategies for exploiting opportunities in the global marketplace</p>		<p>Fall 2010- Spring 2011</p>						
	<p>3.1 Apply theoretical, conceptual and analytical models to decision making in business contexts</p>		<p>Case, test questions, project</p>		<p>X</p>		<p>X</p>	<p>X</p>
	<p>3.2 Evaluate the benefits and drawbacks of various modes of entry into foreign markets to determine best</p>		<p>Case, project</p>		<p>X</p>		<p>X</p>	

	3.2 Evaluate the benefits and drawbacks of various modes of entry into foreign markets to determine best entry choice		Case, project		X		X	
	3.3 Identify similarities and differences between the national and international environment and cultures		Case, test questions, project	X	X		X	