

**Student Learning Outcomes Committee 2009  
Department/Program Assessment Results Report**

Department/Program\_ International Business      Degree/Program\_\_\_\_MSBA-IB  
Date Submitted\_\_\_\_March 27, 2009

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.**

**Not Applicable**

**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?**

**Program Goal 1:**

**To prepare business leaders to recognize new market opportunities in the global marketplace and to equip them with the required knowledge to successfully pursue these opportunities**

**MSBA-IB Student Learning Outcomes to be measured in the 2008-2009 semester:**

1. Identify and analyze the cost and the market drivers of globalization
2. Evaluate the impact that changes in the international economic and financial environments have on international business practices
3. Undertake strategic (risk, cost, benefit) assessments of international business environments

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

MGT 710 was selected to assess SLOs of MSBA-IB students for the fall 2008 semester. This is a required course for all MSBA-IB majors and well-suited for assessment purposes. A test containing 30 objective questions was given in the course during the fall 2008 semester. The MGT 790 instructor, Dr. John Francis collected the information. There were three MSBA-IB students in MGT 710 in the fall 2008 semester.

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

Program Goal 1 and specifically SLOs 1.2 and 1.3 were the main objectives of the MSBA-IB assessment plan in the fall 2008. Measurement was conducted via examinations in MGT 710. The acceptable score (grade of B) in MGT 710 is 80% of total points. All 3 MSBA-IB students answered over 80% of the test questions correctly. The performance of the three MSBA-IB students on the assessment measure in MGT 710 confirms that all students exceeded the

acceptable score level and provides evidence that most of Goal 1 and associated Learning Outcomes are adequately achieved.

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

Given (a) the very small number of MSBA-IB students (small size of the program) and (b) the success in the assessed course as mentioned above, no curricular changes are needed at this time. Nevertheless, the MSBA-IB program will be continually assessed (as early as the during the spring 2009 semester) using MGT 790 (culminating experience) course this time in which all MSBA-IB students must conduct an individual project employing their overall learning at the CBA-SDSU.

**Report completed by:** Massoud Saghafi

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