

**B.A. IN INTERNATIONAL BUSINESS  
ASSESSMENT PLAN  
(Revised February 2016)**

**Mission Statement**

The International Business Program is committed to the investigation of international business theory and practice. Student learning is required in each of three distinct areas:

1. The study of the primary business disciplines of accounting, finance, information and decision sciences, management and marketing;
2. The acquisition of proficiency in one or more of the eleven languages offered at SDSU;
3. The study of the culture and practices of one of six regions of the world that corresponds to the language of the student's choice.

Students are provided with the knowledge, skills and experiences to foster an in depth understanding of the values and culture that provide the foundation for business practice throughout the world.

**Program Learning Goals**

The International Business major is designed to prepare its graduates to succeed in the emerging global marketplace. To this end, the program identifies goals that correlate to each of the three distinct areas identified in its mission statement.

**Goal 1**

**Essential & Specialized Business Knowledge – Demonstrate an understanding of the major functional areas of business including international business concepts and trends and an ability to internationalize domestically developed business methods and practices.**

**DLO 1.1:** Describe basic concepts in each major functional area of business.

**DLO 1.2:** Apply techniques and theories from various areas of business, to business situations.

**Assessment Method:** Essential Business Knowledge Assessment Test (EBKAT) administered to students in sections of BA 405, the College of Business college-wide capstone course (required course for IB majors).

**DLO 1.3:** Identify and describe the impact of the global economy on business decisions.

**DLO 1.4:** Assess domestic business methods and practices and illustrate how they can be applied to international situations.

**Assessment Methods:** All students must submit a reflection paper from their internship, IB 495. Two raters using a scoring rubric will be used.

## **Goal 2**

**Ethical Reasoning— Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.**

**DLO 2.1:** Explain the various ethical dimensions of business decision making.

**DLO 2.2:** Explain the role of various affected parties in business decision making.

**DLO 2.3:** Assess the ethics of decision alternatives using different ethical decision rules.

**DLO 2.4:** Apply ethical decision-making rules to cases drawn from various business sub-disciplines.

**Assessment Method:** Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business) that have been mapped to the four DLOs.

## **Goal 3**

**Global and Cross-cultural Competency – Develop an appreciation of the history, culture, and business practices and protocols of an appropriate world region.**

**DLO 3.1:** Assess the cultural differences inherent in doing business in foreign countries.

**Assessment Method:** All students must submit a reflection paper from their internship, IB 495 which will be rated by two raters using a scoring rubric.

## **Goal 4**

**Effective Communication - Communicate effectively in both writing and orally and acquire appropriate second language proficiency.**

**DLO 4.1:** Write coherent, organized and grammatically correct papers and correspondence.

**Assessment Method:** Scores on the University Writing Placement Assessment.

**DLO 4.2:** Make effective oral presentations that are organized, persuasive, and engaging.

**Assessment Method:** Oral Presentations in BA 405, rated using officially adopted CBA Oral Communication Skills rubric which had been distributed to students.

**DLO 4.3:** Speak, listen, read, and/or write at a baseline of the intermediate mid proficiency level or higher according to the proficiency guidelines of the American Council on the Teaching of Foreign languages.

**Assessment Method:** During the required semester abroad, students must show evidence of successfully completing a regional/cultural or business course taught in the target language. Student will submit one example of written work in the foreign language to be rated by a language expert using a rubric.

### Assessment Timeline

<b>PLG</b>	<b>DLO</b>		
1	1.1, 1.2	Spring 2015	Spring 2017
	1.3, 1.4	TBD – IB Dept	TBD – IB Dept
2	2.1, 2.2, 2.3, 2.4	Fall 2014	Fall 2016
3	3.1	TBD – IB Dept	TBD – IB Dept
4	4.1	Fall 2014	Fall 2016
	4.2	Fall 2013	Spring 2016
	4.3	TBD – IB Dept	TBD – IB Dept