

**ASSESSMENT RECORD FOR  
DEPARTMENT  
OF**

**Business**

(Academic Department Name)

**June 1, 2006 – May 31, 2007**

**September 7, 2007**

(Assessment Period Covered)

(Date Submitted)

**Includes Assessment Reports for those Instructional Programs listed below:**

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,  
Master's, etc.)

International Business

BBA

Submitted By: Charles Torti

(Departmental Chair or Faculty Assessment Representative)

# ASSESSMENT REPORT FOR

**International Business**

(Instructional Degree Program)

**BBA**

(Degree Level)

**June 1, 2006 – May 31, 2007**

(Assessment Period Covered)

**September 7, 2007**

(Date Submitted)

## **Expanded Statement of Institutional Purpose Linkage:**

**Institutional Mission Reference:** As a university committed to the liberal arts as fundamental to education and committed to our affiliation with the Presbyterian Church (U.S.A.), Schreiner is dedicated to excellence in preparing students to live purposeful, humane and productive lives in their work, faith groups, families and communities.

**College/University Goal(s) Supported:** Schreiner is dedicated primarily to educating undergraduate students in the liberal arts, sciences, and professional disciplines, preparing them for entry into specific careers and graduate or professional programs.

## **Intended Educational (Student) Outcomes:**

**1.** Upon completion of a BBA in International Business, students will demonstrate the ability to accomplish organizational goals in a multicultural environment through multinational workforces and other resources. Specifically, students will exhibit openness to expanding traditional business ideas regarding organizing & planning skills, decision making, written communications, and analytical skills through a major field exam.

**2.** Graduates will employ core business functions: management, marketing, and finance within the context of international economics, globalization theories, foreign political systems, and international cultural foundations. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, decision making, organizing & planning skills, and ethical behavior in confronting and adapting to global competition through a countrywide management simulation model.

# ASSESSMENT REPORT FOR

International Business

(Instructional Degree Program)

June 1, 2006 – May 31, 2007

(Assessment Period Covered)

BBA

(Degree Level)

September 7, 2007

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## Intended Educational (Student) Outcome:

**NOTE:** *There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.*

**1** Upon completion of a BBA in International Business, students will demonstrate the ability to accomplish organizational goals in a multicultural environment through multinational workforces and other resources. Specifically, students will exhibit openness to expanding traditional business ideas regarding organizing & planning skills, decision making, written communications, and analytical skills through a major field exam.

## First Means of Assessment for Outcome Identified Above:

**1 a. Means of Program Assessment & Criteria for Success:** ETS Major Field Test for Business with assessment indicators: accounting, economics, management, quantitative analysis, finance, marketing, legal, information systems, and international issues. Scores are reported on a scale of 120-200 and national comparative data for 500 colleges are used to compare scores of SU BBA- International Business seniors.

**1 a. Summary of Assessment Data Collected:** The *international issues* section of the ETS Major Field Test for Business resulted in a national mean score of 54.4 and SU scored 55.

**1 a. Use of Results to Improve Instructional Program:** No major changes in the *international issues* curriculum are warranted; conversely, most all business courses will now include at least one *international issues* module.

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International Business

(Instructional Degree Program)

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(Assessment Period Covered)

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(Degree Level)

September 7, 2007

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## Intended Educational (Student) Outcome:

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.*

**2** Graduates will employ core business functions: management, marketing, and finance within the context of international economics, globalization theories, foreign political systems, and international cultural foundations. Specifically students will exhibit teamwork, oral & written communications, computer literacy, empirical research skills, decision making, organizing & planning skills, and ethical behavior in confronting and adapting to global competition through a countrywide management simulation model and a major field exam.

## First Means of Assessment for Outcome Identified Above:

**2 a. Means of Program Assessment & Criteria for Success:** Nationwide countrywide management simulation model in which colleges and universities participate; success is measured by finishing among the top 25% teams.

**2 a. Summary of Assessment Data Collected:** An International Business (IB) project was substituted for the *CountryManager* simulation because the professor needed additional time to test the model. The IB project resulted a mean score of 87.

**2 a. Use of Results to Improve Instructional Program:** No program changes were initiated by the IB project; however, the *CountryManager* simulation has been implemented (Fall 07 class). Accordingly, the aforementioned criteria should guide future program assessments.