

**ASSESSMENT RECORD FOR
DEPARTMENT
OF**

Business

(Academic Department Name)

June 1, 2007 – May 31, 2008

September 9, 2008

(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, 2007 – May 31, 2008

(Assessment Period Covered)

September 9, 2008

(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 Country Entry Plan and major field exam.

ASSESSMENT REPORT FOR

International Business

(Instructional Degree Program)

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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.

____ 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:

____ **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 447 colleges are used to compare scores of SU BBA- International Business seniors.

____ **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 58.5 and SU scored 53.

____ **a. Use of Results to Improve Instructional Program:** SU did not have enough students take the exam in order to qualify for the detail analysis. Accordingly, the international business professors are aware of the weakness and a faculty review training session was completed in Summer 08 in an effort to strengthen the respective courses. No major changes in the *international issues* curriculum are warranted; conversely, most all business courses will now include at least one *international issues* module. A new faculty member with international experiences will be scheduled into the course rotations when possible.

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International Business

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First Means of Assessment for Outcome Identified Above:

____ **a. Means of Program Assessment & Criteria for Success:** Country Entry Plans are submitted to Business Accelerator Team and success is measured if a proposed plan is rated as “market worthy”.

____ **a. Summary of Assessment Data Collected:** Approximately 50% of the Country Entry Plans were “market worthy”; accordingly, two weaknesses will be strengthened: modes of entry and political & legal environment scanning.

____ **a. Use of Results to Improve Instructional Program:** An International Law course will be investigated to address the environmental scanning findings.

Second Means of Assessment for Outcome Identified Above:

____ **b. 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 447 colleges are used to compare scores of SU BBA- International Business seniors.

____ **b. Summary of Assessment Data Collected:** The *international issues* section of the ETS Major Field Test for Business resulted in a national mean score of 54.3 and SU scored 49.

____ **b. 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. A new faculty member with international experiences will be scheduled into the course rotations when possible.