

International Business (IB) Major Improvement Implementation Report, Spring 2016

Five of the learning outcomes for the BBA degree are inherent to the various majors in Fogelman College of Business and Economics. Faculty in the Department of Management developed a sixth learning outcome (i.e., “Graduates will be knowledgeable about global factors affecting international business”) and three related objectives that are unique to completion of the International Business major. Faculty developed a rubric for measuring traits included in this outcome. The rubric was then used to provide direct measures of assessment in courses that faculty felt were appropriate for measuring the degree that the benchmark for the learning outcome has been met. Data were entered into an Excel Pivot Table and analyzed. Data was then placed into a pie chart format to make improve the ability of faculty to view the results of the Assessment of Learning process. The benchmark standard used by the College for each objective was adopted which requires that 75 percent of students being assess fall into the Exemplary category. Otherwise, a recommendation for improvement will be made and implemented relating to that objective. The following URL provides access to the rubric and data assessment results. <http://www.fcbeassessment.net/UGMajorsAssessment.htm>.

Based on a review of results from the Assessment of Learning process for the learning outcome “Graduates will be knowledgeable about global factors affecting international business,” the following improvements were implemented:

1. Identify global factors affecting international business elements

A review of the results from the assessment process indicated that 73 percent of the students assessed for this objective fell into the Exemplary category while 27 percent fell into the Good category.

- The department of management will place emphasis on activities in MGMT 4710 Strategic Management and MGMT 4810 International Management that will provide students with learning activities illustrating the impact of economic, cultural, legal, and demographic factors on international business. Instructors will use examples of real-world organizations operating worldwide through activities such as case reviews, short essays, in-class or online discussions of current news clips or videos, current and relevant articles, and guest speakers from the business community with international business experience.

2. Analyze global factors to determine their impact on international business

A review of the results from the assessment process indicated that 64 percent fell into the Exemplary category while 34 percent fell into the Good category and 2 percent fell into the Fair category.

- The Department of Management will improve students’ ability to analyze global factors to determine their impact on international business in MGMT 4710 Strategic Management and MGMT 4810 International Management. Instructors

in these courses will provide students with opportunities to analyze and clearly articulate the impact of global factors in international business through use of case studies, oral presentations, essays, or other relevant assignments. Students in these courses will also examine current social/cultural, political, and economic world events to identify and understand the impact of these factors on multinational organizations.

3. Apply global factors to an international business situation

A review of the results from the assessment process indicated that 70 percent fell into the Exemplary category while 28 percent fell into the Good category and 2 percent fell into the Fair category.

- The Department of Management will improve students' ability to apply global factors to international business situations in MGMT 4710 Strategic Management and MGMT 4810 International Management by providing clear and comprehensive application of analysis to specific international business situations. Instructors in these courses will provide students with opportunities to apply their critical thinking skills through use of case studies, research-related international business reports, essays, oral presentations, or other relevant assignments. Students should also be encouraged to interact in team-related activities that compare and contrast research findings with other class members.