

Institutional Effectiveness Report – 2010-2011

Assessment Summary

Academic Department or Division: Management and International Business

Degree Program: BBA in International Business

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Assessment Cycle: 2010-2011

Expected Student Learning Outcomes/Goals from 2010-11 Institutional Effectiveness Plan:

International Business majors will:

1. Demonstrate basic reading and conversational skills in a language other than their native language.
2. Demonstrate knowledge of cultural differences as they relate to conducting business in a global context.
3. Demonstrate knowledge of basic international trade and related concepts.

Measures (provide a specific measure of success - how will you know when you have achieved your goals?)

IB majors will pass the knowledge exam with a score of 70% or above.

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Assessments/Methods (include how, when, and to whom these are administered, and align outcomes with specific assessments or measures):

Assessment will take place on a three year cycle. Outcome #3 will be assessed in 2010-2011; Outcome #2 will be assessed in 2011-2012, and Outcome #1 will be assessed in 2012-2013.

A 10 question assessment will be administered in all international business classes during Fall, 2010. Results of the International Business majors in the classes will be reported to the IB Program Committee, chaired by Andy Ostapski.

Target is 70% of questions correct for all majors

Data/Evidence Results (qualitative or quantitative summary; raw data should be included in an attachment):

Ten questions were imbedded in exams delivered in IB 3000. Dr. Ostapski resigned as chair of the IB Program Committee so the assessment was done in one class rather than in all classes. The results were

Question	% Correct
1.	85.2
2.	96.3
3.	92.6
4.	74.1
5.	88.9
6.	81.5
7.	81.5
8.	88.9
9.	70.4
10.	55.6
11.	70.4
12.	48.1

Of the 27 students tested, 10 scored less than 70% for a pass rate of 62 %.

Use of Results to Make Improvements (provide a brief explanation for each instance of usage of results to make improvements, clearly connecting each to data/evidence results above)

The two questions with the lowest scores related to methods for supplying a foreign market and international company experience with host country employees.

Plans for Improvement:

Dr. Griffin who is now teaching the IB course plans to place more emphasis on these items in lecture, to engage students in providing examples, and to use end of chapter exercises related to these concepts.

Phyllis Holland

10/19/2011

Dept. Head/ Director

Date

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