

International Business BBA

Outstanding Program In International Business

Goal Description:

Our goal is to have one of the best if not the best program in international business in the state of Texas.

Providing Department: International Business BBA

Progress: Completed

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Students Should Understand The Impact Of Globalization On Economic Decision Making

Learning Objective Description:

The increasing integration of the U.S. economy with the rest of the world affects the well-being of consumers and business firms here and abroad. To assess these effects requires an understanding of conditions leading to economic development and the distribution of gains from international trade and investment. Students should understand the impact of globalization on economic decision making.

RELATED ITEM LEVEL 2

Correct Response Rate On Embedded Questions Concerning: The Impact Of Globalization On Economic Decision Making

Indicator Description:

Questions about the globalization of the U.S. economy and its consequences will be embedded in exams of ECON 3341, ECON 3344, ECON 4348, and ECON 4340, ECON 4373, and MKTG 4340.

Criterion Description:

At least 70% of the students will respond correctly to 70% of the embedded questions concerning the impact of globalization on Economic decision making in ECON 3341, ECON 3344, ECON 4340, ECON 4348, ECON 4373, and MKTG 4340.

Findings Description:

Seven sub-objectives were assessed in ECON 4340 in the spring semester. The students met the minimum standard in five of the seven sub-objectives.

The students failed to meet the minimum standard in understanding the role of comparative advantage in determining prices and trade and the welfare effects of a tariff in a small nation.

Attached Files

 [ECON4340 assessment 2022 Miromanova.docx](#)

RELATED ITEM LEVEL 3

Correct Response Rate On Embedded Questions Concerning: The Impact of Globalization on Economic Decision Making

Action Description:

The team will work with the ECON 4340 faculty to improve the outcome of the two sub-objectives where the students failed to meet the minimum standard.

RELATED ITEM LEVEL 1

Students Should Understand The Financial And Economic Aspects Of Conducting Business Internationally

Learning Objective Description:

Multinational firms confront the challenges of operating in markets with different legal environments, currency systems, and institutions regulating trade and investment. Students should understand how these differences will affect the economic and financial decisions of the firm.

RELATED ITEM LEVEL 2

Correct Response Rate On Embedded Questions Concerning: Financial And Economic Aspects Of Doing Business Internationally

Indicator Description:

Questions embedded in exams in ECON 3372 and ECON 4340 will be used to assess students understanding of the financial and economic aspects of doing business globally.

Criterion Description:

At least 70% of the students will respond correctly to 70% of the embedded questions concerning the financial and economics impact of doing business globally.

Findings Description:

The objective was assessed in ECON 3372 during the fall and spring semesters and FINC 4340 for the fall semester.

In ECON 3372, the students only met the minimum standard in describing the macroeconomic effect of shocks on a small open economy in the short run. Students failed to meet the minimum standard when describing the effect of shocks on large open economy, in the long run, and on exchange rates and net exports.

In FINC 4340, selected questions from a large pool of possible questions were categorized into three groups with sub-objectives relating to foreign exchange market transactions, hedging operations and options. The overall performance was satisfactory in each category.

Attached Files

 [FINC4340.docx](#)

 [COBA Assessment Reporting_LO2_2021_2022 \(002\)_tuttle.docx](#)

RELATED ITEM LEVEL 3

Correct Response Rate on Embedded Questions Concerning: Financial And Economic Aspects of Doing Business Internationally

Action Description:

1. The team will work with the ECON 3372 instructor to improve the outcomes of the sub-objectives.
2. The team will continue to collect data from FINC 4340.

RELATED ITEM LEVEL 1

Students Should Understand The Management And Marketing Challenges Of International Business

Learning Objective Description:

Operating internationally presents special challenges to managers and marketers in planning and organizing work systems, product distribution channels, and product promotional campaigns. International Business majors should understand these challenges and have knowledge of how they might be overcome.

RELATED ITEM LEVEL 2

Correct Response Rate On Embedded Questions Concerning: The Management And Marketing Challenges Of International Business

Indicator Description:

Multiple choice questions embedded in final exams of MGMT/MKTG 4340 will be used to determine the ability of students to understand the management and marketing challenges of doing business globally.

Criterion Description:

At least 70% of the students will respond correctly to 70% of the embedded questions on the final exams in MGMT/MKTG 4340 concerning the management and marketing challenges of doing

business globally.

Findings Description:

The learning objective was assessed in MKTG 4340 for the Spring 2022 semester. A total of three students were identified as international business majors. All students met or exceeded the required standards in all the sub-objectives.

Attached Files

 [MKTG 4340 Spring 2022 INTL Majors Newbold.docx](#)

RELATED ITEM LEVEL 3

Correct Response to Rate on Embedded Questions Concerning: The Management and Marketing Challenges of International Business

Action Description:

The team will continue to collect data from the instructors of MKTG 4340 for this learning objective.

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

1. The assessment team will attempt to assess all learning objectives this academic period.
2. The team will ask for data to assess Learning Objective 3 from instructor(s) of MKTG/MGMT 4340.
3. The team will ask for data from the instructor of FINC 4340 to assess the “financial aspect of doing business internationally” in Learning Objective 2.
4. The team will work with the ECON 3372 and ECON 4340 faculty to come up with strategies to improve the outcome for the sub-objective “the effect of macroeconomic shocks on exchange rates and net exports.” in Learning Objective 2. The team will also discuss the possibility of conducting assessments to differentiate between qualitative outcomes and quantitative outcomes.

Update of Progress to the Previous Cycle's PCI:

The assessment team was able to assess all learning objectives and was able to obtain data from the instructors of MKTG 4340 and FINC 4340 classes.

The team is continuing to work with ECON 3372 and ECON 4340 instructors to improve the outcome of the sub-objectives which failed to meet the minimum standards. While short answers, calculations and multiple choice questions were utilized for this assessment, the performance difference between qualitative and quantitative outcomes was not evaluated.

New Plan for Continuous Improvement Item

Closing Summary:

1. The team will continue its effort to collect data for all three learning objectives.
2. The students mainly struggled in one of the three objectives which was related to understanding the "Economic aspect of conducting business internationally". The team will continue to work with the instructors of ECON 3372 and ECON 4340 on potential strategies to improve the outcomes in areas with low student performance.
3. The team will continue to discuss the possibility of conducting assessments to differentiate between qualitative outcomes and quantitative outcomes.