

# 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 Describe 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:

The assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

#### RELATED ITEM LEVEL 3

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

#### Action Description:

The team will collaborate with the instructors of the relevant courses to define the sub-objectives and gather data from courses that lacked assessment data before.

#### RELATED ITEM LEVEL 1

### Students Should Discuss 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 assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

#### **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 collaborate with the instructors of the relevant courses to define the sub-objectives and gather data from courses that lacked assessment data before.

#### **RELATED ITEM LEVEL 1**

### **Students Should Explain 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 assessment procedures within COBA were restructured beginning fall 2022 such that moving forward, assessment data for all programs will be collected every fall semester. In some cases, this has resulted in no assessment data being collected for the 2022-23 academic year (for programs that otherwise would have collected data in the spring based on the old schedule). This was necessary to streamline assessment procedures across the college and better integrate assessment activities as part of the culture of the college.

#### **RELATED ITEM LEVEL 3**

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

#### **Action Description:**

The team will collaborate with the instructors of the relevant courses to work on the sub-objectives and gather data from courses that lacked assessment data before.

## **Update to Previous Cycle's Plan for Continuous Improvement Item**

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

#### **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.

### **Update of Progress to the Previous Cycle's PCI:**

Due to the restructuring of the assessment procedure, data were not collected for this cycle. The team is working with the instructors to enhance student outcomes and also review the sub-objectives to make sure they accurately reflect student learning outcomes.

## **New Plan for Continuous Improvement Item**

#### **Closing Summary:**

1. Collect data from all courses that align with the learning objectives during the fall semester.
2. Collaborate with instructors to devise specific strategies to enhance student outcomes.
3. Evaluate sub-objectives to precisely measure student progress.
4. Analyze data to demonstrate the changes in student outcomes across the different learning objectives over time.