

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: Ongoing

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:

To evaluate this learning objective, we gathered data from the ECON 4340 course in Fall 2023, focusing exclusively on international business majors. Student performance was measured against five sub-objectives. The students met expectations in only two of the five sub-objectives. The areas where students did not meet expectations include: the role of comparative advantage in determining prices and trade, the welfare effects of a tariff in a small nation, and the role of relative resource endowments in determining comparative advantage.

Learning objective (extend the table as needed)	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
1 Describe the impact of globalization on economic decision making						
1a Calculate Opportunity Costs and Identify Comparative Advantage	5	4	3	8	88%	Yes
1b Understand the Role of Comparative Advantage in Determining Prices and Trade	4	2	2	9	44%	No
1c Identify the Consumers’ Gains from Trade	3	3	3	8	75%	Yes
1d Welfare Effects of a Tariff in a Small Nation	7	0	2	9	22%	No

1e Role of Relative Resource Endowments in Determining Comparative Advantage	6	0	2	8	25%	No
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Attached Files

 [LO1 results.docx](#)

RELATED ITEM LEVEL 3

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

Action Description:

1. The instructor plans to enhance learning outcomes through the integration of “learning by doing” exercises focusing primarily on the trade models introduced in the first unit of the course.
2. Additionally, the instructor will assign an extra homework assignment centered around the tools used in the first unit.

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:

Data were collected from the MKTG 4340 course in Fall 2023. The data included students from various business majors and was not limited to international business majors. The learning objective was assessed through 13 sub-objectives. Students did not meet expectations in 4 out of the 13 sub-objectives, which included the historical context of global trade, economic development, market entry strategies, and international legal issues.

Learning objective (extend the table as needed)	number of students not meeting expectations (< 70% correct or other criterion)	Number of students meeting but not exceeding expectations (70 – 89% correct)	Number of students exceeding expectations (90% or higher correct)	Total number of students assessed (sum of 3 previous columns)	Percent of students who met or exceeded expectations (column 3 + column 4) / column 5	Was the success criterion met ? (column 6 at least 70%)
3 Discuss the management and marketing challenges of international business						
3a Overview of International Business	19	52	26	97	80%	Yes
3b Adaptation vs. Standardization	24	33	40	97	75%	Yes
3c Basic Global Geo-Political Concepts	19	40	38	97	80%	Yes
3d Trade Barriers and Forms of Economic Cooperation	21	42	34	97	78%	Yes
3f Historical Context of Global Trade Since WWII	33	58	5	96	66%	No
3g Economic Development and Its Implications	46	42	8	96	52%	No
3h Market Entry Strategies	57	30	8	96	40%	No

3i International Legal Issues	50	35	11	96	48%	No
3j Ethical Issues Related to International Trade	24	20	47	91	74%	Yes
3k Distribution Issues	11	21	59	91	88%	Yes
3l International Staffing and Expatriates	16	31	43	91	81%	Yes
3m Current Trends in International Business	25	46	20	91	73%	Yes

Attached Files

 [LO3 results.docx](#)

RELATED ITEM LEVEL 3

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

1. In the prior cycle, the instructor assigned students homework to read international business-and marketing-related newspaper articles regularly to improve their capability to apply the lessons learned from classroom to the real world. This received positive feedback from the students.
2. The instructor will reduce the number of questions (from approximately 10 questions to about 5 questions) to avoid students having difficulty in concentrating during the exam.
3. The instructor will share model exam questions and answers at the beginning of the semesters to help students better prepare for the exam, reducing unfamiliarity with exam format and level of difficulty.
4. Provide additional motivation to online students to study hard as their academic performance was lower than face-to-face students in general.

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:

We were unable to gather the data to evaluate this learning objective.

RELATED ITEM LEVEL 3

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

This learning objective was not assessed this cycle thus no new action item to be implemented. We will continue our efforts to collect data for the next cycle from the relevant courses to assess 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. 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.

Update of Progress to the Previous Cycle's PCI:

We were able to collect data on specific sub-objectives from ECON 4340 and MKTG 4340. We were unable to collect data from FINC 4340.

In collaboration with the course instructors, we developed several process-related and content-focused actions to enhance student outcomes across the various learning objectives.

We will continue to gather data on the same sub-objectives for each learning objective to monitor changes in student performance over time.

New Plan for Continuous Improvement Item

Closing Summary:

Action items for specific learning objectives:

LO 1: Describe the impact of globalization on economic decision making (ECON 4340)

1. The instructor will integrate “learning by doing” exercises, focusing primarily on the trade models introduced in the first unit of the course. This approach aims to provide students with hands-on experience and a deeper understanding of the concepts.
2. An additional homework assignment centered around the tools used in the first unit will be assigned. This will reinforce students’ understanding and application of the tools.

LO 2: Explain the financial and economic aspects of conducting business internationally (ECON 3372 and FINC 4340)

1. This learning objective was not assessed in the current cycle. Therefore, no new action items will be implemented at this time. However, efforts will continue to collect data from the relevant courses in the next cycle to assess this learning objective.

LO 3: Discuss the management and marketing challenges of international business (MKTG 4340)

1. The instructor will continue the practice of assigning students homework to read international business and marketing-related newspaper articles regularly. This initiative received positive feedback from students and aims to improve their ability to apply classroom lessons to real-world scenarios.
2. The number of exam questions will be reduced from approximately 10 to about 5 to help students concentrate better during the exam.
3. Model exam questions and answers will be shared at the beginning of the semester to help students better prepare for the exam, reducing unfamiliarity with the exam format and level of difficulty.
4. Additional motivation will be provided to online students to encourage them to study hard, as their academic performance was generally lower than that of face-to-face students.

New Initiatives and Future Assessments

1. Continuous data collection on the same sub-objectives for each learning objective will be conducted to monitor changes in student performance over time.
2. Collaboration with course instructors will continue to develop and implement process-related and content-focused actions to enhance student outcomes.

Implementation and Responsibilities

- The instructors of ECON 4340, ECON 3372, FINC 4340, and MKTG 4340 will be responsible for implementing the specified actions within their respective courses.
- The data collection and monitoring process will be overseen by the major assessment team, ensuring that the effectiveness of the implemented actions is evaluated and adjustments are made as necessary.