










***Online Assessment Tracking Database***

Sam Houston State University (SHSU)  
*2014 - 2015*

**International Business BBA**

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<b>Goal</b>	<b>Outstanding Program In International Business</b>  Our goal is to have one of the best if not the best program in international business in the state of Texas.
<b>Objective (L)</b>	<b>Students Should Understand The Impact Of The Increasing Integration Of The Global Economy</b>  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.
<b>Indicator</b>	<b>Correct Response Rate On Embedded Questions Concerning: The Integration Of The Global Economy</b>  Questions about globalization of the U.S. economy and its consequences will be embedded in the final exams of ECON 3341, 3344, 4348, 4340.
<b>Criterion</b>	<b>Correct Response Rate On Embedded Questions Concerning: The Global Economy</b>  At least 70% of the students will respond correctly to embedded questions concerning the integration of the global economy in ECON 3341, 3344, 4348, 4340.
<b>Finding</b>	<b>Criterion One Not Met</b>   The weighted average proportion of question answered correctly was 65.5 percent. Further, 55.8 percent of students received a weighted score greater than seventy percent. The embedded questions come from ECON 3341 and ECON 4340.
<b>Action</b>	<b>Learning Objective One Action</b>  The MAT met with the instructors of record to discuss the results for this Learning Objective. The instructors agreed to spend more class time covering the core concepts and calculations required. The instructors discussed changing their approach when presenting economic effects of policy for large open economies. The assessment, during the next cycle, will include questions to determine the success of these changes on students' outcomes.
<b>Objective (L)</b>	<b>Students Should Understand The Financial And Economic Aspects Of Conducting Business Internationally</b>  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.
<b>Indicator</b>	<b>Correct Response Rate On Embedded Questions Concerning: Financial And Economic Aspects Of Doing Business Internationally</b> 

Questions embedded in the final exams of FINC 4340, ECON 4348, 4340 will be used to assess students understanding of the financial and economic aspects of doing business globally.

#### Criterion

#### **Correct Response Rate On Embedded Questions Concerning: The Financial And Economic Aspects Of Conducting Business Internationally** 🔑

At least 70% of the students will respond correctly to embedded questions concerning the financial and economics impact of doing business globally. The questions will be embedded in the final exams of ECON 4348, 4340, and FINC 4340.

#### Finding

#### **Criterion Two Not Met** 🔑 🔑

Weighted equally between the two courses assessed, the average proportion of question answered correctly was 65.9 percent. Further, 40.2 percent of students received a weighted score greater than seventy percent.

The embedded questions come from ECON 4340 and FINC 4340.

#### Action

#### **Learning Objective Two Action** 🔑

The MAT met with the instructors of record to discuss the results for this Learning Objective. FINC 4340 will introduce current events to focus on the application of the material and stress its relevance. In ECON 4340, the instructor will increase the time spent covering the determinants of exchange rate and how changes in these determinants affect market outcomes. They will require additional graded assignments to enhance students' learning.

#### Objective (L)

#### **Students Should Understand The Management And Marketing Challenges Of International Business** 🔑

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.

#### Indicator

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

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

#### Criterion

#### **Response Rate On Embedded Questions Concerning: The Management And Marketing Challenges Of International Business** 🔑

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

#### Finding

#### **Criterion Three Met** 🔑 🔑

Students demonstrated mastery of Learning Objective 3. The average score on assessed question was 88.5 percent. Further, 87.5 percent of students answered more than seventy percent of the questions correctly.

#### Action

#### Learning Objective Three Action

The MAT met with the instructor of record to discuss the results for this Learning Objective. No further action was required, given the students' performance. The MAT will monitor results in future cycles to determine necessary changes if more rigor is required.

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### Previous Cycle's "Plan for Continuous Improvement"

Assessment for the next cycle will include sampling from multiple courses for each objective. The MAT will meet early in the fall to coordinate with one course per objective and then again in the spring for a second course.

For all criterion, the MAT will go over results on a question by question basis with instructors to highlight areas where student understanding can be improved. Regarding the failure to meet the criterion for objective 2, the MAT will spend additional time with instructors focusing on the previous two years results to understand why scores may have fallen.

**Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.**

The number of courses sampled increased this period. Further, the MAT communicated the assessment results from the previous cycle to the instructors. The instructors noted that they spent more time covering material under Learning Objective Two, but the students' performance failed to meet the given criterion.

**Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.**

The MAT will expand the courses sampled in the 2015 - 2016 cycle. We will request that instructors of courses in Learning Objectives 1 and 2 assess problem-solving skills and quantitative skills. Further, the MAT will assess in all required upper-level courses in the International Business major.

#### Attachments

1. [Assessment Report](#)

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