

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.

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:

Eight sub-objectives were assessed. All eight sub-objectives were assessed in ECON 4340. The sub-objective "Trade Barriers and Economic Cooperation" was also assessed in MGMT/MKTG 4340.

In ECON 4340, short answer and calculation questions were used to assess these sub-objectives. A total of eighteen international business majors were assessed. Less than seventy percent of the students assessed achieved a score of seventy percent correct or more in the following sub-objectives:

- "Calculate Opportunity Costs and Identify Comparative Advantage," 55.6 percent scored seventy percent or more
- "Understand the Role of Comparative Advantage in Determining Prices and Trade," 16.7 percent scored seventy percent or more
- "Welfare Effects of a Tariff in a Small Nation," 33.3 percent scored seventy percent or more
- "How Trade Alters Resource Prices," 55.6 percent scored seventy percent or more

In MKTG 4340, criteria was met for the sub-objective "Trade Barriers and Economic Cooperation": all international business majors scored seventy percent or more on the embedded questions.

Attached Files

 [Results for Learning Objective 1](#)

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 of ECON 3372, ECON 4340, ECON 4348, ECON 4373, and FINC 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. The questions will be embedded in exams of ECON 3372, ECON 4340, ECON 4348, ECON 4373, and FINC 4340.

Findings Description:

This year, five sub-objectives were assessed in two courses: ECON 4340 and ECON 3372.

The sub-objective, "Basic Foreign Exchange Market Analysis" was assessed in ECON 4340. The criteria was not met for this sub-objective: only eleven out of eighteen students (sixty-one percent) achieved a score of seventy percent or higher in the embedded short answer questions related to this sub-objective.

In ECON 3372, results for one out of the four sub-objectives did not meet the criteria. Fifty-seven percent of students scored seventy percent or higher on the embedded short answer question related to the sub-objective "Macroeconomic Effect of Shocks on a Small Open Economy in the Short Run".

Attached Files

 [Results for Learning Objective 2](#)

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:

This learning objective was assessed in MGMT/MKTG 4340 during the Fall 2016 semester. This course was taught during the day at the Huntsville campus, and six international business majors were enrolled.

This learning objective has five sub-objectives. One sub-objective, "Ethical Issues Related to International Trade", did not meet the criteria: four students (66.7 percent) answered more than seventy percent of the embedded questions correctly.

Attached Files

 [Results for Learning Objective 3](#)

Update to Previous Cycle's Plan for Continuous Improvement

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

Students show continued weakness in problem-solving and quantitative applications. We will continue to assess these skills in the appropriate courses during the 2016 - 2017 cycle. This assessment will take place in ECON 3372 and ECON 4340.

We will expand courses to provide more texture to the results and findings. Last year, we expanded our assessment to several new courses. We will continue this trend in the next cycle by assessing majors in ECON 3341 and BUAD 4340. At a minimum, these courses will broaden the depth of results for two learning objectives.

The MAT realizes that the depth of assessment in some instruments is limited due to a limited number of questions assessed. The MAT will discuss the instruments used with the respective faculty in an attempt to expand the number of question used to provide richer results.

Finally, the MAT will discuss the results with the Business Foundations team to discuss findings in the previous cycles. Results consistently suggest that some students lack sufficient problem-solving skills and quantitative skills. Courses in the International Business program require students to utilize quantitative skills acquired in courses outside the International Business program. Therefore, we are unable to adequately address the deficiencies. Students show continued weakness in problem-solving and quantitative applications. We will continue to assess these skills in the appropriate courses during the 2016 - 2017 cycle.

Update of Progress to the Previous Cycle's PCI:

During the 2016-2017 cycle, the MAT assessed problem-solving and quantitative applications. These assessments were administered in ECON 3372 and ECON 4340. The MAT was unable to expand the number of courses in which we assessed due to conflicting schedules with concurrent intracollege assessments of majors in other disciplines.

The MAT discussed the quantitative findings from the previous cycle with Business Analysis instructors. These Business Analysis instructors suggested that they will modify instruction to address some of the issues.

Actions and Plan for Continuous Improvement

Closing Summary:

Students failed to meet the minimum criteria in some sub-objectives. Further, students failed to meet the minimum criteria in these sub-objectives in previous cycles.

Students failed to meet the minimum standard for the following four sub-objectives in Learning Objective One: "Calculate Opportunity Costs and Identify Comparative Advantage", "Understand the Role of Comparative Advantage in Determining Prices and Trade", "Role of Relative Resource Endowments in Determining Comparative Advantage", and "How Trade Alters Resource Prices". These are the same sub-objectives that students have failed to meet in the previous assessment circles. It is worth noting that ECON4340, in which these sub-objectives were assessed, was taught by two different instructors in previous and current assessment circle, which partly imply students failed to grasp these aspects of international economics for more systematic reasons. Since these sub-objectives are quantitative, the MAT team believes it is beneficial to raise the concern to Business Analysis instructors as well as instructors for lower-level economics classes.

Students failed to meet the minimum standard for the sub-objectives "Macroeconomic Effect of Shocks on a Small Open Economy in the Short Run" and "Basic Foreign Exchange Market Analysis" under Learning Objective Two. The instructor of record in ECON 3372 will utilize an in-class student response system to reinforce the key terms and concepts in the coverage of the open economy and exchange rates. Further, they will expand the depth of assignments that cover these open-economy concepts and terms.

The MAT will discuss the results under Learning Objective Three with the MGMT/MKTG 4340 instructor of record. This discussion will emphasize the students' failure to meet the minimum standard for the "Ethical Issues Related to International Trade" sub-objective.