

San Diego State University

Detailed Assessment Report 2016-2017 CAL Department of International Business *As of: 5/12/2017 08:30 AM PST*

Program Mission

The International Business Program at San Diego State University seeks to produce ethically grounded global business leaders that possess linguistic competency in two or more languages, cross cultural competency, and international business acumen. The skills are obtained through our renowned coursework, extracurricular development, and direct study and participation in international settings. Students are provided with the knowledge, skills, and experiences to foster in depth understanding of the values and culture that provide the foundation for business practice throughout the world.

To fulfill this mission we:

- Provide undergraduate students with a learning environment that instills knowledge, skill development, and intensive hands-on experience.
- Require the study of the primary business disciplines of accounting, finance, information systems, management, and marketing.
- Demand the acquisition of proficiency in one or more of the eleven languages offered at SDSU.
- Encourage the study of culture and history of one of six regions of the world that corresponds to the language of the student's choice.
- Foster a culture of excellence, inclusion, collaboration, and respect for diverse ideas.

Program Learning Goals

PLG 1: Essential & Specialized Business Knowledge

Demonstrate an understanding of the major functional areas of business including international business concepts and trends and an ability to internationalize domestically developed business methods and practices.

PLG 2: Ethical Reasoning

Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

PLG 3: Global and Cross-cultural Competency

Develop an appreciation of the history, culture, and business practices and protocols of an appropriate world region.

PLG 4: Effective Communication

Communicate effectively in both writing and orally and acquire appropriate second language proficiency.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Basic Business Concepts

Describe basic concepts in each major functional area of business.

Related Measures

M 1: EBKAT Essential Business Knowledge Test

The EBKAT or Essential Business Knowledge Assessment Test is administered every fourth semester in BA 405, the capstone strategy course which is required of all business students and international business students. This test measures students on their mastery of basic business concepts and their ability to apply those concepts. The EBKAT assesses students in each of the following business sub-disciplines: Accounting, Economics, Finance, Business Law, Management, Management and Information Systems, Marketing, and Statistics. It is an 80 item multiple-choice test developed "in-house" in the SDSU College of Business Administration.

Source of Evidence: Standardized test of subject matter knowledge

Target:

Target is continuous improvement from the initial baseline established in Spring 2015.

Finding (2015-2016) - Target: Not Reported This Cycle

Nineteen International Business major students took the EBKAT in Spring semester 2015. This was the first time the EBKAT was used to measure essential business knowledge and hence this administration of the test establishes a performance baseline. Performance results for the 19 IB students are reported in the following table:

| Sub-Discipline | Average Score |
|----------------|---------------|
| Accounting | 38.16% |

| | |
|--------------------------|--------|
| Economics | 57.89% |
| Finance | 55.79% |
| Business Law | 32.16% |
| Management | 60.00% |
| Mgmt Information Systems | 49.12% |
| Marketing | 55.26% |
| Production | 55.26% |
| Statistics | 37.43% |
| OVERALL | 49.21% |

O/O 2: Applying Techniques & Theories of Business

Apply techniques and theories from various areas of business, to business situations.

Related Measures

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O/O 3: Impact of the Global Economy

Identify and describe the impact of the global economy on business decisions.

Related Measures

M 2: Internship Reflection Paper

All students submit a reflection paper from their internship, BA 495. Two raters using a scoring rubric assess the paper for issues related to specialized business knowledge (DLO 3 & DLO 4) and global and cross-cultural competency (DLO 9).

Source of Evidence: Written assignment(s), usually scored by a rubric

O/O 4: Applying Methods to International Situations

Assess domestic business methods and practices and illustrate how they can be applied to international situations.

Related Measures

M 2: Internship Reflection Paper

All students submit a reflection paper from their internship, BA 495. Two raters using a scoring rubric assess the paper for issues related to specialized business knowledge (DLO 3 & DLO 4) and global and cross-cultural competency (DLO 9).

Source of Evidence: Written assignment(s), usually scored by a rubric

O/O 5: Ethical Dimensions

Explain the various ethical dimensions of business decision-making.

Connected Document

[Ethical Decision Making Results for Fall 12016](#)

Related Measures

M 3: BA 300 Embedded Questions

Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business) have been mapped to the four Ethical DLOs (5, 6, 7, 8).

Source of Evidence: Standardized test of subject matter knowledge

Connected Document

[Ethical Decision Making Results for Fall 12016](#)

O/O 6: Affected Parties

Explain the role of various affected parties in business decision-making.

Related Measures

M 3: BA 300 Embedded Questions

Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business) have been mapped to the four Ethical DLOs (5, 6, 7, 8).

Source of Evidence: Standardized test of subject matter knowledge

Connected Document

[Ethical Decision Making Results for Fall 12016](#)

O/O 7: Decision Rules

Assess the ethics of decision alternatives using different ethical business sub-disciplines.

Related Measures

M 3: BA 300 Embedded Questions

Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business) have been mapped to the four Ethical DLOs (5, 6, 7, 8).

Source of Evidence: Standardized test of subject matter knowledge

Connected Document

[Ethical Decision Making Results for Fall 12016](#)

O/O 8: Decision Rule Application

Apply ethical decision-making rules to cases drawn from various business sub-disciplines.

Related Measures

M 3: BA 300 Embedded Questions

Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business) have been mapped to the four Ethical DLOs (5, 6, 7, 8).

Source of Evidence: Standardized test of subject matter knowledge

Connected Document

[Ethical Decision Making Results for Fall 12016](#)

O/O 9: Cultural Differences

Assess the cultural differences inherent in doing business in foreign countries.

Related Measures

M 2: Internship Reflection Paper

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Source of Evidence: Written assignment(s), usually scored by a rubric

O/O 10: Written Communication

Write coherent, organized, and grammatically correct papers and correspondence.

Connected Document

[DLO 4.1 Written Communication Results 2016](#)

Related Measures

M 4: WPA Exam

Scores on the University Writing Placement Assessment are used to assess writing.

Source of Evidence: Standardized test of subject matter knowledge

Connected Document

[DLO 4.1 Written Communication Results 2016](#)

O/O 11: Oral Communication

Make effective oral presentations that are organized, persuasive, and engaging.

Related Measures

M 5: Oral Presentations

Oral presentations in BA 405, rated using officially adopted CBA Oral Communication Skills rubric which is distributed to students.

Source of Evidence: Presentation, either individual or group

Connected Documents

[Oral Communication Scores Spring 2016](#)
[Rubric/ Scoring Sheet for Oral Communication Assessment](#)

Target:

Target is continuous improvement in the meets and exceeds expectations for the oral presentation categories evaluated.

Finding (2016-2017) - Target: Met

Seven International Business students in BA 405 classes participated in individual and/or group presentations in the Spring 2016 semester. The oral presentation rubric evaluates two types of organization, voice quality and pace, mannerisms and body language, professionalism and appearance, and rapport with audience and use of media. IB students scored 100% on Organization 1; 57.1% on Organization 2; 71.4% on Voice; 57.1% on Mannerisms; 100% on Professionalism; and 71.4% on Rapport.

O/O 12: Language Proficiency

Speak, listen, read, and/or write at a baseline of the intermediate mid proficiency level or higher, according to the proficiency guidelines of the American Council on the Teaching of Foreign Languages.

Related Measures**M 6: Foreign Language Assignment**

During the required semester abroad, students must show evidence of successfully completing a regional/cultural or business course taught in the target language. Student will submit one example of written work in the foreign language to be rated by a language expert using a rubric.

Source of Evidence: Written assignment(s), usually scored by a rubric

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Refine IB Assessment Plan

Work with College of Business Administration (CBA) to ensure that IB Assessment Plan is consistent with the CBA's Assessment Plan for IB.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Implementation Description: Consulted with Kathy Krentler, CBA Assessment Director, to clarify IB Assessment Plan and make necessary changes.

Projected Completion Date: 12/2015

Responsible Person/Group: John Putman, Director of International Business

Additional Resources: none