

School of Business – Assurance of Learning - Goal 4

Global, Cultural and Ethical Perspective: (revised in 2012 & approved 2013 to be Global Perspective)

Identify cultural/global challenges facing management in doing business in the international arena.

A. Data collection and Analysis: 2013 - 2014

B. Measurement Locations & Instruments

1. UNIV1000 – SoBUSKE Complete (Objective)
2. BUAD2200 – Country Report ([Rubric](#))
3. BUAD3270 – International Business Plan ([Rubric](#)), SoBUSKE (Objective)
4. MGT4300 – SoBUSKE Complete (Objective)

C. Results

Benchmark: At least 70% of the students should score 70% or better in the written document.

Written Document measure (BUAD2200)

	Number of Students	Average Grade	Percent Scores ≥ 70
2013 - 2014	25	75%	85%

Written Document Measure (BUAD3270)

	Number of Students	Average Grade	Percent Post Scores ≥ 70
2013 - 2014	26	88%	100%

Benchmark: Average score should be equal or higher than the ETS International Business score.

Objective Measure (UNIV1000/BUAD3270/MGT4300): SoBUSKE (ETS Benchmark: 52)

	UNIV1000		BUAD3270		MGT4300	
	Number of Students	Average % Correct	Number of Students	Average % Correct	Number of Students	Average % Correct
2013 - 2014	76	26%	21	52%	20	37%

D. Actions & Recommendations

Results from the objective data provide a point of concern. Students seem to lose knowledge between the BUAD 3270 class and the capstone class (MGT 4300). However, since this is the first time this measure has been taken and the measure is not matched, faculty will keep monitoring the trends closely in the next three semesters to determine if intervention is necessary.

Results from the application data, provide no necessary action for both, the BUAD 2200 and the BUAD 3270, since all threshold points have been met. However, in the BUAD 3270 class, this may be the result of a previous action taken by the faculty: A **“second chance”** was implemented during the fall 2012 due to low student performance in the international business plan assignment. This group project is now divided in 3 separate parts. Groups have to submit all three parts at sequential times during the semester. All groups receive extensive feedback from the professor on areas to improve. Students are encouraged to improve the submission according to the instructor’s feedback. At the end of the semester, students have to submit the complete project and it is graded with no penalty, as a complete new submission.

According to student’s comments, this method improved not only their understanding of the material but also their capacity to transfer that knowledge into a business document.

E. Background about the Process Measurement of Assurance of Learning- Goal 4 has been completed at three different points. With the addition of the BUAD 3270 requirement for all accounting and CIS majors, now all School of Business students complete an international business course. This change took place starting in the fall 2011 catalog. By having all students in the School of Business take this class, we can now create a baseline measure in International Business content knowledge in the UNIV 1000 class that can be measured again (middle measure) in the BUAD 3270 class, and finally a third time in the MGT 4300 class. As an application measure, students in the BUAD 2200 class complete a written and oral country report that focuses on how to start a business in a foreign country. Students in the BUAD 3270 class complete a full blown international business plan.

F. Future Action Items

- Continue monitoring results for the School of Business Knowledge exam AND the ETS exam to be administered in the Spring 2015.
- Survey all SoBUS classes to create a repository of International Business Content covered.

Appendices

1. BUAD2200 Written Document Rubric

Category	Possible Points(100 or 50)	Your Score
Opening, Closing	10 or 5	
Strategy, Organization	10 or 5	
Completeness, Accuracy	10 or 5	
Tone, Goodwill Effect	10 or 5	
Clarity, Coherence	10 or 5	
Overall effect, Originality	10 or 5	
Mechanics	40 or 20	
Spelling, typo (-5)		
Word choice (-5)		
Major punctuation error (-6)		
Minor punctuation error (-2 more)		
Idiom, syntax, or other error (-2 to - 12)		

*Subject to change if deemed appropriate

Content: 15 points

Compared three models or brands against set criteria	+3
Easy to Follow	+3
Documented why they compared these models & used the criteria	+3

Mechanics: 15 points

Misspelled words	-3 (1 st time) -2 (2 nd time) -1(3 rd time)
Incomplete sentences	-3 (1 st time) -2 (2 nd time) -1(3 rd time)
Fragments	-3 (1 st time) -2 (2 nd time) -1(3 rd time)
Capitalization	-1
Awkward	-1
Subject/Verb Disagreement	-3 (1 st time) -2 (2 nd time) -1(3 rd time)

Format: 20 points

Memorandum Format/Report Format- 10 points	
Headings	-3
Spacing	-3
Page Heading	-3
Reference/Documentation - 10 points	
Parenthetical Citation	-3 (1 st time) -2 (2 nd time) -1(3 rd time)
Reference	-3 (1 st time) -2 (2 nd time) -1(3 rd time)
ABC Order	-3
No parenthetical citations	-5 (50 point assignment) -10 (100 point assignment)

2. BUAD3270 Written Document Rubric

REPORT (70 pts)	EXEMPLARY A (15)	GOOD B (10)	SATISFACTORY C (5)	UNACCEPTABLE Fail (0)
COVER PAGE (2 pts)	Cover page contains all required elements: Group Letter, active group members full names, company and product name, class and section name, date, part of project.	One element from the cover page is missing	Two elements from the cover page are missing	Three or more elements of the cover page are missing or no cover page.
Professional REPORT (10 pts)-- Format	REPORT is formatted correctly: table of contents, single space, 12pt font, 1 inch margins, page numbers, titles, headings, same professional font in all report.	Report is not formatted correctly. One of the required formatting elements is missing or not followed.	Report is not formatted correctly. Two of the required formatting elements is missing or not followed.	Report is not formatted correctly. Three or more of the required formatting elements is missing or not followed.
Professional REPORT (10 pts)-- References	REPORT contains in text citations for all included secondary research as well as a reference page both formatted following either MLA or APA style	REPORT is missing in text citations or those are not correctly formatted OR the reference page contains incorrectly formatted references.	REPORT is missing the majority (more than 5) in text citations OR the reference page is missing.	REPORT is missing in text citations AND reference page.
Professional REPORT – Content (33 pts)	The report is complete and provides an accurate overview of a company's efforts to market a product overseas.	The report is missing one of the key components of the international business plan.	The report is missing two of the key components of the international business plan.	The report is missing three or more of the key components of the international business plan.
Professional REPORT – Secondary Research (15 pts)	Secondary research has been utilized in all major parts of the report to support statements and business decisions.	Secondary research is missing in one of the major parts of the report to support statements and business decisions.	Secondary research is missing in two of the major parts of the report to support statements and business decisions.	Secondary research is missing in three or more of the major parts of the report to support statements and business decisions.

3. School of Business Knowledge Exam – Partial

<https://www.surveymonkey.com/r/T55YGFZ>