

University of Minnesota Crookston  
Assessment of Student Learning

Major: BS International Business

5/15/2018

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	
<b>Program Learning Outcome 1.</b>					
Outcome 1. Solve problems related to the international context of finance, management, marketing, economics, accounting, and technology	Analyze a case study regarding the problems for international business operations regarding Economic, Financial, Accounting and Technology considerations. Evaluate the problems and create a solution to ensure the functional efficiency in a written report. 80% of students will achieve a "C" or better on an applicable case study performed in Fin 3020 - International Financial Management.	Triennial	2018	100% of the students in IBUS 3020 achieved a "C" or better grade on the case study.	One might consider adding a video or voice-over Powerpoint presentation as a substitute or 2nd option for students, in addition to submitting a written response. This would address IBUS Learning Outcome #5
	Analyze a case study regarding the problems for international business operations regarding Managerial considerations. Evaluate the problems and create a solution to ensure the functional efficiency in a written report. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 3500 - International Business Management.	Triennial	2019		Integrate results in updating the curriculum

	Conduct a feasibility analysis regarding the problems for international business operations regarding Marketing considerations. Evaluate the problems and create a solution to ensure the functional efficiency in a written report. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 3360 International Marketing.	Triennial	2017	Of the 7 IBUS majors in IBUS 3360 in spring 2017, 4 out of 7 (57%) received an A on the feasibility analysis report. The remaining 3 out of 7 (43%) received a C on the report.	All IBUS students achieved a C or better on the feasibility analysis report, thus achieving the learning objective. In order to raise the grade of those who received a "C" on the assignment, students should be given an opportunity to complete a draft of the assignment and receive feedback on their draft. This will allow students the opportunity to integrate the feedback into their final report, thus enhancing learning.
<b>Program Learning Outcome 2.</b>					
Outcome 2. Evaluate the global forces that shape our world in socio-economic cultural and political contexts.	Analyze a case study regarding the socio-economic, cultural, and political events that shape the opportunities and threats associated with international business ventures. Evaluate the situation and create a solution to ensure strategic welfare for the company and its stakeholders in a written report. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 4010 Senior Seminar in International Business Strategy.	Triennial	2019		Integrate results in updating the curriculum
<b>Program Learning Outcome 3.</b>					
Outcome 3. Integrate general and international business skills for effective problem-solving	Perform an analysis to measure application of the legal implications and operational pitfalls when operating in an international environment. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 3010 International Business Law.	Triennial	2018	82% of student achieved a grade of C or better on a case study. 82% of the students achieved a grade of C or better in the class.	The measure of student performance on case studies appears to be an effective means of assessment for this outcome. Law is inherently a case-driven subject.

**Program Learning Outcome 4.**

<p>Outcome 4. Apply cross-disciplinary qualitative and quantitative information to problem resolution and opportunity identification</p>	<p>Analyze data and information to make an informed recommendation regarding the feasibility to embark on an international venture. The written report and the supporting audio-visual materials will be evaluated. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 4010 Senior Seminar in International Business Strategy.</p>	<p>Triennial</p>	<p>2019</p>		<p>Integrate results in updating the curriculum</p>
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**Program Learning Outcome 5.**

<p>Outcome 5. Demonstration appropriate communication skills in presentation and negotiating environments, and understand the impact of culture on communication.</p>	<p>Analyze a case study regarding the problems associated with international and intercultural communication and the possible safeguards that can be used to ensure communication clarity for the sender and the receiver. 80% students will achieve a grade of a "C" or better on a case study performed in IBUS 4800 - Seminar in International Business</p>	<p>Triennial</p>	<p>2019</p>		<p>Integrate results in updating the curriculum</p>
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**Program Learning Outcome 6.**

	<p>Outcome 6. Contribute to and work within cross-functional and cross-cultural teams</p>	<p>Evaluate situational factors that affect the performance of cross-functional and cross-cultural teams in international situations. 80% students will achieve a final grade of a "C" or better in the IBus 2010 - International Business Cultures and Etiquette course</p>	<p>Triennial</p>	<p>2017</p>	<p>In Spring 2016 and Spring 2017, 88% of students achieved a grade of A or B. 55% of students received an A, 33% a B, 11% F.</p>	<p>The objective of 80% of students receiving a final grade of a "C" or better appears acceptable. Those receiving an F were either not engaged or did not turn in their assigned work. In order to overcome this issue, the professor is redesigning parts of the course to involve an interactive learning platform that will hopefully help increase performance and enhance engagement</p>
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