

## ASSESSMENT WEBSITE INFORMATION

**College: Business**

**Degree Program: International Business BS**

**Chair/Director: Gail Hudson**

### 2012 Report

#### **DATA SAY:**

As a somewhat interdisciplinary field within the College of Business, international marketing, management, economics, technology, logistics and accounting are assessed using the Major Field Test (MFT) and discussed and analyzed by the faculty teaching these courses within those disciplines, e.g. MKTG 4113 International Marketing and MGMT 4123 International Management. Data from these specific topics indicate that students perform relatively well in both 2009 and 2011.

As an additional measure of learning, a new assessment initiative began in Spring 2012 with the administration of the Intercultural Effectiveness Scale (IES) in IB 1013 The Global Challenge. The IES was developed specifically to evaluate the competencies critical to interacting effectively with people who are from cultures other than our own and focuses on three dimensions of intercultural effectiveness. These three dimensions are combined to generate an Overall Intercultural Effectiveness Score. These dimensions include continuous learning, interpersonal engagement, and hardiness. Pre- and post-testing using the IES in this course as well as a longitudinal study to include IB graduating seniors will be conducted to assess these skills. As this is a new initiative and process, we have yet to gather meaningful data.

#### **SO WHAT:**

The 2009 and 2011 data indicate satisfactory performance in international topics. In the new assessment activity, we anticipate significant change in the three dimensions measured by the IES particularly within the IB 1013 course pre- and post-test as well as longitudinal growth.

#### **HOW WE CHANGED:**

While data did not dictate significant change, faculty felt that average performance in expatriate acculturation (MFT 2011) warranted additional emphasis on the topic with additional discussion and assignments in MGMT 3863 Organizational Behavior, which is a core CoB course available to all majors, not just IB.

#### **WHAT WE GOT:**

Awaiting results of the next MFT and IES.



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**2013 Report**

### **DATA SAY:**

The IES was administered with freshman business students at the beginning of the IB 1013 The Global Challenge course and again as a post-test at the end of the semester. Small changes were noted across all constructs.

### **SO WHAT:**

While positive change occurred between the pre- and post-test administration of the IES, voluntary participation in the post-test may have biased the outcome. One limitation that should be noted is that less than 50 percent of the original test-takers took the post exam. New measures have been put in place to require taking the test at the end of the class instead of making it voluntary. This will be changed in the next assessment cycle. Furthermore, due to the availability and relative cost of the Global Perspectives Inventory, we will move to this assessment instrument for future assessments and to specifically measure the longitudinal change in IB majors from beginning to end of their collegiate study of international business and to specifically measure change in global perspectives occurring in those students who participate in study abroad.

### **HOW WE CHANGED:**

GPI will substitute for IES administration in the next assessment cycle begun late Spring 2013. The first group of students took the GPI in May 2013.

### **WHAT WE GOT:**

Awaiting results of the next MFT. IES results noted above for Fall 2012 indicated improvement across the IB1013 course; however, we believe the GPI, administered as a required component of IB1013, will provide a more detailed analysis of global awareness in our students.

