

ASSESSMENT WEBSITE INFORMATION

College: Business

Degree Program: International Business BS

Chair/Director: Gail Hudson

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.

