

## BACHELOR OF ARTS IN INTERNATIONAL BUSINESS ANNUAL ASSESSMENT PLAN & FINDINGS

### 2021-2022 ACADEMIC YEAR

#### 2021 – 2022 CURRICULUM MAP

	<b>PLO 1</b> Apply basic business practices to resolve international business problems.	<b>PLO 2</b> Assess market globalization factors and typical business strategies for competing in foreign markets.	<b>PLO 3</b> Construct a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.	<b>PLO 4</b> Integrate culturally sensitive concepts into team communication.	<b>PLO 5</b> Analyze emerging issues facing countries or businesses in international markets.
<i>MGT 330 Management for Organizations</i>	I	I			
<i>PHI 445 Personal &amp; Organizational Ethics</i>		I	I	I	I
<i>COM 370 Intercultural Communication</i>	R			R	R
<i>ECO 204 Principles of Microeconomics</i>	R	I	R		
<i>ECO 320 International Economics</i>	R	R	R		R
<i>ACC 205 Principles of Accounting I</i>	R		R		
<i>BUS 308: Statistics for Managers</i>			R		R
<i>BUS 307 Operations Management &amp; Quantitative Techniques</i>	R		R		R
<i>BUS 357 International Business</i>	M	R	R	R	R
<i>BUS 343 International Marketing</i>	R	M	R	R	R
<i>BUS 378 International Business Law</i>	R	R	R	R	R
<i>BUS 439 International Human Resources Management</i>	R	R	R	R	R

POL 353 Comparative Politics		R	R		R
BUS 450 International Finance	R	R	R		R
MGT 492 Strategic Management for the Multinational Enterprise Capstone	M	M	M	M	M

I (Introduced), R (Reinforced), or M (Mastered).

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Apply basic business practices to resolve international business problems.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: BUS357 Final Paper	70% of BA International Business students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	6	9	6 out of 9 (66.67%) of records evaluated indicate proficient or distinguished performance on this key assignment's	3. DOES NOT MEET THE ACCEPTABLE TARGET

				content criteria mapped to this PLO at the Mastered level.	
Direct Measure 2: CPC Management Section	BA International Business students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=18, Mean=767, <b>Traditional:</b> 41610/574: <b>Online:</b> 44400/606	<b>UAGC:</b> N=18, Mean=767, <b>Traditional:</b> 41610/574: <b>Online:</b> 44400/606	On average BA International Business students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Management section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	18	18	18 out of 18 (100.00%) BA International Business students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

				comprehensive exam.	
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively applied basic business practices to resolve international business problems.</li> </ul>	17	18	94.44% of BA in International Business students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively applied basic business practices to resolve international business problems.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

PLO 2 - Assess market globalization factors and typical business strategies for competing in foreign markets.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: MGT492 Final Paper	70% of Bachelor of Arts in International Business students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	31	36	31 out of 36 (86.11%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Business Integration and Strategic Management Section	BA International Business students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=18, Mean=822, <b>Traditional:</b> 41820/606: <b>Online:</b> 40650/625	<b>UAGC:</b> N=18, Mean=822, <b>Traditional:</b> 41820/606: <b>Online:</b> 40650/625	On average BA International Business students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Business Integration and Strategic Management section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	18	18	18 out of 18 (100.00%) BA International Business students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

				exam.	
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively assessed market globalization factors and typical business strategies for competing in foreign markets.</li> </ul>	18	18	100.00% of BA in International Business students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively assessed market globalization factors and typical business strategies for competing in foreign markets.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>



**PLO 3 - Construct a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.**

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: MGT492 Final Paper	70% of Bachelor of Arts in International Business students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	31	36	31 out of 36 (86.11%) of records evaluated indicate proficient or distinguished performance on this key	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

				assignment's content criteria mapped to this PLO at the Mastered level.	
Direct Measure 2: CPC Comprehensive Exam – Information Management Systems Section	BA International Business students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Information Management Systems section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=18, Mean=844, <b>Traditional:</b> 38370/600: <b>Online:</b> 32520/644	<b>UAGC:</b> N=18, Mean=844, <b>Traditional:</b> 38370/600: <b>Online:</b> 32520/644	On average BA International Business students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Information Management Systems section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	18	18	18 out of 18 (100.00%) BA International Business students from July 1, 2021 to June 30, 2022	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

				scored 400 or higher on the CPC comprehensive exam.	
Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively constructed a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.</li> </ul>	17	18	94.44% of BA in International Business students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively constructed a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

PLO 4 - Integrate culturally sensitive concepts into team communication.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: BUS357 Final Paper	70% of Bachelor of Arts in International Business students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	4	6	4 out of 6 (66.67%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	4. INSUFFICIENT DATA

Direct Measure 2: CPC Comprehensive Exam – Business Ethics Section	BA International Business students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Business Ethics section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=18, Mean=806, <b>Traditional:</b> 40950/548: <b>Online:</b> 43560/603	<b>UAGC:</b> N=18, Mean=806, <b>Traditional:</b> 40950/548: <b>Online:</b> 43560/603	On average BA International Business students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Business Ethics section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	18	18	18 out of 18 (100.00%) BA International Business students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
Indirect Measure 1:	70% or more of students exiting the program will express satisfaction on the End of	18	18	100.00% of BA in International	<b>1. EXCEEDS THE ACCEPTABLE</b>

End of Program Survey	<p>Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively integrated culturally sensitive concepts into team communication.</li> </ul>			<p>Business students upon completion of the program during the 2020-21 assessment cycle indicated that they agreed or strongly agreed that they effectively integrated culturally sensitive concepts into team communication.</p>	<b>TARGET</b>
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PLO 5 - Analyze emerging issues facing countries or businesses in international markets.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS:  1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: MGT492 Final Paper	70% of Bachelor of Arts in International Business students must receive a proficient, or distinguished evaluation on relevant content criteria mapped to this PLO.	67	72	67 out of 72 (93.06%) of records evaluated indicate proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Mastered level.	1. EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: CPC Comprehensive Exam – Global Dimensions of Business Section	BA International Business program, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Global Dimensions of Business section of the CPC comprehensive exam when compared to other competitive programs.	<b>UAGC:</b> N=18, Mean=733, <b>Traditional:</b> 39990/545: <b>Online:</b> 37320/565	<b>UAGC:</b> N=18, Mean=733, <b>Traditional:</b> 39990/545: <b>Online:</b> 37320/565	On average BA International Business students scored above the average of the Peregrine Academic Services Online Aggregate Pool and above the average of the Traditional Aggregate Pool on the Global Dimensions of Business section of the Common Professional Component comprehensive exam.	<b>2. MEETS THE ACCEPTABLE TARGET</b>
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	18	18	18 out of 18 (100.00%) BA International Business students from July 1, 2021 to June 30, 2022 scored 400 or higher on the CPC comprehensive exam.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>



Indirect Measure 1: End of Program Survey	<p>70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either “Agree” or “Strongly Agree.” The item to be used will be:</p> <ul style="list-style-type: none"> <li>• I effectively analyzed emerging issues facing countries or businesses in international markets.</li> </ul>	18	18	100.00% of BA in International Business students upon completion of the program during the 2021-22 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed emerging issues facing countries or businesses in international markets.	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>
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### OVERALL RECOMMENDATIONS

Overall, it is recommended that the Program Lead for the Bachelor of Arts in International Business review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2022-2023 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.

### ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1	Final assignment	Lead Faculty, Core Faculty, Associate Faculty, Assessment	Not started	Academic Year 2023
Action Details	Review and modify the final paper (BUS357)			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Curriculum Map and Measures Used in the Assessment Plan	Final Paper	Lead Faculty, Core Faculty, Associate Faculty,	In progress	3 months
Action Details	Analyze the curriculum map, indicating areas where scaffolding of student learning, for example, Introduced, Reinforced and Mastered is accurate. Make changes to the curriculum map where an assignment measure may not be acceptable.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Acceptable Targets	Assignments	Program Lead, Core Faculty, Associate Faculty, Assessment	In progress	3 months
Action Details	Review and modify, if needed, the targets for both direct and indirect measures per assessment plan. Justification for this it to assess the rigor of targets set for student learning and align with accreditation and program specific purposes.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Peregrine CPC Sections	Assignments	Program Lead, Core Faculty, Associate Faculty, Assessment	Not started	3 months
Action Details	Assess the alignment for the Peregrine CPC sections. Each PLO should align with a topic for the CPC exam, adjusting these areas will highlight the need to align sections per PLO to meaningful student learning.			

