

# BACHELOR OF ARTS IN INTERNATIONAL BUSINESS ANNUAL ASSESSMENT PLAN & FINDINGS 2021-2022 ACADEMIC YEAR

2021 – 2022 CURRICULUM MAP					
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
	Apply basic business practices to resolve international business problems.	Assess market globalization factors and typical business strategies for competing in foreign markets.	Construct a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.	Integrate culturally sensitive concepts into team communication.	Analyze emerging issues facing countries or businesses in international markets.
MGT 330 Management for Organizations	I	ı			
PHI 445 Personal & Organizational Ethics		I	I	I	I
COM 370 Intercultural Communication	R			R	R
ECO 204 Principles of Microeconomics	R	ı	R		
ECO 320 International Economics	R	R	R		R
ACC 205 Principles of Accounting I	R		R		
BUS 308: Statistics for Managers			R		R
BUS 307 Operations Management & Quantitative Techniques	R		R		R
BUS 357 International Business	М	R	R	R	R
BUS 343 International Marketing	R	М	R	R	R
BUS 378 International Business Law	R	R	R	R	R
BUS 439 International Human Resources Management	R	R	R	R	R

## $Of fice\ of\ Assessment\ and\ Curricular\ Affairs$



POL 353 Comparative Politics		R	R		R
BUS 450 International Finance	R	R	R		R
MGT 492 Strategic Management for the	М	М	N4	M	м
Multinational Enterprise Capstone	IVI	IVI	M	IVI	IVI

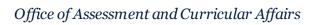
I (Introduced), R (Reinforced), or M (Mastered).



#### 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



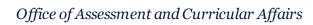


				content criteria mapped to this PLO at the Mastered level.	
Direct Measure 2: CPC Management Section	BA International Business students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	UAGC: N=18, Mean=767, Traditional: 41610/574: Online: 44400/606	UAGC: N=18, Mean=767, Traditional: 41610/574: Online: 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.	2. MEETS THE ACCEPTABLE TARGET
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	1. EXCEEDS THE ACCEPTABLE TARGET



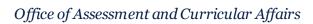


				comprehensive exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively applied basic business practices to resolve international business problems.	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.	1. EXCEEDS THE ACCEPTABLE TARGET



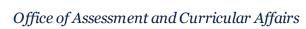


PLO 2 - Assess market	globalization factors and typical business s	trategies for comp	eting in foreign r	narkets.	
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE 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.	UAGC: N=18, Mean=822, Traditional: 41820/606: Online: 40650/625	UAGC: N=18, Mean=822, Traditional: 41820/606: Online: 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	2. MEETS THE ACCEPTABLE TARGET
Direct Measure 3: CPC Comprehensive Exam Score	90% must score 400 or higher on the CPC comprehensive exam.	18	18	exam.  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	1. EXCEEDS THE ACCEPTABLE TARGET



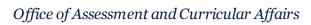


				exam.	
Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively assessed market globalization factors and typical business strategies for competing in foreign markets.	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.	1. EXCEEDS THE ACCEPTABLE TARGET



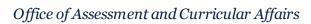
PLO 3 - Construct a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.

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	1. EXCEEDS THE ACCEPTABLE TARGET



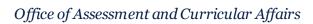


Direct Measure 2: CPC Comprehensive Exam – Information Management Systems Section	BA International Business students, on average, must score at or above the average in the Peregrine Academic Services (PAS) Online Campus and Traditional Campus Aggregate Pools related to the Information Management Systems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



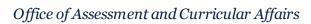


Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of	17	18	scored 400 or higher on the CPC comprehensive exam.  94.44% of BA in International	1. EXCEEDS THE ACCEPTABLE
	Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively constructed a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.			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.	TARGET





LO 4 - Integrate cult	urally sensitive concepts into team commun	ication.			
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 TH ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT ME THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
irect Measure 1: US357 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. INSUFFICIEN DATA



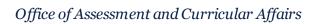


Direct Measure 2: CPC	BA International Business students, on	UAGC: N=18,	UAGC: N=18,	On average BA	2. MEETS THE
Comprehensive Exam –	average, must score at or above the average	Mean=806,	Mean=806,	International	ACCEPTABLE
Business Ethics Section	in the Peregrine Academic Services (PAS)	Traditional:	Traditional: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



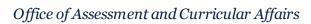
## Office of Assessment and Curricular Affairs

End of Program Survey	Program Survey by indicating either "Agree"		Business students	TARGET
,	or "Strongly Agree." The item to be used will		upon completion	
	be:		of the program	
			during the 2020-21	
	I effectively integrated culturally sensitive		assessment cycle	
	concepts into team communication.		indicated that they	
			agreed or strongly	
			agreed that they	
			effectively	
			integrated	
			culturally sensitive	
			concepts into	
			team	
			communication.	
			communication.	



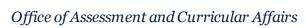


PLO 5 - Analyze emer	ging issues facing countries or businesses in	international mar	kets.		
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS:  PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT 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.	UAGC: N=18, Mean=733, Traditional: 39990/545: Online: 37320/565	UAGC: N=18, Mean=733, Traditional: 39990/545: Online: 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.	2. MEETS THE ACCEPTABLE TARGET
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.	1. EXCEEDS THE ACCEPTABLE TARGET





Indirect Measure 1: End of Program Survey	70% or more of students exiting the program will express satisfaction on the End of	18	18	100.00% of BA in International	1. EXCEEDS THE ACCEPTABLE
End of Program Survey	will express satisfaction on the End of Program Survey by indicating either "Agree" or "Strongly Agree." The item to be used will be:  • I effectively analyzed emerging issues facing countries or businesses in international markets.			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	ACCEPTABLE TARGET
				markets.	



#### **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 th	ne 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.				

