

BACHELOR OF ARTS IN INTERNATIONAL BUSINESS ANNUAL ASSESSMENT PLAN & FINDINGS 2022-2023 ACADEMIC YEAR

2022 – 2023 CURRICULUM MAP

	PLO 1 Apply basic business practices to resolve international business problems.	PLO 2 Assess market globalization factors and typical business strategies for competing in foreign markets.	PLO 3 Construct a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets.	PLO 4 Integrate culturally sensitive concepts into team communication.	PLO 5 Analyze emerging issues facing countries or businesses in international markets.
<i>MGT 330 Management for Organizations</i>	I	I			
<i>PHI 445 Personal & 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 & 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

<i>POL 353 Comparative Politics</i>		R	R		R
<i>BUS 450 International Finance</i>	R	R	R		R
<i>MGT 492 Strategic Management for the Multinational Enterprise Capstone</i>	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.	4	6	4 out of 6 (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=5 Mean=740 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	UAGC: N=5 Mean=740 Traditional: N=41460 Mean=595 Online: N=45870 Mean=629	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.	5	5	5 out of 5 (100.00%) BA International Business students from July 1, 2022, to June 30, 2023, 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.	5	5	100.00% of BA in International Business students upon completion of the program during the 2022-23 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 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.	10	10	10 out of 10 (100.00%) 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

<p>Direct Measure 2: CPC Comprehensive Exam – Business Integration and Strategic Management Section</p>	<p>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.</p>	<p>UAGC: N=5 Mean=720 Traditional: N=41550 Mean=624 Online: N=41310 Mean=644</p>	<p>UAGC: N=5 Mean=720 Traditional: N=41550 Mean=624 Online: N=41310 Mean=644</p>	<p>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.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>5</p>	<p>5</p>	<p>5 out of 5 (100.00%) BA International Business students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				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"> • I effectively assessed market globalization factors and typical business strategies for competing in foreign markets. 	5	5	100.00% of BA in International Business students upon completion of the program during the 2022-23 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.					
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.	10	10	10 out of 10 (100.00%) 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

<p>Direct Measure 2: CPC Comprehensive Exam – Information Management Systems Section</p>	<p>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.</p>	<p>UAGC: N=5 Mean=760 Traditional: N=38106 Mean=625 Online: N=32880 Mean=673</p>	<p>UAGC: N=5 Mean=760 Traditional: N=38106 Mean=625 Online: N=32880 Mean=673</p>	<p>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.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>5</p>	<p>5</p>	<p>5 out of 5 (100.00%) BA International Business students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 1: End of Program Survey</p>	<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"> • I effectively constructed a country strategic risk assessment that includes all the relevant factors for firms operating overseas or thinking of entering new markets. 	<p>5</p>	<p>5</p>	<p>100.00% of BA in International Business students upon completion of the program during the 2022-23 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.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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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.	3. DOES NOT MEET THE ACCEPTABLE TARGET

Office of Assessment and Curricular Affairs

<p>Direct Measure 2: CPC Comprehensive Exam – Business Ethics Section</p>	<p>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.</p>	<p>UAGC: N=5 Mean=740 Traditional: N=40530 Mean=592 Online: N=44850 Mean=627</p>	<p>UAGC: N=5 Mean=740 Traditional: N=40530 Mean=592 Online: N=44850 Mean=627</p>	<p>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.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>5</p>	<p>5</p>	<p>5 out of 5 (100.00%) BA International Business students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 1: End of Program Survey</p>	<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"> • I effectively integrated culturally sensitive concepts into team communication. 	<p>4</p>	<p>5</p>	<p>80.00% of BA in International Business students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively integrated culturally sensitive concepts into team communication.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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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.	10	10	10 out of 10 (100.00%) 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

<p>Direct Measure 2: CPC Comprehensive Exam – Global Dimensions of Business Section</p>	<p>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.</p>	<p>UAGC: N=5 Mean=700 Traditional: N=39480 Mean=565 Online: N=38460 Mean=584</p>	<p>UAGC: N=5 Mean=700 Traditional: N=39480 Mean=565 Online: N=38460 Mean=584</p>	<p>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.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: CPC Comprehensive Exam Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>5</p>	<p>5</p>	<p>5 out of 5 (100.00%) BA International Business students from July 1, 2022, to June 30, 2023, scored 400 or higher on the CPC comprehensive exam.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 1: End of Program Survey</p>	<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"> • I effectively analyzed emerging issues facing countries or businesses in international markets. 	<p>5</p>	<p>5</p>	<p>100.00% of BA in International Business students upon completion of the program during the 2022-23 assessment cycle indicated that they agreed or strongly agreed that they effectively analyzed emerging issues facing countries or businesses in international markets.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
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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 2023-2024 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.

Additionally, it is recommended to review BUS357 as the target for PLOs 1 and 4 were not met.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Direct measures.	Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	Analyze the curriculum map, indicating, and change if needed, areas where scaffolding of student learning, for example, Introduced, Reinforced and Mastered is accurate.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Direct measures.	Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	As this program is being discontinued and taught out, monitor the program, including direct and indirect measures, targets, and curriculum map for continuous improvement purposes.			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
PLO 1-5	Assignments	Program Lead, Core Faculty, Associate Faculty, Assessment	In progress	2023/2024 assessment cycle
Action Details	Review and modify, if needed, the targets for both direct and indirect measures per assessment plan. Justification for this is 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
PLO 1-5	Direct measures, Peregrine	Program Lead, Core Faculty, Associate Faculty, Assessment	In progress	2023/2024 assessment cycle
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.			