International Business Major
Assessment Plan

Mission Statement: To develop socially responsible business leaders with a global mindset through academically rigorous, relevant, and values-based education and research.

Goals & Student Learning Outcomes

I. Demonstrate an understanding of the major functional areas of business in an international context

Student Learning Outcomes:
SLO #1.1: Exhibit knowledge of the major culture, economic, social and legal environments faced by organizations in global markets
SLO #1.2: Apply techniques and theories from various areas of business
SLO #1.3: Develop strategies for the challenges of operating in a global environment

- Assessment Method:
  - 24 objective questions that are administered through BlackBoard in MGMT 490 with questions are categorized as 1) identification of global business practices; 2) analyze global factors; or 3) application of analysis (SLO #1.2, #1.3)

II. Be able to communicate effectively in a variety of settings

Student Learning Outcomes:
SLO #2.1: Written assignments that are coherent, organized, concise, grammatically correct and well presented
SLO #2.2: Oral presentations that are coherent, organized, concise, engaging and well presented
SLO #2.3: Communicate effectively in a second language

- Assessment Method:
  - Writing assignment in upper-division “W” business courses using a three-point rubric (SLO #2.1)
  - Presentations in MKTG 300 using a three-point rubric scale (SLO #2.2)
  - Graduating seniors have achieved at least a grade of a “B” in the fourth semester second language class (SLO #2.3)
  - USD Senior Exit Survey (SLO #2.1, 2.2)
  - Writing Pilot Program: External reviewers develop writing assignments and assess writing with three-point rubric (SLO #2.1, 2.2)

III. Development of a global and multi-cultural perspective for effective leadership

Student Learning Outcomes:
SLO #3.1: Demonstrate awareness for appropriate responses for cultural diversity in organizations
SLO #3.2: Balance interpersonal relations and tasks
SLO #3.3: Consider other people’s ideas or suggestions
Assessment Method:
- Peer review of team members in MGMT 300 utilizing three-point rubric for categories of confidence; balance between interpersonal relations and task; ability to listen; and stays on track (SLO #3.2, 3.3)
- USD Senior Exit Survey

IV. Acquire the skills needed to critically analyze information

**Student Learning Outcomes:**
- **SLO #4.1:** Identify and evaluate relevant issues and information
- **SLO #4.2:** Generate, evaluate and recommend solutions to complex business problems
- **SLO #4.3:** Analyze complex business problems

Assessment Method:
- 35 objective questions in ACCT 202 with each question categorized as 1) diagnose and categorize; 2) gather and analyze; or 3) identify and evaluate (SLO #4.1, 4.2, 4.3)
- USD Senior Exit Survey

V. Development of an understanding of business that reflects the social responsibility of management to all relevant stakeholders and the natural environment

**Student Learning Outcomes**
- **SLO #5.1:** Identify appropriate courses of action that reflect an awareness of conducting business ethically in a global context

Assessment Method:
- 26 objective questions that are administered through BlackBoard in ETLW 302 and assessed by using average score EBI Senior Student Survey
- USD Senior Exit Survey
- Ethics Pilot Program: Developing new objective ethics measuring instrument.

Assessment Timeline

Each learning goal is assessed at least once per academic year.