

University of Minnesota Crookston
Assessment of Student Learning

Major: BS International Business

Assessment Method & Procedures	Data Collection Frequency	Reporting Timeframe	Results	Planned Improvements Based on Results	
Program Learning Outcome 1.					
Outcome 1. Solve problems related to the international context of finance, management, marketing, economics, accounting, and technology	Analyze a case study regarding the problems for international business operations regarding Economic, Financial, Accounting and Technology considerations. Evaluate the problems and create a solution to ensure the functional efficiency in a written report. 80% of students will achieve a "C" or better on an applicable case study performed in Fin 3020 - International Financial Management.	Triennial	2021		
	Analyze a case study regarding the problems for international business operations regarding Managerial considerations. Evaluate the problems and create a solution to ensure the functional efficiency in a written report. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 3500 International Business Management.	Triennial	2020	Of students that completed the case, the average score on all three cases in the course was 29 out of 30 points. In fact, all but one student received a grade of a C or better on all of the case studies.	Students are achieving this program level outcome. One recommendation is to provide more challenging case studies so students are required to think more critically on these topics.
	Conduct a feasibility analysis regarding the problems for international business operations regarding Marketing considerations. Evaluate the problems and create a solution to ensure the functional efficiency in a written report. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 3360 International Marketing.	Triennial	2022		
Program Learning Outcome 2.					

Outcome 2. Evaluate the global forces that shape our world in socio-economic cultural and political contexts.	Analyze a case study regarding the socio-economic, cultural, and political events that shape the opportunities and threats associated with international business ventures. Evaluate the situation and create a solution to ensure strategic welfare for the company and its stakeholders in a written report. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 4800 Senior Seminar in International Business Strategy.	Triennial	2022		
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Program Learning Outcome 3.

Outcome 3. Integrate general and international business skills for effective problem-solving	Perform an analysis to measure application of the legal implications and operational pitfalls when operating in an international environment. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 3010 International Business Law.	Triennial	2021		
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Program Learning Outcome 4.

Outcome 4. Apply cross-disciplinary qualitative and quantitative information to problem resolution and opportunity identification	Analyze data and information to make an informed recommendation regarding the feasibility to embark on an international venture. The written report and the supporting audio-visual materials will be evaluated. 80% students will achieve a grade of a "C" or better on a case study performed in IBus 4800 Senior Seminar in International Business Strategy.	Triennial	2022		
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Program Learning Outcome 5.

Outcome 5. Demonstration appropriate communication skills in presentation and negotiating environments, and understand the impact of culture on communication.	Analyze a case study regarding the problems associated with international and intercultural communication and the possible safeguards that can be used to ensure communication clarity for the sender and the receiver. 80% students will achieve a grade of a "C" or better on a case study performed in IBUS 4800 - Seminar in International Business	Triennial	2022		
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Program Learning Outcome 6.

	<p>Outcome 6. Contribute to and work within cross-functional and cross-cultural teams</p>	<p>Evaluate situational factors that affect the performance of cross-functional and cross-cultural teams in international situations. 80% students will achieve a final grade of a "C" or better in the IBus 2010 - International Business Cultures and Etiquette course</p>	<p>Triennial</p>	<p>2020</p>	<p>In one section, 92% earned a grade of C or better. In the other section, 91% earned a grade of C or better. This exceeds the stated goal by over 10% and is a marked improvement from the last evaluation. In accordance with the planned improvements to help increase engagement, the MindTap platform was used, with a combination of three book. This was changed to two books, with the third replaced with instructor notes and response papers not on the MindTap platform. Engagement appears to have increased significantly in the past three years.</p>	<p>The results suggest that 1) previous planned results were correct and successfully implemented; and 2) are currently working in terms of quality experience, sufficient rigor, and both student and instructor engagement. Over the next three years, performance should continue to be monitored as before to ensure that the current system continues to be optimised.</p>
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