

Student Academic Achievement Committee (SAAC) Standardized Report Form

INTRODUCTION

Program /Discipline Title

International Business-Certificate Program

Time Period:

Summer 05, Fall 05, Spring 06,Su 06

The revised Exit Competencies were measured Su 05 and that data is reported in this report.

Program goals, objectives, and/or mission:

The International Business (IB) program focuses on business in today's global environment and provides a foundation in the analytical, interpersonal and technology skills necessary to be effective in today's multinational organizations, government agencies, or entrepreneurial small businesses. Students have the opportunity to learn fundamental concepts and procedures to assess global market opportunities and to understand the challenges of managing cultural differences.

Exit Competencies:

1. Apply international and globalization concepts to different market economies and political systems.
2. Assess global market opportunities.
3. Use cross-cultural interpersonal skills in managing cultural differences.
4. Analyze currency and investment risk in international markets.
5. Work and interact with others as part of a team

Core Competencies:

Core competencies to be assessed are Teamwork and Communication.

RESULTS

Introduction and discussion of assessment efforts:

Assessment efforts have been in place since 2003. For the current reporting period, the International Business program assessed students' skill levels and competencies with an international business plan project in IB 205. The total number of International Business graduates during the timeframe was one.

Assessment Plan (Who, what, when and how assessment took place):

All International Business graduate candidates completed a business plan in IB 205 that included the critical issues for a potential importer/exporter doing business in the assigned continent. The business plan contained the following components:

1. Overview of international business and the global business environment
2. Assess opportunities in Exporting/Importing
3. Identify and describe the cultural differences and how to manage when conducting business
4. Evaluate the risks in the international market
5. WorkKeys Teamwork exam

The assessment was administered in summer 2005 and the threshold for each component was 71percent (Level 3). A rubric was used to evaluate each component of the project.

Exit Competency Results:

Overall data gathered for the student graduating from the International Business certificate program summer 2005 indicates that exit competencies 1 -4 exceeded the 71% (Level 3) threshold for exit competencies. Exit competency 5 – work and interact with others as part of a team -- was not measured during the reporting period

Core Competency Results:

Communication was not assessed. Teamwork was assessed using WorkKeys.

Discussion of changes in support of student learning for PAST year based upon your assessment results:

Due to program changes, the program competencies for the International business program changed to reflect the program changes.

Discussion of proposed changes in support of student learning for COMING year based upon your assessment results:

Implement evaluation measurements to align with updated competencies.

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Plans for assessment of all Core Competencies

DATA

What tools did you use to measure the Exit Competencies?

International Business Competency Results Rubric

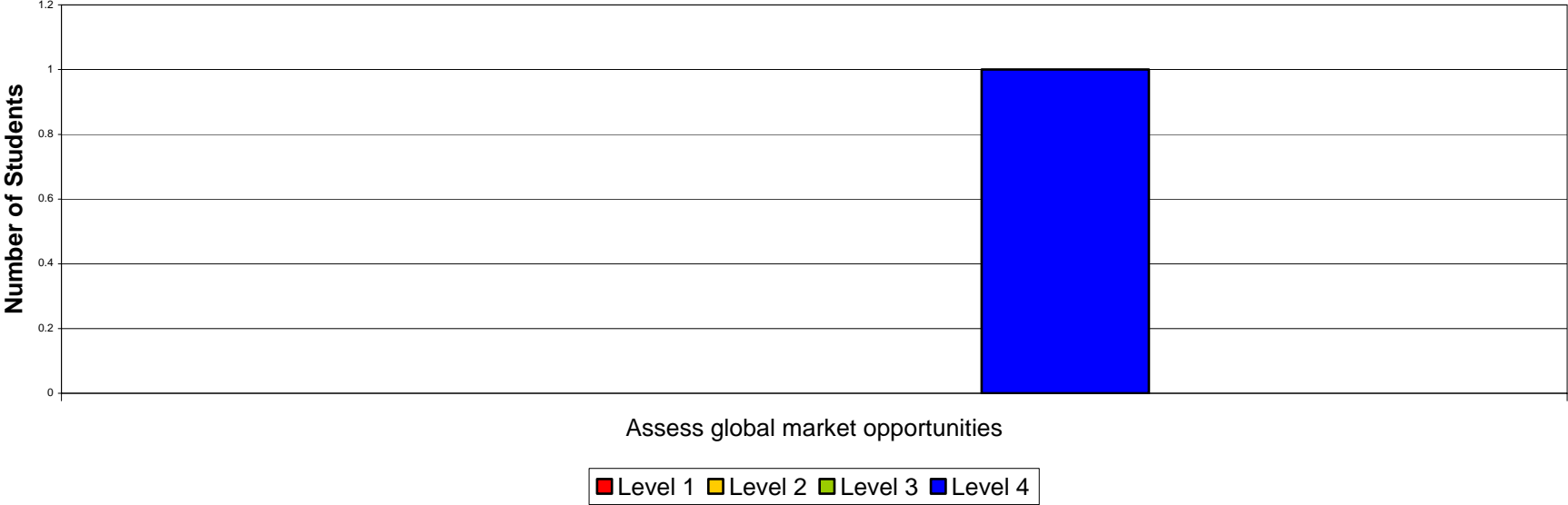
Business Plan 200 available points

	Level 1	Level 2	Level 3	Level 4-5
Overview of international business and the global environment	0 - 10	11 - 20	21 - 30	31 - 40
Assess opportunities in exporting/importing	0 - 10	11 - 20	21 - 30	31 - 40
Identify and describe the cultural differences and how to manage when conducting business	0 - 10	11 - 20	21 - 30	31 - 40
Evaluate the risks in the international market	0 - 10	11 - 20	21 - 30	31 - 40

Please attach Core Competency Rubrics if modified.

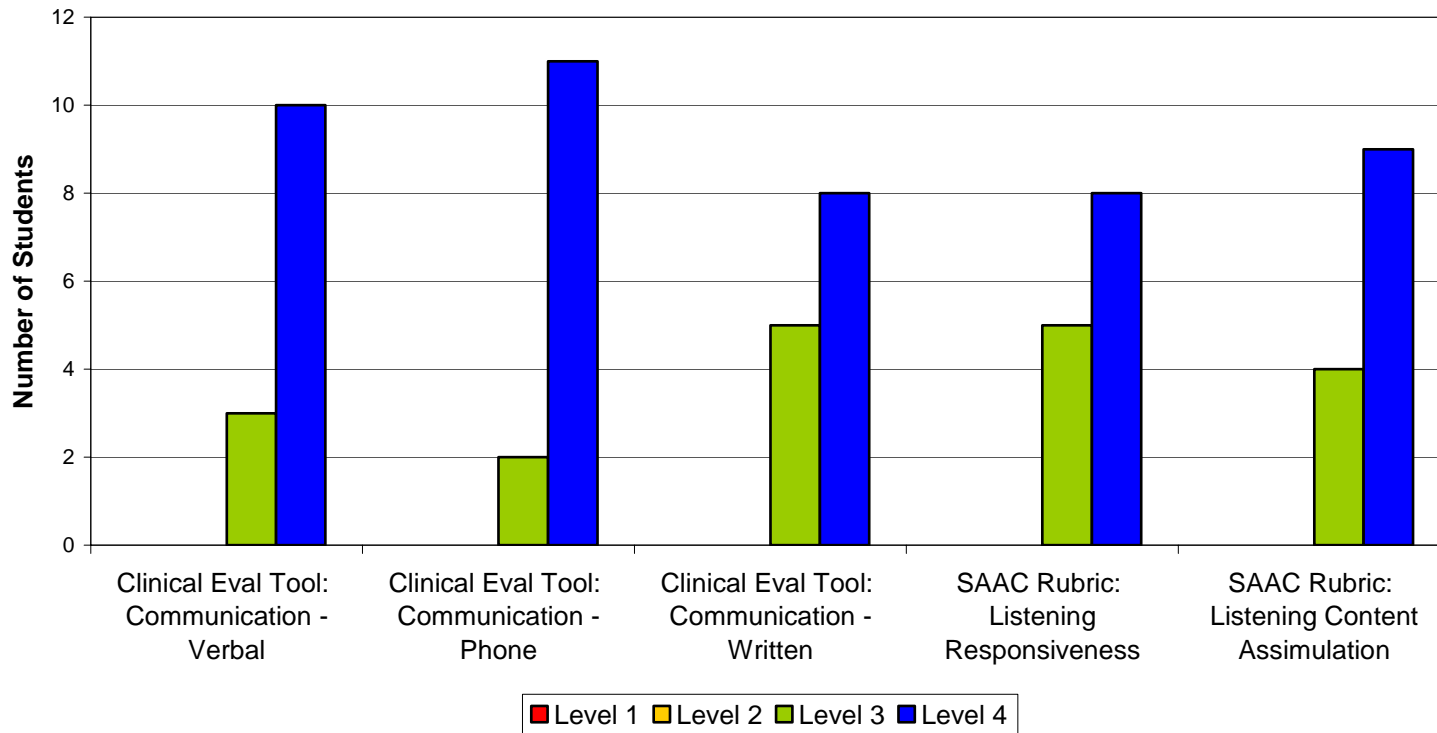
Additional assessment results:

Histograms of Exit Competency Results:



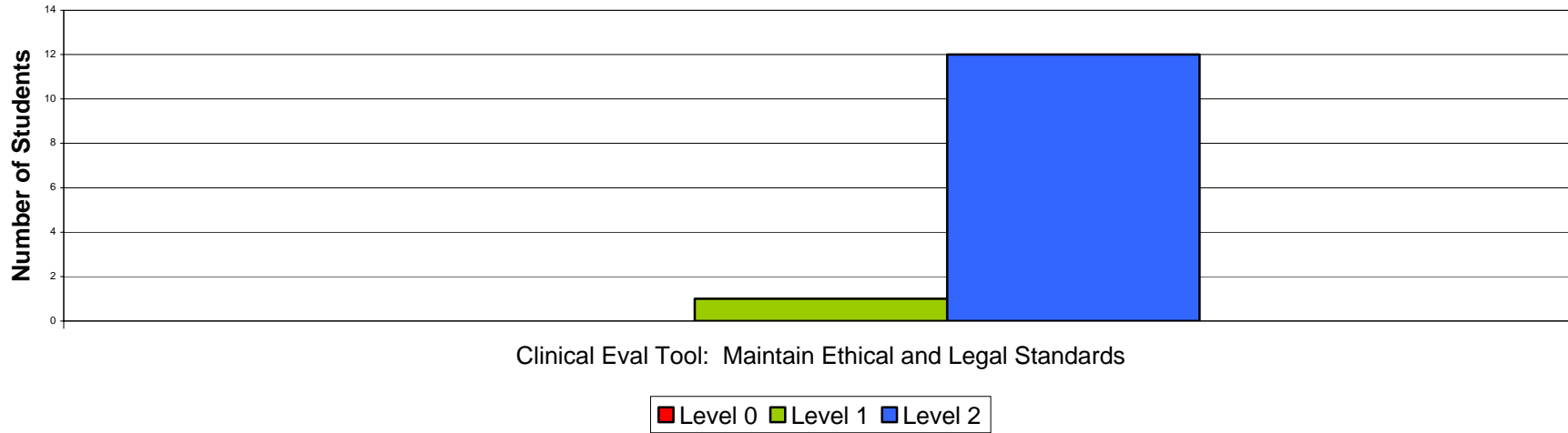
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Assess global market opportunities

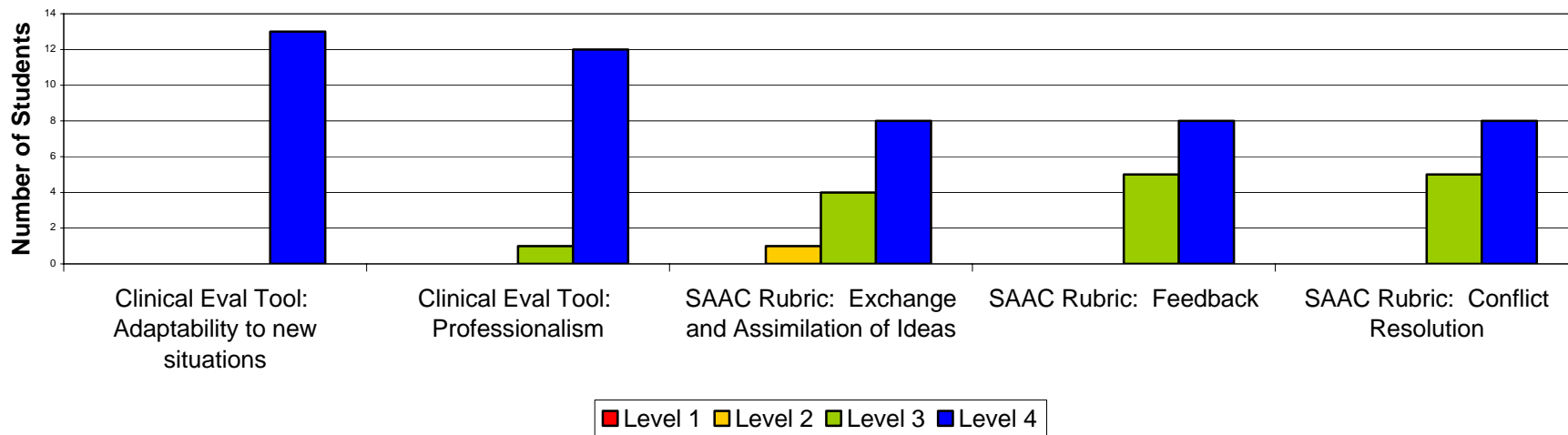


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Illustrate professional and ethical behaviors, exercising confidentiality in the performance of HUC duties



Demonstrate the principal of teamwork in interactions with health care personnel, patients and families



Histograms of Core Competency Results: