Assurance of Student Learning 2019-2020	
Gordon Ford College of Business	International Business
International Business (569)	

Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.		
Student Learning Outcome 1: International business students will demonstrate effective written communication skills		
Instrument 1	Evaluated submissions for Assignment #2 from Dr. Liang's MGT 303 course (International Business) from Fall 2019 using the GFCB rubric for Written Communication.	
Instrument 2		
Instrument 3		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	**Met**	**Not Met**
Student Learning Outcome 2: International business students will demonstrate awareness of their opportunities as responsible citizens living and working in a global society.		
Instrument 1	Evaluated submissions for Assignment #2 from Dr. Liang's MGT 303 course (International Business) from Fall 2019 using the GFCB rubric for Global Awareness	
Instrument 2		
Instrument 3		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	**Met**	**Not Met**
Student Learning Outcome 3: International business students will demonstrate the ability to apply training in the field of international business.		
Instrument 1	**Senior Exit Exam questions specific to international business**	
Instrument 2		
Instrument 3		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3. IB students averaged 83% on senior exit exam questions that are specific to IB which exceeds the goal of 70%.	**Met**	**Not Met**
Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)		
Assessments were made of the three learning outcomes for the IB program. Students met or exceeded the goals for all three learning outcomes.		

Student Learning Outcome 1			
Student Learning Outcome	**International Business students will demonstrate effective written communication skills.**		
Measurement Instrument 1	Evaluated submissions for Assignment #2 from Dr. Liang's MGT 303 course (International Business) using the GFCB rubric for Written Communication.		
Criteria for Student Success	Scored Meets Expectations or above on rubric.		
Program Success Target for this Measurement	70%	**Percent of Program Achieving Target**	83%
Methods	A random sample of 6 assignments was selected to be analyzed using the GFCB rubric for Written Communication. 5 out of the 6 assignments were scored at the "Meets Expectations" or above. Of the four items in the "Written Communication" rubrics, the average score of the 6 assignments is 4.08/5, ranging from 3/5 to 4.875/5.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.		**Met**	**Not Met**
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			

We will work with instructors of MGT 361 to improve written communication skills for our students.
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

Student Learning Outcome 2			
Student Learning Outcome	**International Business students will demonstrate awareness of their opportunities as responsible citizens living and working in a global society.**		
Measurement Instrument 1	Evaluated submissions for Assignment #2 from Dr. Liang's MGT 303 course (International Business) using the GFCB rubric for Global Awareness		
Criteria for Student Success	Scored Meets Expectations or above on rubric.		
Program Success Target for this Measurement	70%	**Percent of Program Achieving Target**	83%
Methods	A random sample of 6 assignments was selected to be analyzed using the GFCB rubric for Global Awareness. 5 out of the 6 assignments were scored at the "Meets Expectations" or above. Of the three items in the "Global Awareness" rubrics, the average score of the 6 assignments is 4.25/5, ranging from 3.33/5 to 5/5.		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		**Percent of Program Achieving Target**	
Methods			

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	<mark>**Met**</mark>	**Not Met**

Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)

Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)

Student Learning Outcome 3				
Student Learning Outcome	International Business students will demonstrate the ability to apply training in the field of international business.			
Measurement Instrument 1	**Performance on IB specific questions on the senior exit exam.**			
Criteria for Student Success	Correct answer chosen on multiple choice questions.			
Program Success Target for this Measurement	70%		**Percent of Program Achieving Target**	83%
Methods	Questions specific to IB were added to the GFCB senior exit exam. All graduating students are required to take this exit exam during their last semester at WKU.			
Measurement Instrument 2				
Criteria for Student Success				
Program Success Target for this Measurement			**Percent of Program Achieving Target**	
Methods				
Measurement Instrument 3				
Criteria for Student Success				
Program Success Target for this Measurement			**Percent of Program Achieving Target**	
Methods				
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			<mark>**Met**</mark>	**Not Met**
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)				
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)				