

B.A. IN INTERNATIONAL BUSINESS ASSESSMENT PLAN

Mission Statement

The International Business Program is committed to the investigation of international business theory and practice. Student learning is required in each of three distinct areas:

1. The study of the primary business disciplines of accounting, finance, information and decision sciences, management and marketing;
2. The acquisition of proficiency in one or more of the nine languages offered at SDSU;
3. The study of the culture and practices of one of six regions of the world that corresponds to the language of the student's choice.

Students are provided with the knowledge, skills and experiences to foster an in depth understanding of the values and culture that provide the foundation for business practice throughout the world.

Goals

The International Business major is designed to prepare its graduates to succeed in the emerging global marketplace. To this end, the program identifies goals that correlate to each of the three distinct areas identified in its mission statement.

Goal 1

Essential & Specialized Business Knowledge – Demonstrate an understanding of the major functional areas of business and specialized knowledge in a chosen area: finance, management, or marketing.

SLO 1.1: Describe basic concepts in each major functional area of business.

SLO 1.2: Apply techniques and theories from various areas of business to business situations.

Assessment Method: Business Assessment Test (BAT) administered to students in spring semester sections of the College of Business college-wide capstone course (required course for IB majors).

Goal 2

Internationalization of Business Principles – Demonstrate an understanding of international business concepts and trends and an ability to internationalize domestically developed business methods and practices.

SLO 2.1: Assess domestic business methods and practices and illustrate how they can be applied to international situations.

Assessment Methods: All students submit a portfolio of their work in their senior year in the required IB, 498, Doing Business Internationally. The portfolio

represents work over the previous 1-2 years of business and area studies courses, including courses taken abroad, and demonstrates written production in a foreign language. In addition, students must include a reflection paper from their internship, IB, 495. For SLO 2.1, faculty will use primary trait analysis to apply a scoring rubric to the reflection paper.

Goal 3

Language Proficiency – Acquire appropriate second language proficiency by completing an emphasis in one of nine languages: Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, or Spanish.

SLO 3.1: Speak and write proficiently in a foreign language.

Assessment Methods: During the required semester abroad, students must successfully complete at least one non-language course taught in the foreign language. In addition, each student is required to include in their portfolio an example of written work in the foreign language with a grade of C or better.

Goal 4

Cross-cultural Awareness – Develop an appreciation of the culture, business practices and protocol of one of six world regions: Africa/Middle East, Asia, Central Europe, Latin America, North America, Western Europe.

SLO 4.1: Discuss the cultural differences inherent in doing business in foreign countries.

Assessment Methods: Analysis of a random sample of projects, cases, and papers drawn from the student portfolios and including the reflection papers from the required IB 495, International Business Internship. Using primary trait analysis, a scoring rubric will be applied to the selected work.

Goal 5

Ethical Reasoning— Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

SLO 5.1: Explain the various ethical dimensions of business decision making.

SLO 5.2: Explain the role of various affected parties in business decision making.

SLO 5.3: Assess the ethics of decision alternatives using different ethical decision rules.

SLO 5.4: Apply ethical decision-making rules to cases drawn from various business sub-disciplines.

Assessment Methods: Embedded questions on a comprehensive final exam in BA 300 (Ethical Decision Making in Business) that have been mapped to the four SLOs.

Assessment Timeline

Timeline represents a four year cycle.

GOAL	SLO	1 st Cycle	2 nd Cycle
1	1.1, 1.2	Assessed Annually	Assessed Annually
2	2.1, 2.2, 2.3	2009-2010	2013-2014
3	3.1	2010-2011	2014-2015
4	4.1, 4.2	2011-2012	2015-2016
5	5.1, 5.2, 5.3, 5.4	2012-2013	2016-2017

BA International Business Map I Business Content (Goals I – III)

<u>SLO</u> Course	1.1	1.2	2.1	2.2	2.3	3.1
ACC 201	X	X				
ACC 202	X	X				
ECON 101	X	X				
ECON 102	X	X				
FIN 240	X	X				
IDS 180	X	X				
STAT 119	X	X				
IDS 302	X	X				
FIN 323	X	X				
FIN 329			X	X	X	
MGT 350	X	X				
MKT 370	X	X				
MKT 376			X	X	X	
MGT 405	X	X				
FIN 300/400						X
MGT 300/400						X
MKT 300/400						X

BA International Business Map II

<u>SLO</u> Course	4.1	4.2	5.1	5.2	5.3	5.4
Required Language Courses in: Arabic Chinese French German Italian Japanese Portuguese	X	X				

Russian Spanish						
IB 495			X			
IB 498				X	X	X
Fin 329				X	X	X
Mkt 376				X	X	X
Chinese 434				X	X	X
French 423				X	X	X
Russian 303				X	X	X
Spanish 307				X	X	X
<i>Spanish 497</i>				X	X	X