

# MSBA INTERNATIONAL BUSINESS ASSESSMENT PLAN

## Mission/Vision Statement

The International Business program at San Diego State University combines training across several functional disciplines to provide a comprehensive background in the skills required for international business success.

## Goals & Student Learning Outcomes

- I. To prepare business leaders to recognize new market opportunities in the global marketplace and to equip them with the required knowledge to successfully pursue these opportunities.**

### **Student Learning Outcomes:**

**SLO #1.1:** Identify and analyze the cost and the market drivers of globalization.

- **Content Delivered in:** FIN 654, MKT 769, MGT 790
- **Assessment Method:** Embedded exam questions, case analyses and projects in required classes.

**SLO #1.2:** Evaluate the impact that changes in the international economic and financial environments have on international business practices.

- **Content Delivered in:** MGT 710, MKT 769, MGT 790
- **Assessment Method:** Embedded exam questions, case analyses and projects in required classes.

**SLO #1.3:** Undertake strategic (risk, cost, benefit) assessment of international business environments.

- **Content Delivered in:** MGT 710, MGT 723, MGT 790
- **Assessment Method:** Embedded exam questions, case analyses and projects in required classes.

- II. Develop an understanding of how business functions and processes differ across national environments, acquire the necessary skills to evaluate effective international business practices.**

### **Student Learning Outcomes:**

**SLO #2.1:** Apply concepts and decision models in organizational behavior, finance, economics, marketing, and production to make internationally-oriented business decisions.

- **Content Delivered in:** MGT 710, MKT 769, MGT 790
- **Assessment Method:** Case analyses and projects in required classes.

**SLO #2.2:** Compare and contrast the differences in governmental and non-governmental institutional and systems around the world and analyze their impact on international business practices.

- **Content Delivered in:** MGT 710, FIN 654
- **Assessment Method:** Case analyses and projects in required classes.

**SLO #2.3:** Acquire the knowledge to market products and services internationally.

- **Content Delivered in:** MKT 769, MGT 790

- **Assessment Method:** Case analyses and projects in required classes.
- SLO #2.4:** Compare and contrast effective and innovative managerial practices in cross-cultural and international settings.
  - **Content Delivered in:** MGT 723
  - **Assessment Method:** Case analyses and projects in required classes.

**III. Understand cross-cultural concerns of a diverse workforce, consumers, and foreign partners and formulate, communicate and implement international business strategies for exploiting opportunities in the global marketplace.**

**Student Learning Outcomes:**

**SLO #3.1:** Apply theoretical, conceptual and analytical models to decision making in business contexts.

- **Content Delivered in:** MGT 723, MKT 769, MGT 790
- **Assessment Method:** Case analyses, projects, and embedded exam questions in required classes.

**SLO #3.2:** Evaluate the benefits and drawbacks of various modes of entry into foreign markets to determine best entry choice.

- **Content Delivered in:** MGT 723, MKT 769
- **Assessment Method:** Case analyses and projects in required classes.

**SLO #3.3:** Identify similarities and differences between the national and international environment and cultures and analyze the need to modify business strategies to pursue opportunities in new markets.

- **Content Delivered in:** MGT 710, MGT 723, MKT 769
- **Assessment Method:** Case analyses, projects, and embedded exam questions in required classes.

**Assessment Timeline**

Timeline represents a three year cycle.

GOAL	SLO	1 <sup>st</sup> Cycle	2 <sup>nd</sup> Cycle
1	1.1, 1.2, 1.3	2008-2009	2011-2012
2	2.1, 2.2, 2.3, 2.4	2009-2010	2012-2013
3	3.1, 3.2, 3.3	2010-2011	2013-2014

### MSBA International Business Map

<b>SLO</b>	<b>MGT 710</b>	<b>MGT 723</b>	<b>FIN 654</b>	<b>MKT 769</b>	<b>MGT 790</b>
<b>1.1</b>			<b>X</b>	<b>X</b>	<b>X</b>
<b>1.2</b>	<b>X</b>			<b>X</b>	<b>X</b>
<b>1.3</b>	<b>X</b>	<b>X</b>			<b>X</b>
<b>2.1</b>	<b>X</b>			<b>X</b>	<b>X</b>
<b>2.2</b>	<b>X</b>		<b>X</b>		
<b>2.3</b>				<b>X</b>	<b>X</b>
<b>2.4</b>		<b>X</b>			
<b>3.1</b>		<b>X</b>		<b>X</b>	<b>X</b>
<b>3.2</b>		<b>X</b>		<b>X</b>	
<b>3.3</b>	<b>X</b>	<b>X</b>		<b>X</b>	