

Assessment: Course Four Column



Courses (BUS) - Business

BUS 275: Foundations of Int'l Business

Course Outcomes	Assessment Measures	Results	Actions
<p>Global driving - Recognize how global driving forces affect international and domestic business. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/18/2016</p>	<p>Exam - Exam 1 and Mini-Case 6.2 Criterion: Students who complete the exams will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes and No Students score a 78% on Exam 1 and 72% on Mini-Casse 6.2 (07/18/2016)</p>	<p>Action: Retain Exam as designed. Reconsider chosen Mini-Case and develop better directions and rubric. (07/18/2016)</p>
<p>Economic and socioeconomic forces affect a market's potential - Recognize how economic and socioeconomic forces affect a market's potential. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/18/2016</p>	<p>Exam - Exam 2 and 3, Discussion 2, and Final Project Criterion: Students who complete the exams will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2015-2016 Criterion Met: Yes and No Exams 2 and 3 average scores were 84% and 83% respectively, Discussion 2 average score was 90%, and Final Project average score was 64% (07/18/2016)</p>	<p>Action: Retain Exams 2 and 3 as designed and Discussion 2. Major revision needed for Export Plan. Change from a PowerPoint to a written paper and create assignments that lead up to the project. See notes below (07/18/2016)</p>
<p>Foreign market - Appraise a foreign market using a market screening process. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/18/2016</p>	<p>Exam - Exam 4 and Export Plan Criterion: Students who complete the exam and Export Plan Project will achieve a score of 75% or better on average.</p>	<p>Reporting Period: 2015-2016 Criterion Met: No Export Plan 64% average score and Exam 4 67% average score (07/18/2016)</p>	<p>Action: Major revision needed for Export Plan. Change from a PowerPoint to a written paper and create assignments that lead up to the project.</p> <p>Exam 4 had a qualifier of show one question at a time. Change to show all as in other courses the instructor teaches (07/18/2016)</p>
<p>Potential international business -</p>	<p>Exam - Exam 4 and Mini-Case 12.1</p>	<p>Reporting Period: 2015-2016</p>	<p>Action: Combine outcome #3 and 4</p>

<i>Course Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
Analyze a potential international business opportunity. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/18/2016	Criterion: Students who complete the exam and Mini-Case will achieve a score of 75% or better on average.	Criterion Met: No Mini-Case average score was 64% and Exam 4 average score was 67% (07/18/2016)	into a single outcome. Same action plan for Exam and for Mini-Case 12.1, write more through directions and provide a rubric. (07/18/2016)
Entering or avoiding a foreign market - Support decisions for entering or avoiding a foreign market. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/18/2016	Exam - Discussion 1 and Exam 5 Criterion: Students who complete the exam and Discussion 1 will achieve a score of 75% or better on average.	Reporting Period: 2015-2016 Criterion Met: Yes Discussion 1 average score was 84% and Exam 5 average score was 87% (07/18/2016)	Action: No changes planned for assignments used as outcome measures (07/18/2016)
Strategic planning for international business - Recognize the importance of strategic planning for international business. Course Outcome Status: Active Next Assessment: 2020-2021 Start Date: 07/18/2016	Discussion - Discussion 1 and 3 Criterion: Students who complete the exam and Discussion 1 will achieve a score of 75% or better on average.	Reporting Period: 2015-2016 Criterion Met: Yes Discussion 1 average score was 89% and Discussion 3 average score was 85% (07/18/2016)	Action: Students had significant engagement in both discussions. No change plans. (07/18/2016) Follow-Up: First time this course has been taught at GBC. Instructor created the course and based on the results, significant changes must be incorporated into future offerings. Instructor has already chosen a different textbook as the earlier textbook used was more of an upper division text and not entirely appropriate for a 200 level course. Additional consideration must be given to assignment development and re-assessing stated outcomes. Instructor also will design appropriate rubrics to aid the students in deliverable identification for grading purposes. (07/18/2016)