



Faculty Report for Assessment Exersice

College of Business Administration
CPC Report: **Global Dimension**
Wednesday, December 5 2018

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CPC, SLO, Competency, and Performance Indicator

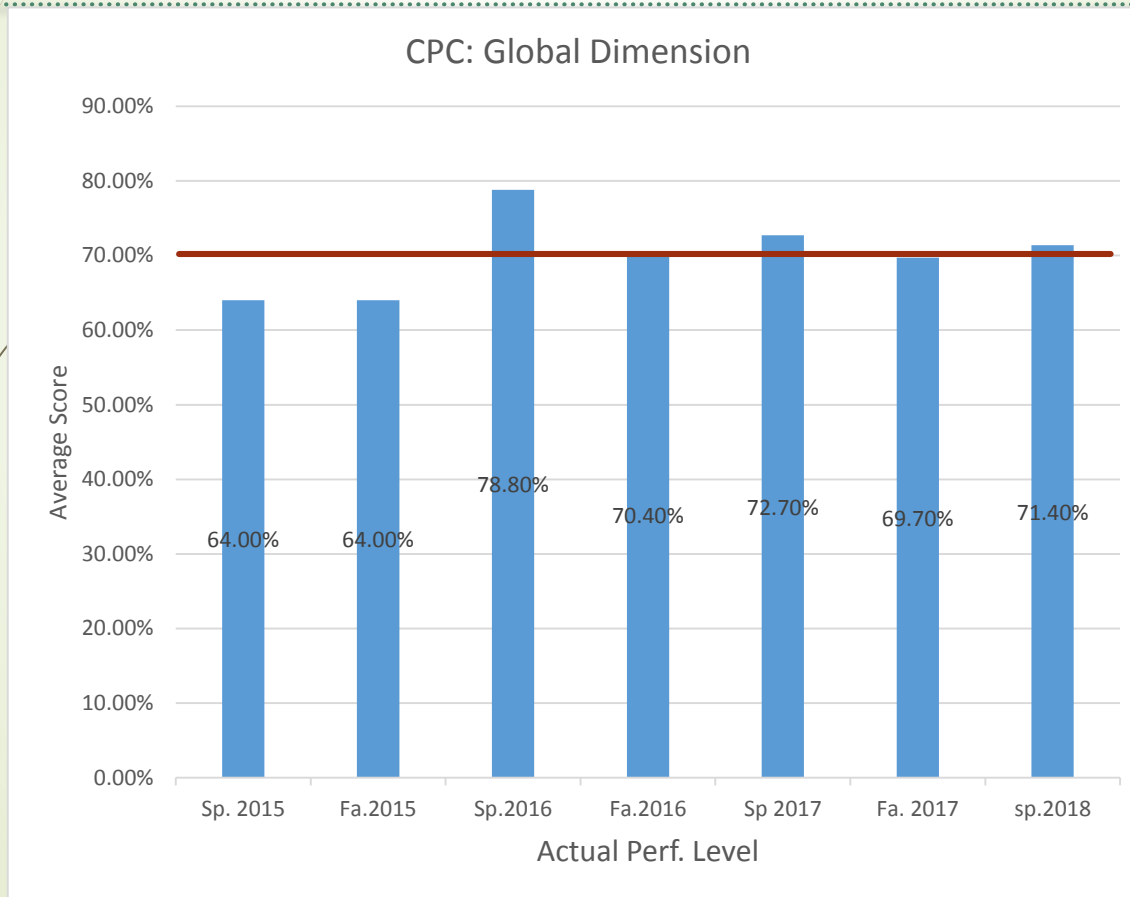
- **CPC:** Global Dimension (Marketing)
- **Student Learning Outcome:** Students will demonstrate knowledge of international concepts and trends of global business practices, diversity and multiculturalism.
- **Competency:** Students will demonstrate basic understanding of international issues, situations, and influences. Students will demonstrate knowledge of basic international business concepts
- **Performance Indicator:** 70% of the students will score 70% or more on special assignment



Method or Strategies

- ▶ **Instruments:** Course embedded, SIT graduation, SIT Mid-point,
- ▶ **Course:** MERC 3115 (Principles of Marketing)
 - ▶ Written and oral report
 - ▶ Students were required to craft a marketing plan for a small business owner or for its own business idea (that includes the export of a product or service).
- ▶ **Course:** MERC 3115 (Principles of Marketing)
 - ▶ SIT Mid-point students and graduate candidates

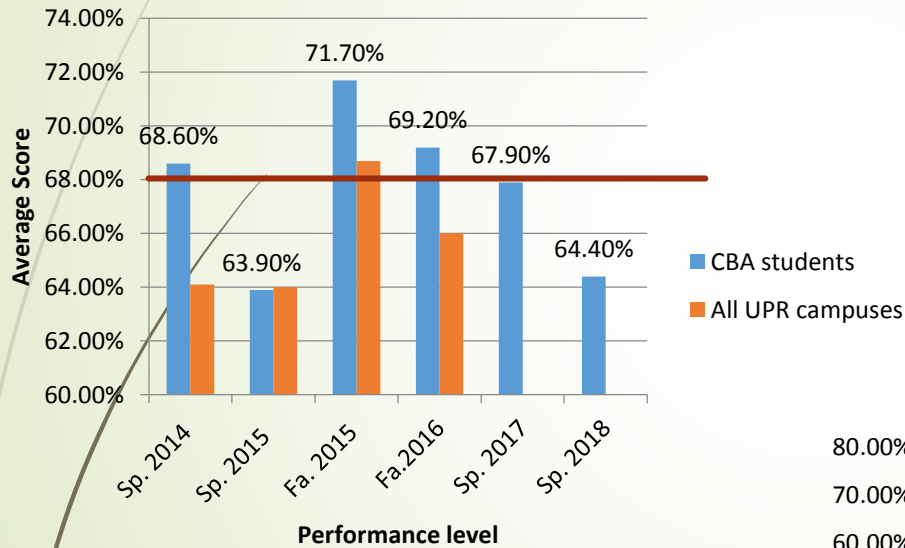
Results : Table 4.2



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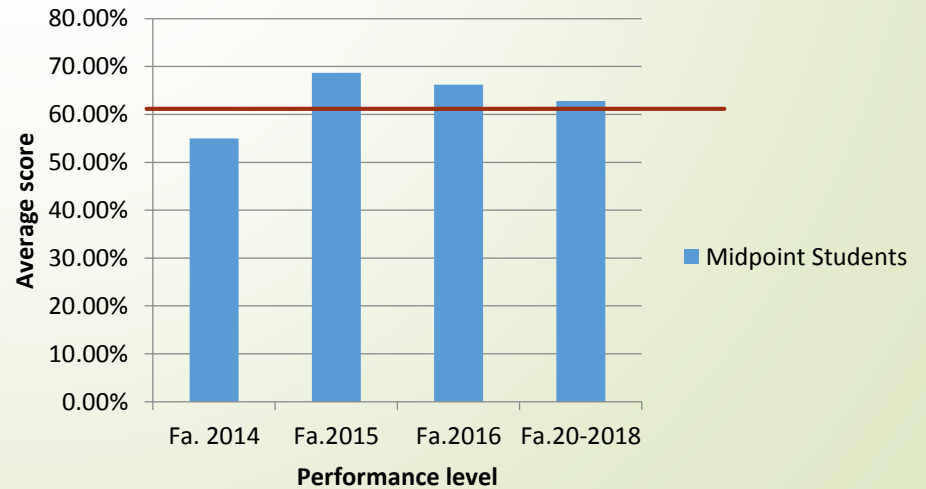
Results cont.

SIT Exit



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- **SIT Mid-point Midpoint Students**





Comprehensive Analysis

► Course embedded:

- The results gathered from the Internal Course embedded exercises & rubric in the Business Marketing course (Merc 3115) demonstrated that students barely reached the targeted performance indicator in the global dimension function. As in the case of business-related marketing functions the Marketing faculty feel that the instrument is adequate to measure the competency but the performance indicator as established is susceptible to outliers scores and does not accurately reflect the achievement for the competency and should be revised for the next assessment cycle.
- Despite the results, part of this comprehensive analysis also includes the review of the rubric of assessment (constructs) .



Comprehensive Analysis

➤ SIT

- Increase efforts to promote students participation in SIT.

Suggestions



- Close the assessment cycle.
- Develop a new performance indicator
- Develop an alternative assessment instrument and the corresponding assessment rubric separate from the one used to assess the business-related marketing functions. Specifically a
 - Standardized instrument (an assignment, quizz, or a case)
 - Free of biased implementation by course instructors
- The data presented here reflects the need for dedicating more time to the topic at an earlier point in the semester being the case that the measurement is now done at the end of the semester.



Questions