

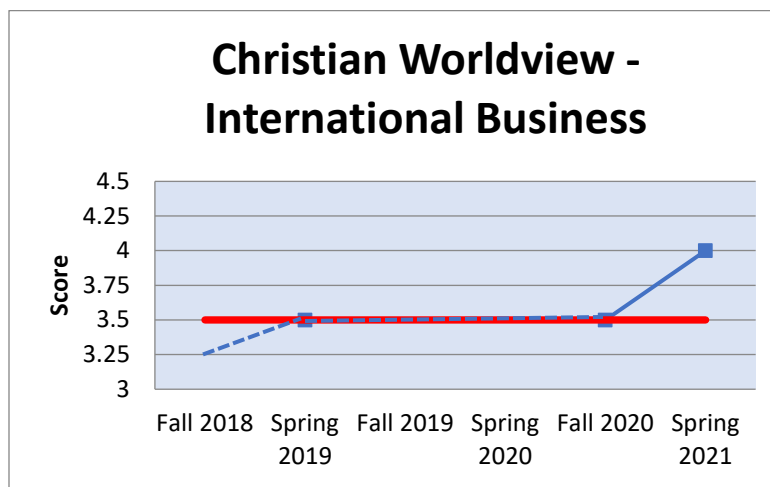
**Oral Roberts University College of Business**  
**International Business Program Assessment Outcome Report**  
**2018-2021**

**COB Shared Outcome #1 Assessment**

<b>Program Goal</b>	<b>Program Learning Outcome</b>	<b>Course Outcome</b>	<b>Performance Activity (Artifact)</b>	<b>Criteria for Success</b>
Demonstrate a Christian Worldview	Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.	Demonstrate a foundation for understanding business fundamentals and practicing business from a Christian perspective (BUS 100).	Completion of a written reflections paper with Christian business practices and ethical standards. (BUS 100).	Mean of 3.5 or higher

**Longitudinal Data (Direct Measures):**

<b>Semester</b>	<b>N</b>	<b>Score</b>
Fall 2018	18	No data available
Spring 2019	3	3.5
Fall 2019	16	No data available
Spring 2020	4	No data available
Fall 2020	5	3.5
Spring 2021	3	4.0



*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

**Analysis - Conclusions Drawn from the Data:**

[8/5/20]: No data available for this assessment period.

[1/6/21]: Mean goal was met.

[8/19/21]: Goal was met.

**Actions Taken:**

[8/5/20]: None available.

[1/6/21]: No actions taken since the goal was met.

[8/19/21]: No action was taken since the goal was met.

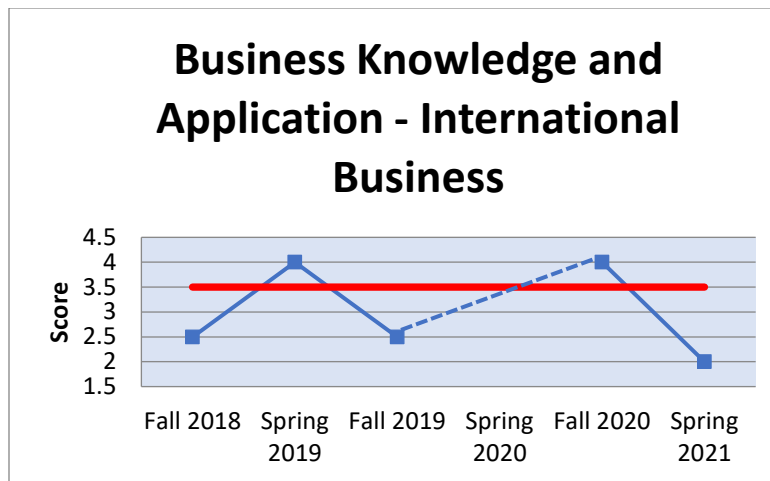
*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

## COB Shared Outcome #2 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate business knowledge and application	Apply business theories and concepts of the core functional areas of business (accounting, marketing, management, finance, and economics) in an integrated manner.	Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (LMGT 431)	Completion of the Major Field Test (MGT 431).	Overall Score in the 75 <sup>th</sup> percentile; Mean of 3.5 or higher in management

### Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	4	2.5
Spring 2019	3	4.0
Fall 2019	7	2.5
Spring 2020	3	No data available
Fall 2020	3	4.0
Spring 2021	5	2.0



*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

**Analysis - Conclusions Drawn from the Data:**

See MFT Report for Overall Score conclusions.

Discipline-specific comments below:

[8/5/20]: No data was available for this assessment period.

[1/6/21]: Mean goal was met.

[8/19/21]: Mean goal was not met.

**Actions Taken:**

See MFT Report for Overall Score actions taken.

Discipline-specific actions taken below:

[8/5/20]: None available.

[1/6/21]: No action taken since the goal was met.

[8/19/21]: A 2.4 GPA pre-requisite for the capstone course in which the test is administered was implemented this fall (2021). Lower performing students were highly correlated with low GPA's. Since a 2.5 GPA is required to graduate, a GPA requirement for the capstone course was supported by faculty. Consider adding international courses to major electives.

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

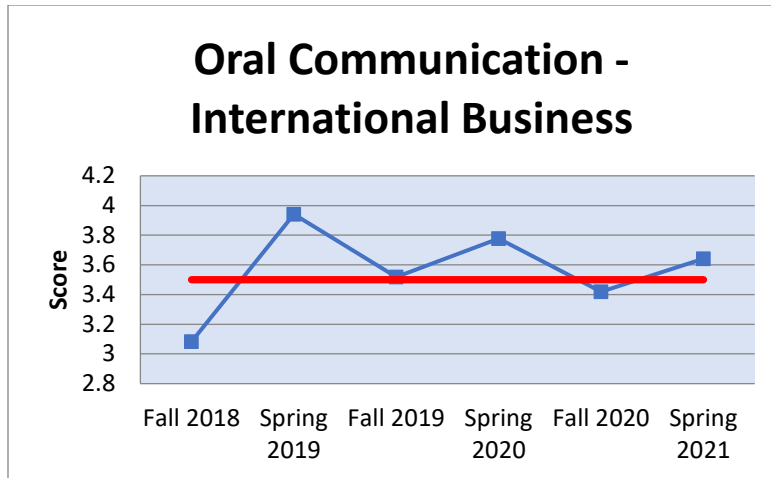
### COB Shared Outcome #3 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective oral communication skills	Apply and use effective oral communication skills in the context of business through formal or informal oral presentation and/or other business-related projects requiring oral communication.	Develop the necessary knowledge and skills of successful communication in the business field through oral presentations (MGT 341).	Completion of oral presentation of a research project (MGT 341).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning (MGT 431).	Completion of oral presentation of strategic recommendations (MGT 431).	Mean of 3.5 or higher

#### Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	8	3.083
Spring 2019	12	3.941
Fall 2019	12	3.519
Spring 2020	7	3.778
Fall 2020	7	3.42
Spring 2021	12	3.641

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*



**Analysis - Conclusions Drawn from the Data:**

[8/5/20]: Mean goal was met.

[1/6/21]: Mean goal was not met – identify challenges for international students early on in the program to provide extra communication help as it found applicable.

[8/19/21]: Mean goal was met.

**Actions Taken:**

[8/5/20]: No actions taken since the goal was met.

[1/6/21]: Implement above actions for improvements concluded from the data.

[8/19/21]: No action was taken because the goal was met.

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

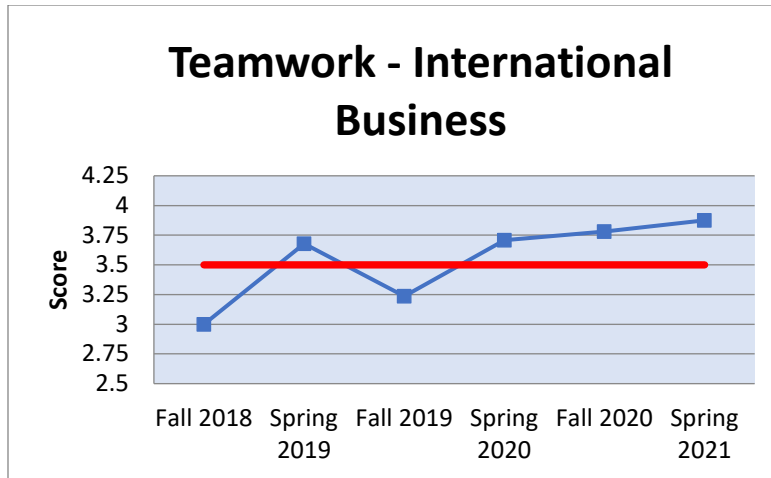
## COB Shared Outcome #4 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate teamwork and collaboration.	Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.	Collaborate with a team through business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Examine and demonstrate an understanding of the operations of firms within industries from a macro perspective and the implementation of strategic planning. (MGT 431).	Completion of final case analysis (MGT 431).	Mean of 3.5 or higher

### Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	8	3.0
Spring 2019	8	3.679
Fall 2019	10	3.236
Spring 2020	10	3.708
Fall 2020	7	3.78
Spring 2021	8	3.875

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*



**Analysis - Conclusions Drawn from the Data:**

[8/5/20]: Mean goal was met.

[1/6/21]: Mean goal was met.

[8/19/21] Mean goal was met.

**Actions Taken:**

[8/5/20]: No actions taken since the goal was met.

[1/6/21]: No actions taken since the goal was met.

[8/19/21]: No actions taken since the goal was met.

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*



## COB Shared Outcome #5 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate effective written communication skills.	Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.	Demonstrate a thorough formation and collection of business research and consulting to create a company business plan (BUS 499).	Completion of a business plan for assigned company (BUS 499).	Mean of 3.5 or higher
		Develop the necessary knowledge and skills of successful communication in the business field through written reports. (MGT 341).	Completion of a written business letter (MGT 341).	Mean of 3.5 or higher

### Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	6	3.917
Spring 2019	14	3.488
Fall 2019	8	3.375
Spring 2020	11	2.994
Fall 2020	8	3.2
Spring 2021	10	2.222



*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

**Analysis - Conclusions Drawn from the Data:**

[8/5/20] Mean goal was not met – implement additional written assignments and APA standards for International Business courses.

[1/6/21]: Mean goal was not met – require Grammarly reports and APA standards for all written assignments.

[8/19/21]: Goal was not met.

**Actions Taken:**

[8/5/20]: Explored use of Grammarly in all business classes. Consider utilizing the writing center for student assistance, and provide more detailed feedback on assignments.

[1/6/21]: Reinforce the importance of APA format and Grammarly in Senior Seminar and Introduction to Business.

[8/19/21]: Reinforcing the use of Grammarly in Introduction to Business should begin to have an impact as these students become upper classman. Grammarly is now being used in many business classes. These actions should begin to have an impact on upper classman International Business majors.

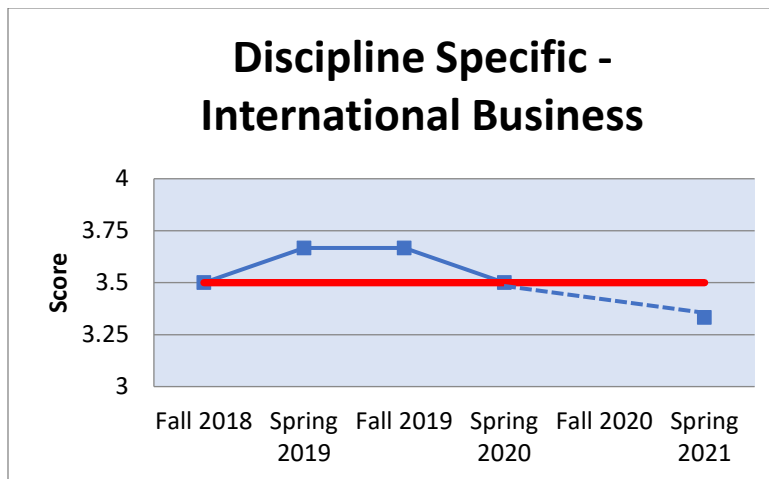
*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

## COB Discipline Specific Outcome #6 Assessment

Program Goal	Program Learning Outcome	Course Outcome	Performance Activity (Artifact)	Criteria for Success
Demonstrate the ability to apply a critical analysis of the global marketplace through supply chain management, economies, finance, trade, politics, business strategy, social responsibility, and marketing.	Apply international business concepts that will allow organizations to capitalize on opportunities and foresee threats in a global environment.	Demonstrate a comprehensive understanding of the opportunities and challenges of transacting commerce in the global marketplace. (BUS 361).	Completion of an international country assessment (BUS 361).	Mean of 3.5 or higher

### Longitudinal Data (Direct Measures):

Semester	N	Score
Fall 2018	18	3.5
Spring 2019	14	3.667
Fall 2019	19	3.667
Spring 2020	19	3.5
Fall 2020	13	No data was available
Spring 2021	18	3.333



*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*

**Analysis - Conclusions Drawn from the Data:**

[8/5/20]: Mean goal was met.

[1/6/21]: No data was available for this assessment period.

[8/19/21]: Mean goal was not met.

**Actions Taken:**

[8/5/20]: No actions taken since the goal was met.

[1/6/21]: None available.

[8/19/21]: Consider adding international major elective courses.

*Note: The (N) in the above tables represents all (100%) students enrolled in this program who were assessed in this course.*