



Assessment Report: Global Awareness & Business Disciplines

To assess the undergraduate learning goals of **Global Awareness** and **Business Disciplines**, a team of 5 assessors rated 15 students' final case analyses in the Spring 2009 BA 430 course.

The assessment team consisted of the following persons:

-  Nikhil Celly, International Business
-  Katherine Lawrence, Marketing
-  Michael Pearson, Marketing
-  Len Treviño, International Business
-  Nate Straight, Assessment Coordinator

Each student's case analysis was rated on a 0-2 scale on the each dimension of these goals. A score of 0 represented a student that "failed expectations"; 2 represented "exceeded."

	% Fails	% Meets	% Exceeds	% M or E
A1. Factors Affecting Global Business	27%	53%	20%	73%
1. Cultural Factors	7%	87%	7%	93%
2. Demographics	7%	93%	0%	93%
3. Economic Factors	0%	93%	7%	100%
4. Legal Factors	0%	80%	20%	100%
A2. Impact of Global Factors on Business	13%	73%	13%	87%
1. Competition	0%	93%	7%	100%
2. Marketability	13%	87%	0%	87%
3. Profitability	7%	93%	0%	93%
4. Venture Risk	0%	73%	27%	100%
B. Application of Business Skills / Theory	33%	53%	13%	67%
1. Economic Theory	20%	80%	0%	80%
2. Finance / Accounting	7%	93%	0%	93%
3. Management	7%	87%	7%	93%
4. Marketing	0%	100%	0%	100%
C. Comparative Environmental Analysis	20%	67%	13%	80%
1. Bargaining Power	7%	87%	7%	93%
2. Competitive Rivalry	13%	87%	0%	87%
3. External Threats	33%	67%	0%	67%
4. Internal Structure	0%	93%	7%	100%
D. Overall Competency in Business	20%	73%	7%	80%
1. Joint Ventures	0%	80%	20%	100%
2. Market Entry	0%	93%	7%	100%
3. Strategic Planning	27%	73%	0%	73%
4. Value Chain Analysis	13%	80%	7%	87%
E. Synthesis of Skills to Solve Problems	33%	60%	7%	67%
1. Action / Solution	0%	93%	7%	100%
2. Assumptions / Bias	13%	87%	0%	87%
3. Consequences	20%	80%	0%	80%
4. Data / Evidence	7%	93%	0%	93%

In addition to the quantitative results above, the raters made these qualitative observations:

Qualitative Observations of Positive Behaviors

Qual. Observations of Negative Behavior



The assessment team identified the following key learning areas for potential improvement:

- 1.

- 2.

- 3.

In order to improve student learning in these key areas, the team recommends the following:

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