

ASSESSMENT REPORT FOR

BBA in International Economics

(Instructional Degree Program)

BBA

(Degree Level)

Spring 2003

(Assessment Period Covered)

July 1, 2003

(Date Submitted)

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference:

TAMIU is committed to the preparation of students for leadership roles in their chosen profession and in an increasingly complex, culturally diverse state, national, and global society.

College/University Goal(s) Supported:

The primary objectives of the College of Business Administration are directed toward the parameters of education for the administration of business organizations. To this end, curriculum development is a continuous activity in response to social, economic and technological developments reflected in the evolving knowledge in the behavioral and quantitative sciences.

Intended Educational (Student) Outcomes:

1. Students should be able to read and interpret economic press releases.

2. Graduates will demonstrate competency in communication skills.

3. Students should demonstrate a basic understanding of the concepts included in the COBA common body of knowledge.

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Intended Educational (Student) Outcome:

NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.

1. Students should be able to read and interpret economic press releases.

First Means of Assessment for Outcome Identified Above:

1.a. Means of Program Assessment & Criteria for Success:

During the final examination in an upper division economics course, a passage of reading from a Federal Reserve Press Release will be included with two objective questions assessing the student's understanding of the release. Success is determined to be 70% over all attainment with no question being below 50% attainment.

1. a. Summary of Assessment Data Collected:

The test was administered with the following result:

On question #1, 16 of 18 students scored correctly producing an 89% attainment.

On question #2, 12 of 18 students scored correctly producing a 66% attainment.

The overall average on the two questions was 78% correct.

1.a. Use of Results to Improve Instructional Program:

The results show that the goal was met and the department voted to continue monitoring the program and to administer a revised test in the spring 2004.

Second Means of Assessment for Outcome Identified Above:

____ b. Means of Program Assessment & Criteria for Success:

____ b. Summary of Assessment Data Collected:

____ b. Use of Results to Improve Instructional Program:

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2. Graduates will demonstrate competency in communication skills.

First Means of Assessment for Outcome Identified Above:

2.a. Means of Program Assessment & Criteria for Success:

Students must complete a COBA committee designed and graded writing assignment demonstrating competency in spelling, capitalization, and punctuation. Success is 70% attainment in each area (average of all students scores for the topic) with no area being below 50% attainment.

2.a. Summary of Assessment Data Collected:

One hundred final examination essays were selected from three sections of the business communication course. From this group, a random selection of twenty papers were read and scored. No spelling errors were observed due to the use of spell checker software. No capitalization errors were observed due to the self-correcting nature of Word and Word Perfect. Three punctuation errors were observed involving the omission of commas.

2.a. Use of Results to Improve Instructional Program:

The faculty decided to continue to monitor the final writing project in this class; however, the evaluation criteria will be changed to an evaluation of clarity, style and grammar (including sentence structure)

Second Means of Assessment for Outcome Identified Above:

___ b. Means of Program Assessment & Criteria for Success:

___ b. Summary of Assessment Data Collected:

___ b. Use of Results to Improve Instructional Program:

ASSESSMENT REPORT

FOR

Form B

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Intended Educational (Student) Outcome:

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3. Students should demonstrate a basic understanding of the concepts included in the COBA common body of knowledge.

First Means of Assessment for Outcome Identified Above:

3.a. Means of Program Assessment & Criteria for Success:
The undergraduate business test produced and graded by the Educational Testing Service will be used to determine mastery of the common core. The test will be administered as part of a senior level capstone class. The assessment indicators used will be accounting, economics, management, quantitative business analysis, finance, marketing, legal and social environment, and international issues. Success will be 70% attainment overall (average of all student scores for the topic) with no area being below 50% attainment.

3. a. Summary of Assessment Data Collected:
The mean score for the 17 students taking the examination was 134.7 out of a possible 200 producing an attainment of 67.4%. The assessment indicators are as follows:

Accounting	27.2%
Economics	31.5%
Management	35.9%
Quantitative Business Analysis	34.0%
Finance	25.8%
Marketing	41.6%
Legal and Social Environment	36.3%
International Issues	33.5%

3.a. Use of Results to Improve Instructional Program:
Due to the small number of students taking the examination, no corrective action was initiated as a result of these scores. The examination will be administered to graduating students again in the spring 2004.

Second Means of Assessment for Outcome Identified Above:

____ **b. Means of Program Assessment & Criteria for Success:**

____ **b. Summary of Assessment Data Collected:**

____ **b. Use of Results to Improve Instructional Program:**

