

ASSESSMENT REPORT FOR

MBA with a major in International Banking (MBA-IBK)
Instructional Degree Program

Spring 2003
Assessment Period Covered

July 15, 2003
Date Submitted

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission Reference:

Texas A&M International University, a Member of The Texas A&M University System, is committed to the preparation of students for leadership roles in their chosen profession and in increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University is a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

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 completing the masters program in international banking will demonstrate mastery of basic business concepts.
- 2.** Masters graduates of the international banking program must have demonstrated professional level communication skills.

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Intended Educational (Student) Outcome:

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1. Students completing the masters program in international banking will demonstrate mastery of basic business concepts.

First Means of Assessment for Outcome Identified Above:

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

The graduate business test produced and graded by the Educational Testing Service will be used to determine mastery of the common business concepts. The test will be administered as part of a graduate class. The assessment indicators used will be marketing, management, finance, managerial accounting, and strategic integration. Success will be 70% attainment overall (average of all student scores for the topic) with no area being below 50% attainment.

1a. Summary of Assessment Data Collected:

The test was administered to seven students with six usable responses, which produced the following results:

Marketing	31.0%
Management	35.5%
Finance	32.3%
Managerial Accounting	38.2%
Strategic Integration	28.8%

The mean scale score was 235.6 out of a possible 300 producing an attainment of 78.5%. The scores are reported on two different scales and the interpretation of the results may be revised.

1a. Use of Results to Improve Instructional Program:

Although the goals were met, the faculty decided to continue to administer this test in the spring 2004 semester. Due to the small number of students taking the examination and the improper administration of the examination, no corrective action was initiated as a result of these scores. The examination will be administered to graduating students in spring 2004.

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2. Masters graduates of the international banking program must have demonstrated professional level communication skills.

First Means of Assessment for Outcome Identified Above:

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

Student presentations will be videotaped in a required class. The tape will be reviewed and rated to evaluate the speaking ability, use of PowerPoint presentation software, and level of composure. Success is a 70% attainment overall with not less than a 50% attainment in each area.

2a. Summary of Assessment Data Collected:

Five full-length tapes of ten student teams were reviewed by an external reviewer. A score was recorded for each group in each of the three areas and an overall presentation score. The following are the results:

Demonstrated speaking ability	75%
Use of PowerPoint software	70%
Level of composure	73%

The overall performance of the class was rated at 72.7% attainment.

2a. Use of Results to Improve Instructional Program:

The goals were met. No changes or revisions to the program were proposed at this time. For the next test, research projects of graduating international banking students will be rated for organization, clarity of solution, and style.

SUPPORT DOCUMENTATION

SOURCE	LOCATION/Special Instructions
Graduate Business Test (by ETS)	
Student Presentations	