

ASSESSMENT REPORT FOR

International Trade
(Instructional Degree Program)

MBA
(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 completing the masters program in international trade will demonstrate mastery of basic business concepts.

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

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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.

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

First Means of Assessment for Outcome Identified Above:

1. a. 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.

1. a. Summary of Assessment Data Collected:

The test was administered to seven students with six usable responses that 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.

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

The results will be distributed to the departmental faculty for review during the Fall 2003.

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

First Means of Assessment for Outcome Identified Above:

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

Student presentations will be video taped 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.

2. a. Summary of Assessment Data Collected:

An external reviewer reviewed five full-length tapes of ten student teams. 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.

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

This information will be distributed to the departmental faculty for curriculum discussions during the Fall 2003 semester.

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: