

**Texas A&M International University
Annual Institutional Effectiveness Review (AIER)
for Academic Programs**

Program: MBA-International Banking

Assessment Period Covered: January 1, 2009 to January 31, 2010

Program Coordinator (Preparer of Report) Jorge Brusa

List Other Program Faculty:

Anand Jha
Shankar Siddharth

Reviewed by Chair: Name Dr. Hung Date _____

Reviewed by Dean: Name Dr. Sears Date _____

The Annual Institutional Effectiveness Review for Academic Programs is directed at Goal 1: Academics of the Texas A&M International University 2006-2010 Strategic Plan:

Develop, maintain, assess, and improve academic programs, administrative/educational support services and student services, to admit, retain, and graduate students who achieve established learning outcomes designed to prepare them for success in their chosen careers.

Institutional Mission

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University embodies 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.

Academic Program Mission

The mission of the MBA-International Banking program is to prepare students for professional positions in the field of banking and finance.

Provide summary of the last cycle's use of results and changes implemented

MBA students presented their projects to Dr. Rivas, Dr. Garcia and Dr. Brusa in the class Finance 5300 Business Finance Concepts. The topics examined were capital budgeting and initial public offers. The group made formal presentations and they performed very well in the IPOs but they have problems in the capital budgeting section The faculty suggested a) to examine more investments projects and b) integration of results.

Selected list of program-level intended student learning outcomes (*It is recommended that programs rotate through their entire set of outcomes over a multi-year period. Programs may focus on one or two outcomes each year, as deemed appropriate*).

1. Students completing the MBA- International Banking will demonstrate mastery of concepts related to general business
2. Students completing the MBA-International Banking will understand and master fundamental concepts of banking and finance
3. Students completing the MBA-International Banking will demonstrate the necessary skills to analyze financial projects and present a written report.
- 4.
- 5.

Section I: Planning and Implementation

Outcome(s): *Identify the outcome(s) that will be focused upon this year.*

1. Students will demonstrate knowledge of economics, marketing, finance, and accounting and integrated knowledge based on two or more of the previously mentioned areas
2. Students will demonstrate knowledge of international finance
3. Students will demonstrate knowledge of evaluation of financial projects.

Please indicate if the outcome(s) is (are) related to writing (QEP).

Methods of assessment to be used: *The explanation should identify and describe the type of assessment(s) that will be used (e.g., survey, questionnaire, observation instrument, test, rubric to evaluate performance, standardized examination, action research, interviews, etc.), who will provide the information, and how the data will be obtained.*

Senior finance students will work in Group projects and presentations and the finance faculty will evaluate the presentations and group projects.

Indicate when assessment(s) will take place

Fall 2009

Criteria/Benchmark(s): *Specify, if deemed appropriate to assess outcome(s). Criteria/ benchmark(s) may be optional, especially if qualitative measures are used for data collection]*

The benchmark is a score of 70 out of 100.

Section II: Analysis of Results

What were the results attained? *Describe the primary results or findings from your analysis of the information collected. This section should include an explanation of any strength(s) or weakness(es) of the program suggested by the results.*

MBA students presented their projects to Dr. Camacho, Dr. Rivas and Dr. Brusa in the class Finance 5300 Business Finance Concepts. The topics examined in the projects were short-term financing and international borrowings. The faculty evaluated if the student understood concepts related to general business (learning outcome # 1). The groups made formal presentations and they performed very well in the development of the topic but they have problems in the practical application of the concepts. The average scores were between 60 and 70 points.

What were the conclusions reached? *Should include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual spring retreat, include a summary from those deliberations using the Meeting Minutes template found at <http://www.tamiau.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to assessment@tamiau.edu.*

The faculty suggested that in order to improve student understanding of general business concept, the faculty should provide more practical cases in Finance 5300 and a higher integration of theory and practice in other finance classes.

Describe the action plan formulated. (The plan may be multi-year in nature.)

Based on the conclusion(s), describe the action plan to be implemented to improve or maintain student learning, including a timeline for implementation.

New cases should be included in Finance 5300. These cases should be more practical and specific than the cases taught previously.

Resource(s) to implement action plan: *Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.*

Funding

- New Resources Required
- Reallocation of current funds

Physical

- New or reallocated space

Other

- Primarily faculty/staff time
- University/rule procedure change only

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan)

Enter text here

Identify proposed outcomes for the next assessment cycle:

Continuation of present outcome(s) – (Indicate reason for continuation):

1. Students completing the MBA- International Banking will demonstrate mastery of concepts related to general business
2. Students completing the MBA-International Banking will understand and master fundamental concepts of banking and finance
3. Students completing the MBA-International Banking will demonstrate the necessary skills to analyze financial projects and present a written report.

New Outcome(s) – (List outcomes below):

Enter text here

Modification of present outcome(s) – (Indicate reason for modification):

Enter text here

Date Completed: 4/13/2010

Submit completed form to integrate@tamiu.edu.

Updated 09/03/2009