

## **ASSESSMENT REPORT**

California State University East Bay

College of Business and Economics

### **Summary**

Program	Program in College of Business and Economics
Learning Goal	LG 1: Students who graduate will be global in their perspective when developing business strategies.
Learning Objective	LO 1A: Students who graduate will identify global business opportunities, analyze global business challenges, and develop business strategies.
Rubric	Used to assess student work or artifact. Available at AOL website and end of report.
Assessed Course(s)	MGMT 693
Assessment Date(s)	Spring 2020
Artifacts Archival	Rubric score sheets saved.
Performance Targets	At least 70% of students will meet expectations on overall rubric score.
Results to Targets	92% of student overall rubric score meet or exceed expectations.

### **Assessment Results Table(s)**

- The top row lists each trait from the learning objective rubric.
- The first column shows the possible scores given to each student.
- The data inside the table list the number and percentage of students' scoring for each trait.
- The percentage of students scoring below expectations for each trait is highlighted in **green**.
- The bottom two rows show the percentage of students meeting or exceeding expectations for each trait and the percentage of student overall scores meeting or exceeding expectations (highlighted in **yellow**).

### **Results**

	<b>Trait 1:</b> <i>Global Business Opportunity</i>	<b>Trait 2:</b> <i>Global Business Issue Analysis</i>	<b>Trait 3:</b> <i>Global Business Model Design</i>	<b>Trait 4:</b> <i>Global Strategic Plan</i>
Exceeds Expectation (4)	14	5	10	15
<i>Percentage</i>	45%	16%	32%	48%
Meets Expectation (3)	17	11	21	16
<i>Percentage</i>	55%	52%	68%	52%
Below Expectation (0-2)	0	10	0	0
<i>Percentage</i>	0%	32%	0%	0%
<i>Total Number of Students</i>	31	31	31	31
Meets or Exceeds by Trait	100%	68%	100%	100%
Overall Meets or Exceeds	92%			

## Rubric

L01A: Globalization				
Traits	Exceeds Expectations (4 pts)	Meets Expectations (3 pts)	Needs Improvement (2 pts)	Below Expectations (1 pt)
<b>Trait 1:</b> <i>Global Business Opportunity</i>	Identifies a business opportunity addressing a global issue	Identifies a business opportunity that partially addresses a global issue	Identifies a business opportunity that does not address a global issue	Does not identify a business opportunity in a global context
<b>Trait 2:</b> <i>Global Business Issue Analysis</i>	Identifies a complex global business issue and insightfully analyzes it from cultural, economic, political, technological and environmental perspectives	Identifies a complex global business issue and analyzes it to some degree from cultural, economic, political, technological and environmental perspectives	Identifies a complex global business issue and analyzes it to at a rudimentary level from one or more cultural, economic, political, technological and environmental perspectives	Identifies a complex global business issue but does not analyze it a cultural, economic, political, technological and environmental perspective
<b>Trait 3:</b> <i>Global Business Model Design</i>	Presents all elements of an innovative business model in a global context	Presents most but not all elements of an innovative business model in a global context	Presents some elements of an innovative business model in a global context	Presents one or less of the elements of an innovative business model in a global context
<b>Trait 4:</b> <i>Global Strategic Plan</i>	Identifies an integrated strategic approach to pursue a global business opportunity	Identifies some elements of an integrated strategic approach to pursue a global business opportunity	Identifies a rudimentary integrated strategic approach to pursue a global business opportunity	Does not identify an integrated strategic approach to pursue a global business opportunity
source: Developed Internally - CBE - Revised 2016				

End of Report