



College of Business & Economics

Assurance of Learning

Program Learning Objective (PLO): Globalization
Winter 2016

MBA PLO1; LO1A

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MBA Learning Goal 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.

Assessed Term: Winter 2016

Assessed Course: MGMT 6120

Curriculum Alignment:

This is a required course and is typically enrolled with graduating students of the MBA program. This course is an integrative capstone experience in which students learn to conduct a strategic situational analysis, identify strategic alternatives, and write an implementation plan for a strategic initiative. Real world organizational opportunities relating to globalization, innovation and sustainability will be emphasized in this course.

Methods and Procedures:

Faculty teaching MGMT 6800 in Winter 2016 decided to use individual written paper assignments as the identified artifact for assessment. These papers are then saved with anonymity for record keeping as examples of artifacts used.

Assessment Measurement Tool Used:

Faculty teaching 6800 determined existing rubric to measure Globalization was inadequate. Faculty developed a new rubric from scratch to conduct assessment. The new rubric was used for the Winter 2016 assessment.

Status of Assessment: Completed.

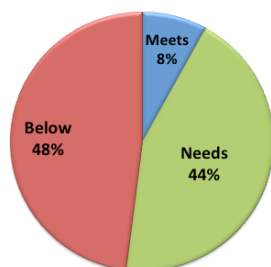
Performance Targets:

- 75% of students will meet or exceed expectations.
- Less than 10% of students will score "1" (below) on any "trait" in the rubric.

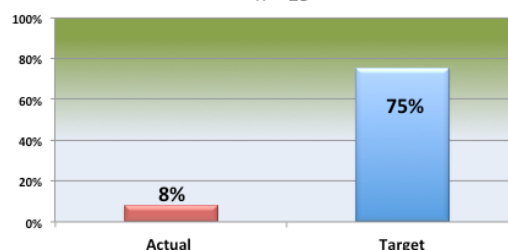
Data Summary & Analysis:

As depicted in the following graphics, our MBA students' overall Globalization skills did not meet our expectation targets according to the assessment using the new rubric.

Globalization
How close to meeting expectations?
n = 25

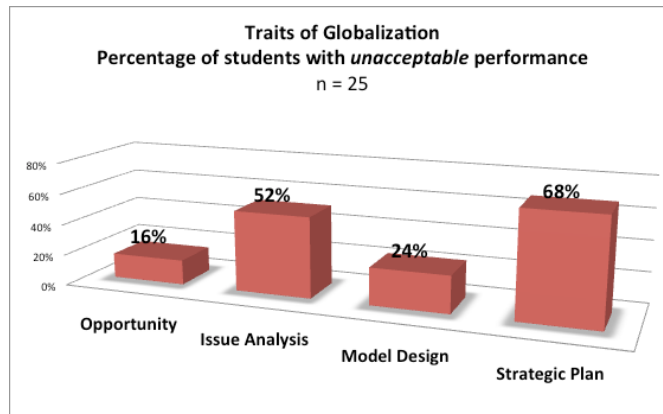


A comparison of Globalization scores with performance targets
n = 25



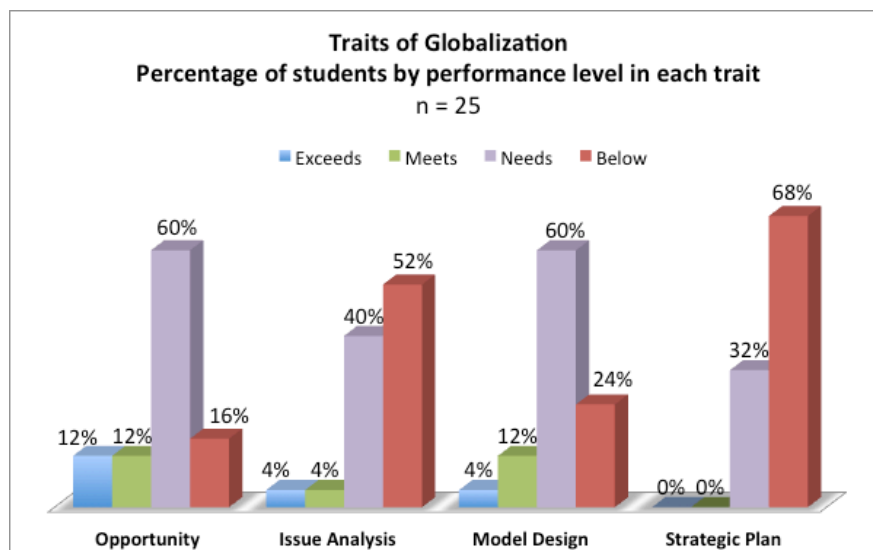
Comparison scores between Globalization and performance targets were not met. Students fell significantly below the set benchmark.

With regard to the individual components (aka “rubric traits”) of Globalization that are described in detail on the actual measurement tool, our goal was that less than 10% of our students would score “below expectations” on any of the specified components/traits.



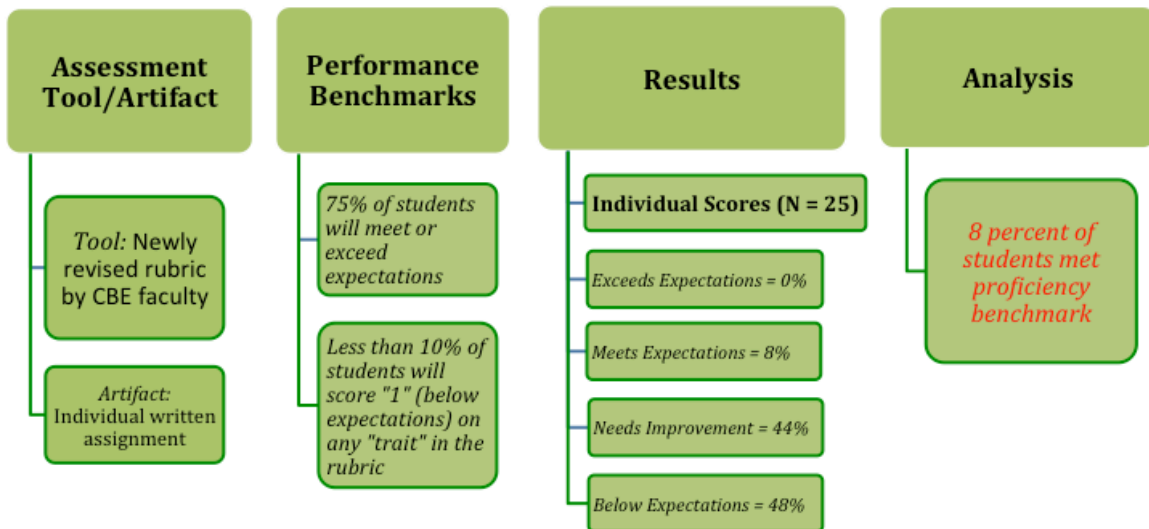
- To score a “1” or “below expectations” on Trait 1: Opportunity, students do “not identify a business opportunity in a global context.”
- To score a “1” or “below expectations” on Trait 2: Issue Analysis, students “identifies a complex global business issue but does not analyze it a cultural, economic, political, technological and environmental perspective.”
- To score a “1” or “below expectations” on Trait 3: Model Design, students “presents one or less of the elements of an innovative business model in a global context.”
- To score a “1” or “below expectations” on Trait 4: Strategic Plan, students do “not identify an integrated strategic approach to pursue a global business opportunity.”

The below chart displays how students perform in each individual trait according to proficiency levels. Majority of students were found below expectations when examining individual trait performances.



Assessment Summary: Winter 2016

Winter 2016	MGMT 6800
Globalization	
LG 1: Students who graduate will be global in their perspective when developing business strategies.	LO 1A: Students who graduate will identify global business opportunities, analyze global business challenges, and develop business strategies.



Revised Globalization Rubric (Winter 2016)

GLOBAL BUSINESS AWARENESS				
Criteria for Evaluation	Level 4	Level 3	Level 2	Level 1
Global Business Opportunity	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
Global Business Issue Analysis	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
Global Business Model Design	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
Global Strategic Plan	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

[End of Report]