

## ASSESSMENT REPORT

California State University East Bay  
College of Business and Economics

### Summary

Program	Master in Business Administration (MBA)
Learning Goal	2 - Students who graduate will be effective data-driven decision makers.
Learning Objective	2D - Students who graduate will demonstrate cross-cultural awareness and sensitivity in their interpersonal and group communication.
Rubric	Used to assess student work or artifact. Available at AOL website and end of report.
Assessed Course(s)	MGMT 609 (Hayward and Oakland)
Assessment Date(s)	2020
Artifacts Archival	Rubric score sheets saved.
Performance Targets	1 - At least 70% of student overall scores will meet or exceed expectations.
	2 - Less than 10% of students will score "1" (below expectations) on any rubric trait.
Results to Targets	1 – 80.6% of student overall scores meet or exceed expectations.
	2 – More than 10% of students score as below expectations in no traits.

### 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 lists the number and percentage of students recording each score for each trait.
- The percentage of student scoring below expectations for each trait highlighted in green.
- The bottom two rows show the percent of students meeting or exceeding expectations for each trait and the percentage of student overall scores meeting or exceeding expectations highlighted in yellow.

#### Results combined from on ground and online sections

	Trait 1: Cross Cultural Awareness	Trait 2: Sensitivity & Adaptation	Trait 3: Interpersonal Communication	Trait 4: Cross-cultural team communication
Exceeds Expectation (4)	5	6	18	4
Percentage	12.5%	15.0%	45.0%	10.0%
Meets Expectation (3)	26	23	19	28
Percentage	65.0%	57.5%	47.5%	70.0%
Needs Improvement (2)	7	11	1	6
Percentage	17.5%	27.5%	2.5%	15.0%
Below Expectation (1)	2	0	2	2
Percentage	5.0%	0.0%	5.0%	5.0%
Total N	40	40	40	40
Percentage	100.0%	100.0%	100.0%	100.0%
Meets or Exceeds by Trait	77.5%	72.5%	92.5%	80.0%
Overall Meets or Exceeds	80.6%			

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### Teamwork Rubric

LO2D: Cultural Awareness				
Traits	Exceeds Expectations (4 pts)	Meets Expectations (3 pts)	Needs Improvement (2 pts)	Below Expectations (1 pts)
<b>Trait 1: Cross Cultural Awareness</b>	<p>Demonstrates evidence of adjustment in own attitudes and beliefs because of working within and learning from diversity of communities and cultures. Promotes others' engagement with diversity.</p> <p>Demonstrates ability to assess the impact of assumptions, judgments, and/or biases related to one's own and other cultures.</p>	<p>Reflects on how own attitudes and beliefs are different from those of other cultures and communities. Exhibits curiosity about what can be learned from diversity of communities and cultures.</p> <p>Articulates the influence of one's own assumptions, judgments and/or biases during interactions with one's own culture and the culture of others.</p>	<p>Has awareness that own attitudes and beliefs are different from those of other cultures and communities. Exhibits little curiosity about what can be learned from diversity of communities and cultures.</p> <p>Begins to identify own assumptions, judgments and/or biases about self and others.</p>	<p>Expresses attitudes and beliefs as an individual, from a one-sided view. Is indifferent or resistant to what can be learned from diversity of communities and cultures.</p> <p>Demonstrates little or no awareness of one's own assumptions, judgments and/or biases about self and others.</p>
<b>Trait 2: Sensitivity and Adaptation</b>	Identifies a nuanced set of behaviors and interaction points at which he/she might need to adapt when doing business in a transnational setting; identifies culturally sensitive adjustment options.	Identifies key behaviors and interaction points at which he/she might need to adapt when doing business in a transnational setting; identifies culturally aware adjustment options.	Identifies only obvious behaviors and interaction points at which he/she might need to adapt when doing business in a transnational setting; identifies culturally indifferent adjustment options.	Unable to identify behaviors and interaction points at which he/she might need to adapt when doing business in a transnational setting; unable to identify adjustment options.
<b>Trait 3: Interpersonal Comm- unication</b>	Identifies a cohesive set of steps or criteria he/she uses to analyze the dynamics in an interpersonal or intergroup transnational setting.	Identifies key steps or criteria he/she uses to analyze dynamics in an interpersonal or intergroup transnational setting.	Identifies few or superficial steps or criteria he/she uses to analyze dynamics in an interpersonal or intergroup transnational setting.	Unable to identify steps or criteria he/she might use to analyze dynamics in an interpersonal or intergroup transnational setting.
<b>Trait 4: Cross- cultural Team Comm- unication</b>	Consistently incorporates diverse and multiple perspectives when working with others and is able to negotiate and facilitate a shared understanding.	Mostly incorporates diverse and multiple perspectives when working with members of one's own and other cultures and is able to negotiate a shared understanding.	Demonstrates skills to work with members of one's own and other cultures intermittently or in some limited contexts and can sometimes negotiate a shared understanding.	Demonstrates few skills in working with members of one's own+ A4:E7 and other cultures and is unable to negotiate a shared understanding.

End of Report