

## University of North Carolina Wilmington

Educational Program Assessment Plan and Report

Assessment Plan for 2013-2014

**Cameron School of Business**

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**Degree: Master of Business Administration—International (IMBA)**

### IMBA Program Outcomes

Program Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
<p><b>PO1:</b> Enable graduates to develop skills appropriate for them to compete for managerial positions in businesses where an awareness of the global environment is required</p> <p><b>UNCW Goal 1, 4</b></p>	Program goals aligned with student learning goals for all core module classes.	To be conducted by each core module teaching faculty member at each partner school. Data to be analyzed at UNCW and provided to participants in summer annual conference for actions.	Directors and Core module faculty met in University of Valencia - 6/14 to review Fall 2013 metrics and assess career development of graduates. Overall measures and trends reviewed and discussed.	Results shared with new alumni and marketing directors. Key alumni to be invited to future annual meetings to discuss results of exit interviews combined with alumni feedback. Continue building alumni database.
<p><b>PO2:</b> Develop graduates who have the cultural sensitivities required to operate as managers in a global context</p> <p><b>UNCW Goal 1, 3, &amp; 4</b></p>	Program goals aligned with student learning goals for all core module classes.	To be conducted by each core module teaching faculty member at each partner school. Data to be analyzed at UNCW and provided to participants in summer annual conference for actions.	Review of related student learning goals (SLG) reveal strong and consistent ability to recognize cultural sensitivities and global adaptation.	Continue review of trend data over time and discussion regarding the pre and post assessment especially with US students.
<p><b>PO3:</b> Enable graduates to explore a range of cross cultural management issues from the</p>	Program goals aligned with student learning	To be conducted by each core module teaching faculty member at each partner	Low IBS scores (Moscow) combined	Review of relevant SLOs discussed with IBS Directors. No

Program Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
<p>perspective of a variety of ethical perspectives</p> <p><b>UNCW Goal 1, 3, &amp; 4</b></p>	<p>goals for all core module classes.</p>	<p>school. Data to be analyzed at UNCW and provided to participants in summer annual conference for actions.</p>	<p>with exam incidents have been discussed. Group effort on individual tests needs to be corrected.</p>	<p>major issues revealed but discussions re. offering of host country language lessons suggested greater efforts needed in these offerings. Not a program requirement but value added.</p>
<p><b>PO4:</b> Enable graduates to identify, evaluate and exploit the opportunities that the global environment offers to businesses that trade in an international or a domestic market</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Program goals aligned with student learning goals for all core module classes.</p>	<p>To be conducted by each core module teaching faculty member at each partner school. Data to be analyzed at UNCW and provided to participants in summer annual conference for actions.</p>	<p>Relevant SLOs' assessment from Global Strategy course revealed consistent strong results re. global market opportunities.</p>	<p>Discussions with new IBSA Alumni Director re. use of alumni to discuss with students industry opportunities in their field.</p>
<p><b>PO5:</b> Provide a theoretical grounding in approaches to research, supporting a practical understanding of how established research methods can be applied to develop and interpret knowledge of direct relevance to the challenges faced by international managers.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Program goals aligned with student learning goals for all core module classes.</p>	<p>To be conducted by each core module teaching faculty member at each partner school. Data to be analyzed at UNCW and provided to participants in summer annual conference for actions.</p>	<p>Relevant SLGs' assessment from Global Strategy course and Global Marketing course revealed consistent positive results for one set of measures. Program Directors discussed common thesis research workshop objectives and goals.</p>	<p>Paul Smith, Professor at Hertfordshire has gathered partner info to prepare thesis guidelines. UNCW has revised its thesis workshop to provide greater guidance to students..</p>

### IMBA Student Learning Outcomes

Student Learning Outcome UNCW Strategic Goal	Tools	Implementation	Summary of Findings	Actions Taken
<p><b>SLO1:</b> Analyze the global implications of multi-national decisions and demonstrate a critical awareness of complex, incomplete or contradictory information.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in marketing, finance, and strategy and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014.</p>	<p>All groups discussed need for common exercise to assess multinational decision making, e.g. Global Strategy, Global HR and Global Marketing identified common cases and exam components for future use.</p>
<p><b>SLO2:</b> Synthesize information relating to global business management issues, events and cases.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in marketing, finance, and strategy and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014.</p>	<p>Discussion with new Alumni Director re. use of alumni to address current global business issues in broadcast presentations to all partners (archived).</p>
<p><b>SLO3:</b> Evaluate conceptual outcomes and practical approaches to complex situations within organizational</p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in HRM, marketing, strategy and finance, and core teaching faculty assess</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and</p>	<p>Review of SLG 4 assessments reveal adequate results in Intl Finance and Global Strategy.</p>

<b>Student Learning Outcome</b> <b>UNCW Strategic Goal</b>	<b>Tools</b>	<b>Implementation</b>	<b>Summary of Findings</b>	<b>Actions Taken</b>
contexts where affected by global issues.  <b>UNCW Goal 1, 4</b>		the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.	assess relevant SLGs from Fall 2014.	Lower scores at IBS in Finance point to need for common exercises and problems. Adoption of similar cases and final exam.

<p><b>SLO4:</b> Apply problem solving techniques with autonomy, judgment and originality.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in HRM, finance, and strategy, and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014.</p>	<p>Review of SLG 4 assessments reveal adequate results in Intl Finance and Global Strategy. However, concerns re. students finance preparation for UNCW finance specialization identified. Key topics, e.g. NPV, discussed and exercised &amp; cases suggested.</p>
<p><b>SLO5:</b> Demonstrate critical evaluation of perspectives of leadership, clarify tasks, demonstrate commitment, negotiate and delegate in groups where the members have different cultural and educational backgrounds.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in HRM, marketing, finance, and strategy, and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014. Joint teleconference class with Hertfordshire and UNCW revealed different approaches.</p>	<p>Review of SLG 5 in Global HR reveals strong and consistent assessments. Potential of virtual teams across partners in core classes to improve cross cultural groups. Timing and synch issues a concern but will be discussed further.</p>
<p><b>SLO6:</b> Work and lead in a way that respects the cultural diversity of</p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in HRM, marketing, finance, and strategy, and core teaching faculty assess</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and</p>	<p>Review of SLG 3 and SLG 4 in Global HR revealed inconsistencies in responses.</p>

<p>multinational and multi-language groups.</p> <p><b>UNCW Goal 1, 3, &amp; 4</b></p>		<p>the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>assess relevant SLGs from Fall 2014.</p>	<p>Differences were discussed and selection of common assignments for assessment planned.</p>
<p><b>SLO7:</b> Manage information related to business management in a global context and act autonomously.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in marketing, finance, and strategy, and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2011.</p>	<p>Review of SLG 1 and SLG 2 revealed positive but slightly different assessment scores. Determination of common assignments and exams made.</p>
<p><b>SLO8:</b> Solve problems and communicate original solutions at a professional level (both written and spoken) in matters related to business management in a global context.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in HRM, marketing, finance, and strategy, and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014.</p>	<p>Hertfordshire taking lead to develop common thesis workshop methods to discuss professional reporting standards in preparing scientific or applied reports.</p>
<p><b>SLO9:</b> Operate in the complex and unpredictable context, as the global economy and exercise initiative and personal responsibility at professional level.</p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from the strategy course and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014.</p>	<p>Review of relevant ethical/CSR metrics revealed marginally good scores with some variance. Need to develop universal rubric</p>

<b>UNCW Goal 1, 4</b>		discuss results and make curriculum changes.		across all functional areas.
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<p><b>SLO10:</b> Be precise and effective in applying procedures, models and techniques.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in finance and strategy, and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014.</p>	<p>need for common exercises to assess multinational decision making, e.g. Global Strategy, Global HR and Global Marketing identified common cases and exam components for future use.</p>
<p><b>SLO11:</b> Identify the key success factors for the management of international projects and apply these principles to the analysis of a complex business situation.</p> <p><b>UNCW Goal 1, 4</b></p>	<p>Method: Rubrics developed for each learning goal are used to assess student learning</p>	<p>Administration: At the end of the core classes (ending for all institutions late January), sample work is taken from courses in HRM, marketing, finance, and strategy, and core teaching faculty assess the sample work against the rubrics. In the summer core teaching meeting faculty from all institutions discuss results and make curriculum changes.</p>	<p>Core module faculty met in Valencia 6-14 to review available work examples and assess relevant SLGs from Fall 2014.</p>	<p>SLG's and work examples , SLG5 in Global HR and Global Strategy revealed consistent and good results . Continue to assess metrics over time and focus on common exercises.</p>



## **Appendix: IMBA Findings SLO1-11**

New program goals and student learning outcomes were developed in Kuala Lumpur, summer 2011. Rubrics will be used beginning in fall 2011 for all core classes across all countries.

### **Programme Goals:**

1. Enable graduates to develop skills appropriate for them to compete for managerial positions in businesses where an awareness of the global environment is required
2. Develop graduates who have the cultural sensitivities required to operate as managers in a global context
3. Enable graduates to explore a range of cross cultural management issues from the perspective of a variety of ethical perspectives
4. Enable graduates to identify, evaluate and exploit the opportunities that the global environment offers to businesses that trade in an international or a domestic market
5. Provide a theoretical grounding in approaches to research, supporting a practical understanding of how established research methods can be applied to develop and interpret knowledge of direct relevance to the challenges faced by international managers.

### **Student Learning Goals:**

#### **Global Strategy Goals**

1. Evaluate the nature, behavior and performance of firms in the global business environment
2. Critically appraise the strategic situations of organizations and their competitors
3. Assess the resource capability of organizations
4. Apply techniques and tools to assess the most appropriate strategies for an organization in a global context
5. Develop knowledge about the effective implementing of strategy and its likely impact on stakeholders, including environmental and social aspects

#### **International Marketing Goals**

1. Students to develop an awareness of the global marketing environment
2. Students develop knowledge of cross-cultural differences and global marketing contexts
3. Students to develop skills in applying global marketing techniques
4. Students are able to reflect upon and evaluate their own learning with respect to global marketing

**International Finance Goals**

1. Prepare financial analysis of a company and be able to communicate by using appropriate presentation skills
2. Understand current global economic linkages and implications of different exchange rate regimes.
3. Assess dependencies between important international financial variables, such as spot and forward exchange rates, inflation rates and international interest rates.
4. Evaluate an international firm's options of financing in international bond and equity markets and calculate cost of capital.
5. Analyze international corporate investment decisions and make recommendations regarding project choices.

**Global Human Resources Goals**

1. Critically evaluate and compare theoretical and empirical work of key writers, both classical and contemporary, on different aspects of international HRM as a distinctive field of study and practice.
2. Understand the relationship between the strategic orientations of multinational corporations and HRM policies and practices.
3. Have an understanding of the comparative and diverse contexts impacting HRM and its related practices in various regions
4. Be aware of cultural diversity and its impact on organizational behaviour within international organizations
5. Acquire basic International Human Resource Management competences regarding HRM functions.

**International Law Goals**

1. To explain the legal rules governing international business transactions in relation to the choice of law and dispute resolution.
2. To apply and evaluate the legal rules governing international business transactions in the context of practical situations and to critically evaluate and justify their selection.
3. To select and justify the general rules related to global contracts in relation to formation, rights and duties of the parties.
4. To demonstrate a critical analysis of the legal rules relevant to an international market penetration within the context of "real-life" business scenarios.
5. To develop an ability to negotiate legal aspects of a contract in an international context.