

Academic Assessment Plan

Sam M. Walton College of Business

Bachelor of Science in International Business (BSIB)

AACSB Assurance of Learning Cycle: 2011-2016

Program Goals and Learning Objectives

Note: BSIB shares goals and measurements in Communication, Critical Thinking/Problem Solving, and Technical Competency with BSBA programs as the degrees have a common core.

GLOBAL BUSINESS COMPETENCY

Graduates of the BSIB programs at the Sam M. Walton College of Business will be able to critically analyze and engagement with complex, global business contexts.

Learning Objective: Students analyze global perspectives of an experiential international business context.

Process for Assessing each Student Learning Outcome

The Sam M. Walton College of Business' specialized accreditation through the Association to Advance Collegiate Schools of Business (AACSB) outlines the standards of Assurance of Learning (AOL) in a 5-year cycle. During each cycle, the curriculum is managed by direct-measure analysis of demonstrated student learning toward goals and objectives defined by the faculty of the program at the start of the cycle. Each objective must be measured *at least* twice during a given cycle. Analysis of assessment data occurs following each measurement. Curricula changes must occur between measures and allow sufficient time for desired effect of curricular change to be detected in following measures.

The following plan of assessing the program's goals and objectives is set to accomplish these requirements within the college's current cycle of 2011-2016, with AACSB Continuous Program Improvement Review occurring in 2017.

Timeline for assessment and analysis

Global:

Su 2014	Study Abroad Program, International Experience Reflection Paper
Su 2015	Study Abroad Program, International Experience Reflection Paper

Means of assessment and desired level of student achievement

All assessments are conducted using a sample of student artifacts in all sections of courses listed below, based on 20-25% of the previous AY's graduates, or a minimum of 20 artifacts. Standards of Measure are subject to revision during the cycle to provide an opportunity to increase the program's desired standard.

In addition to the direct measures of student learning below, all objectives and general curricular concerns are evaluated using in-direct methods via periodic faculty and student focus groups, boards, and committees.

Global: Direct evaluation of student artifacts using BSIB Programs' Global Business Awareness rubric.

Standard of Measure: At least 80% of evaluations achieve a minimum level of 2 on the rubric for each criterion.

Reporting of results

All objective analyses are reported in aggregate (no student or faculty identifiers) following the semester assessed. Reports are delivered to and discussed with the program director and the Undergraduate Programs and Assessment Committee. The program director and representatives disseminate the reports for discussion with program faculty regarding curricular improvements needed.

The Dean of Walton College receives an annual report on the outcomes and curricular improvements resulting from assessment and periodic updates through committees regarding the overall status of the Assurance of Learning process.

At the end of each AACSB Continuous Program Improvement Review cycle, Assurance of Learning activities conducted and curricular management that occurred as a result of data during the cycle are comprehensively reported in the college's report to AACSB prior to peer review.

Prepared by: R. Wayne Jones
Director, Instructional Design
and Assurance of Learning