

# International Business B.S.B.A.

## *Expanded Statement of Institutional Purpose*

### **Institutional Mission Reference**

The International Business major of the B.S.B.A. offers undergraduate students a high-quality major targeted toward students who are interested in pursuing a career that involves business dealings across many nations. The program helps students develop the tools and skills necessary to complete in a global setting. The program includes 42 hours of lower-level general education courses in support of the University's General Education requirements. All International Business students take a core of business subjects, specialized International Business courses, courses in international politics, history and geography, and advanced language training (French, German, Spanish, Japanese, or Chinese). Students also choose to specialize in a region of the world (Europe, Latin America, or East Asia). It is a requirement that all International Business students who are permanent residents of the United States go abroad as an exchange student, or take an approved ODU study tour, or take an overseas internship. (Foreign students at ODU are currently having an "overseas experience," as they are living in a different environment compared to their mother country.) In addition, students are also encouraged to minor in another functional specialization. The International Business faculty are committed to quality teaching and discovery of new knowledge. They continue to expand opportunities and support for international study and research for both students and faculty. The faculty support the institutional mission to serve a diverse student population by actively promoting the program to students locally, nationally, and internationally. Opportunities for lifelong learning are provided through a full daytime program and an evening program, as well as through the TELETECHNET program.

### **Institutional Goal(s) Supported**

The International Business major of the B.S.B.A. supports the University's goals of 1) Quality undergraduate academic programs, 2) Quality teaching, 3) Discovery of new knowledge, 4) Lifelong learning, and 5) Distance education (Old Dominion University Strategic Plan 2000-2005, pp. 8-9). In addition, this major supports all objectives of Strategic Initiative 6 in establishing Old Dominion University as the premier international university of the Commonwealth of Virginia (Strategic Plan 2000-2005, p. 58).

## *Intended Educational (Student) Outcomes, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results*

### **Intended Outcome 1**

Students will develop a broad understanding of international business in a global environment.

**Method for Assessing Outcome 1 and Criterion for Success:** Students will be presented with internationally-oriented business cases and exam questions in INBU 450

that will require a broad understanding of international trade and business in a global environment. A faculty team will assess student performance. It is expected that at least 50% of students will attain passing grades.

**Summary of Assessment Data Collected for Outcome 1:** There were 13 students who took the course and all passed the assessment.

**Use of Assessment Results from Intended Outcome 1 to Improve Academic Program:** I suggest that the method of assessment be changed slightly to read " a faculty team consisting of one or more individuals will perform the assessment" Also the expectation of passing will increase from 50% to 75%.

### **Intended Outcome 2**

Students will develop sensitivity to other cultures and the ability to work effectively in different cultures and business environments.

**Method for Assessing Outcome 2 and Criterion for Success:** An international program assessment will be completed for all students who go abroad. Students will be assessed on how well they were able to adapt to foreign culture, language, and business dealings. For students participating in a faculty-led study tour, the lead faculty member will conduct the assessment. Foreign students studying at Old Dominion University will be assessed by the International Office on how well they adapt to American culture, language, and business. We expect a minimum of 50% of the International Business students to gain at least a Satisfactory result on this assessment.

**Summary of Assessment Data Collected for Outcome 2:** Data was collected for one faculty led group to Korea and China. These results indicate that students felt they had increased their awareness of local/regional (1) politics, (2) economy, (3) general culture, (4) language, and (5) business culture. Other groups/students will be assessed in the future.

**Use of Assessment Results from Intended Outcome 2 to Improve Academic Program:** I would like to modify the method of assessment as follows: " An international program assessment will be completed by a sample of students who go abroad." Also "we expect a minimum of 50% of the International Business students to show an improvement on the assessment questionnaire."

### **Intended Outcome 3**

Students will develop an appreciation of at least one region of the world in regard to its geography, people, history, and politics.

**Method for Assessing Outcome 3 and Criterion for Success:** Students are required to take a course on "Doing Business" in either East Asia, Europe, or Latin America (dependent upon the student's choice of geographic focus). Cases, examinations, and/or papers on the topics covered are given, and a faculty team approach is used in assessment. It is expected that at least 50% of the students will attain passing grades.

**Summary of Assessment Data Collected for Outcome 3:** Assessment data was collected on the course "Doing Business in Latin America. All six students received passing grades on the assessment. 17 students took the course on "Doing Business in Europe" and all passed the assessment. The course "Doing Business in East Asia" is being offered for the first time now and hence no assessment data can be collected now.

**Use of Assessment Results from Intended Outcome 3 to Improve Academic Program:** I suggest that the method of assessment be changed slightly to read " a faculty team consisting of one or more individuals will conduct the assessment." Also the pass rate should be changed from 50% to 75%.

#### **Intended Outcome 4**

Students will be able to communicate effectively in at least one foreign language of the geographic region chosen by the student

**Method for Assessing Outcome 4 and Criterion for Success:** Students will successfully complete at least 12 hours of language study. (Some may receive prior credit for some of these courses.) We expect at least 50% of the students to gain a grade of "C" or better in all language courses taken at ODU.

**Summary of Assessment Data Collected for Outcome 4:** We collected data on the language performance of 35 International Business students. 30 of them received "C" or better in all language courses taken at ODU that were required by our major.