

Measurement and Analysis of Student Learning and Performance --

Globalization and Intercultural Sensitivity Program Learning Goal

Measurable Goal – What is your goal?

Globalization and Intercultural Sensitivity

Become familiar with major economic, social, political, and technological trends and conditions that influence the development of the global economy and demonstrate competence in the cultural, interpersonal and analytical dimensions of international business. (University Goal #4 - Personal, Civic, Cultural and Global Competence)

Students will:

- (1) demonstrate basic knowledge of their own cultural rules and biases, and knowledge of cultural values, attributions, and perceptions of others.
- (2) demonstrate an understanding of the challenges and concerns faced by managers in multicultural organizations.
- (3) recognize cultural differences in both verbal and nonverbal communication and be able to communicate effectively with individuals from other cultures.
- (4) express curiosity and openness toward individuals who are culturally different from themselves.

Initially assessed in ECON 203 and master level assessed in BGEN 412.

What is your measurement instrument or process? – Do not use grades. Indicate type of instrument (direct, formative, internal, comparative)

Assignment: research paper about the environment and culture of a country about how a manager would manage as an expatriate in that country.

Direct, Formative, Internal

Analysis of Results – Globalization and Intercultural Sensitivity

Current Results – What are your current results?

A goal was set for 80% of students to achieve 70% or above. The data indicated that the majority received at least a 70% (satisfactory) or above.

Analysis of Results – What did you learn from the results?

Majority of the students did gain knowledge of how to conduct business in or with another culture and how contemporary issues can affect business in different countries.

Action Taken or Improvement Made – What did you improve or what is your next step?

- Faculty member will provide more content on the impact of contemporary issues on multinational businesses throughout the semester to provide more understanding for the research project. Students still needed much assistance in correct APA research format.
- Will ensure there is an initial assessment in the ECON 203 course for 25-26 as an internal benchmark.