

Globalization and Intercultural Sensitivity – Globalization and intercultural sensitivity occurs in numerous courses throughout the business core. Assessment has been utilized in International Business. In 2017-2018 the students created a training program for young, inexperienced junior employees who would be sent on expatriate assignments in Eastern Europe and South America. Students had to assess what managerial qualities they expected the employees to have upon completion of the training, how they would select employees to participate, and what mechanisms they would use to train them.

Globalization and Intercultural Sensitivity Statistics. AY 2017-2018
400-level embedded course activity

	Distribution of Scores: Learning Objectives and Total Score N=49		
Learning Objective	Unacceptable (0-59%)	Acceptable (60-89%)	Excellent (90-100%)
1	2	7	40
2	2	7	40
3	4	11	34
4	1	16	32
By Student Mean for Learning Objectives	2.25	10.25	36.5

Globalization and Intercultural Sensitivity Statistics. AY 2016-2017
400-level embedded course activity

	Distribution of Scores: Learning Objectives and Total Score N=52		
Learning Objective	Unacceptable (0-59%)	Acceptable (60-89%)	Excellent (90-100%)
1	2	7	43
2	5	17	13
3	3	19	30
4	3	10	39
By Student Mean for Learning Objectives	3.25	13.25	31.25

Globalization and Intercultural Sensitivity Statistics. AY 2015-2016
400-level embedded course activity

	Distribution of Scores: Learning Objectives and Total Score N=58		
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Learning Objective	Unacceptable (0-59%)	Acceptable (60-89%)	Excellent (90-100%)
1	0	6	52
2	0	19	39
3	1	17	40
4	0	14	44
By Student Mean for Learning Objectives			
	.25	14	43.75

Feedback Loop:

- Majority of the students had a good grasp of how globalization's processes, how it influences international business, and cultural values of various cultures. Several of them did not have the ability to distinguish the value of globalization between some cultures, and were not as strong in incorporating cultural understanding and multicultural issues in a research project.

Follow-up Plan:

- BGEN 440 is the mastery level course in which this goal is assessed. The introductory course, ECON 201 was taught by an adjunct in Spring 2018. However, we have hired a full time ECON instructor to begin in Fall 2018. This professor will assess Goal #4 at this time for additional documentation.
- Faculty member will complete an assessment of student knowledge of various multicultural issues as a pre-test, use that information to focus on specifics which they are not strong in, and then test them again at the end of the semester to hopefully show a gain in that knowledge.