

ASSESSMENT PLAN FOR THE INTERNATIONAL MBA PROGRAM

A. Learning Goals for the International MBA Program

The Darla Moore School of Business International Master of Business Administration (IMBA) program is an exciting, cutting edge, graduate program that prepares students for management careers in today's increasingly global business environment. The IMBA program employs the following set of ambitious learning goals.

- (1) Our students will acquire knowledge of business operations in a global setting. They will be able to recognize the opportunities and threats for individuals, companies and countries created by the growth of globalization.
- (2) Our students will have the capacity to solve problems and make competent business decisions under uncertainty.
- (3) Our students will be able to integrate the concepts, knowledge and skills they acquire from courses in the functional area of business. They will be able to deal with business problems from the integrated perspective of a business as a whole.
- (4) Our students will develop leadership skills to function successfully in a multi-cultural environment.
- (5) Our students will develop team skills to be contributing members of an effective global team.
- (6) Our students will become effective communicators, in English and other languages as identified in their program of study.

B. Assessment Methods

(1) Direct Assessments

Students enrolled in the International Master of Business Administration program are exposed to the concepts necessary for them to obtain the skills associated with program learning goals. These direct assessments will be supplemented by indirect assessments in the form of periodic surveys of graduates of the IMBA program.

An outline of the assessment activities for the IMBA program is provided below:

Learning Goal 1: Knowledge of Global Business Operations

DMSB 714: International Management is a course all students enrolled in the IMBA program must take. Final exam questions testing students' mastery of the underlying theories of global business operations will be used to assess Learning Goal 1 Knowledge of Global Business Operations.

Learning Goal 2: Problem Solving and Decision Making Under Uncertainty

DMSB 712: Decision Analysis, DMSB 716: Global Marketing Management and DMSB 722: Globalization and Corporate Responsibility are required courses each student in the IMBA program will take in the first-year of the program. Each of these courses serve as excellent sources of data that can be used to assess Learning Goal 2. In order to assess analytic problem solving skills in uncertain situations, results to questions embedded in exams in the Decision Analysis course will be collected. The questions require students to use quantitative skills to solve business problems. A second assessment of decision-making skills will be conducted in the Global Marketing Management course. In DMSB 716, students choose the best alternative to source production for a particular product. As part of the Globalization and Corporate Responsibility course, students will successfully prepare a written analysis of a specific case that includes global, ethical and culturally diverse dimensions. Students will be assessed on their understanding of the underlying issues relevant to the case, along with their abilities to offer defensible recommendations.

Learning Goal 3: Integration of Concepts and Skills in the Functional Areas of Business

The Internship Supervisor Evaluation should be completed by all supervisors of students enrolled in the IMBA Program who complete a summer internship. All students are required to complete a summer internship either within or outside of their native country. The internship is a key learning mechanism for the consolidation of business skills developed as part of the IMBA program. At the conclusion of the internship, each student's supervisor is asked to evaluate the student's performance in the areas of professionalism and business acumen. Emphasis is placed on how concepts learned during the core curriculum were applied to actual business situations. Results from the responses to the Internship Supervisor Evaluation will be used to assess students with respect to Learning Goal 3.

Learning Goal 4: Leadership Skills

DMSB 723: Leadership Skills and Ethical Behavior is a course each student in the IMBA program will take in his first-year. As part of this course, each student prepares a Personal Leadership Development Plan (PLDP) which will be evaluated for evidence of self-reflection, understanding of leadership capacity, as well as successful leadership traits exhibited in the student's responses to various components of the PLDP. A scoring rubric will be used to evaluate the responses with respect to Learning Goal 4.

Learning Goal 5: Teamwork Skills

Peer evaluations in *DMSB: 714 International Management and DMSB 716: Global Marketing Management* will be used to assess Learning Goal 5. Students completing group assignments in each of these courses will be asked to respond to questions about their fellow team members' performance on group activities. The peer evaluations will be assessed for evidence of teamwork ability.

Learning 6: Effective Communication

To assess Learning Goal 6, Effective Communication, all students enrolled in the IMBA Program who complete a summer internship are required to prepare a two-page paper that

explains in detail the full business skills used in the internship. This paper will be evaluated for written communication ability using a standard scoring rubric for master's level writing assignments. To assess oral communication skills in English, IMBA students will be assessed during the mock interview conducted by the Office of Career Management. A rubric developed jointly by the Office of Career Management and the Center for Business Communication is used to assess the students' oral presentation skills.

Additionally, students enrolled in the IMBA Language Tracks are required to complete a language-skills test in their language of study. The results of language skills tests will be used to further assess students' oral and written communication abilities.

(2) Indirect Assessments

An exit survey of students graduating from the IMBA program will be administered in the spring semester of the students' second year of the program. This survey will be supplemented by an alumni survey of IMBA graduates conducted five years and ten years after graduation. The purpose of these surveys will be to assess the how completing the IMBA program has assisted graduates in achieving their career goals and the relevancy of the program's curriculum to their careers. Input will also be sought on how the curriculum might be improved. The Innovation and Assessment Office will be responsible for the administration and dissemination of the exit survey results, and will coordinate with the Office of Alumni Relations to develop any alumni survey instruments to be used for assessment.

C. Evaluation of Assessment Data

In collaboration with The Office of Institutional Research and Assessment, the IMBA Academic Coordinator, the Committee to Promote Teaching Effectiveness and Student Learning, and other faculty involved in the IMBA Program, courses from which student work can be assessed for each learning goal are determined, rubrics are developed, and faculty with the necessary expertise to complete the assessments are identified. Samples of student work are collected from faculty by the Innovation and Assessment Office. Results are tabulated and reports are generated by the Innovation and Assessment Office and forwarded to the IMBA Assessment Task Force. The IMBA Assessment Task Force recommends program, curriculum, and/or assessment changes, which are then presented to the Graduate Program Faculty Committee (GPFC) for review. Revisions or changes to the assessment plan are reviewed and require approval by the GPFC. The loop is closed by revising the IMBA assessment plan and disseminating all results and action plans to IMBA faculty.