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Documents

2019

Academic Learning Compact : Global Business [Effective 2019]

University of South Florida St. Petersburg.

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ALC - Global Business (BA/BS) (52.1101)

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Program Outcome: Discipline Specific (Knowledge)

Students will demonstrate focused knowledge of their chosen field of study.

Outcome Status: Active

Planned Assessment Cycle: 2018 - 2019, 2019 - 2020

Means of Assessment

Global Business Major Exit Exam

In May 2018 a decision was made to completely and comprehensively review the AOL process for the College. After this review, it was further decided to completely revamp our AOL process. To accomplish this, we sought assistance from an external AOL consultant to review our current assessment process and to help develop a more robust AOL process. At the recommendation of the AOL consultant we decided to develop an internal exit exam for each major to assess discipline-specific knowledge. The exam for each major covers material from each of the required courses in the major (the common set of courses that is required for all students in the major). Permanent faculty who teach each required course in the major were asked to develop several multiple-choice questions covering topics that reflect “essential knowledge” from these courses. After several iterations the questions from each course were combined together into an internal exit exam for the major. This exam was then pilot tested in multiple sections of GEB 4890 (capstone course) during the Spring 2019 and Summer 2019 semesters. The results of this pilot test are contained in this report.

Required courses in the major:

*FIN 3604 International Finance

GEB 3373 Global Business

*MAN 4600 International Management

MAR 4156 International Marketing

*Note: For various reasons questions for the pilot exam were only developed for two courses: Man 4600 and FIN 3603.

Administered: Spring 2019 and Summer 2019 (Active)

Criterion for Success: At least 70% of students will be able to correctly answer each question.

Program Outcome: Communication Skills (Writing)

Students will write professional documents.

Outcome Status: Active

Planned Assessment Cycle: 2018 - 2019, 2019 - 2020

Means of Assessment

Students will produce a written analysis of an assignment in selected sections of GEB 4890. The assignment was scored using a written communication rubric.

The rubric used addressed twelve traits spread across 4 categories: content, grammar/mechanics, appearance and organization,

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and document integrity. There were three levels of proficiency for each trait: does not meet expectations, meets expectations, and exceeds expectations. (Active)

Criterion for Success: At least 75% of students will meet or exceed expectations.

Program Outcome: Communication Skills (Oral Presentations)

Students will prepare and deliver high-quality oral presentations.

Outcome Status: Active

Planned Assessment Cycle: 2018 - 2019, 2019 - 2020

Means of Assessment

Students will prepare and deliver a presentation as part of a group project in selected sections of GEB 4890. Each student was separately scored on their presentation skills using an oral communication rubric.

The rubric used addressed fifteen traits spread across six categories: structure, engagement, attitude, visual aids, presentation skills, and content. There were three levels of proficiency for each trait: does not meet expectations, meets expectations, and exceeds expectations. (Active)

Criterion for Success: At least 75% of students will meet or exceed expectations.

Program Outcome: Critical Thinking Skills (Business Problems)

Students will develop solutions to business problems.

Outcome Status: Active

Planned Assessment Cycle: 2018 - 2019, 2019 - 2020

Means of Assessment

Students were given a writing assignment in selected sections of GEB 4890. The assignment was scored using a critical thinking rubric. (Active)

Criterion for Success: At least 75% of students will meet or exceed expectations.