

Foundations of Int'l Business Assessment Report

Spring 2020

Author: Joseph F. van Gaalen, Ph.D., Asst. VP, Institutional Research, Assessment & Effectiveness

1 INTRODUCTION

Florida SouthWestern State College's Business Department gathers a multitude of data from various courses as assessment tools in support of the Florida Department of Education Curriculum Framework. The course included in assessment in this report is GEB 4375 *Foundations of International Business*. The assessment outcomes are intended to provide a baseline and measurement of achievement moving forward as well as investigate the strength and performance of items in the exam. The assessment plan also provides comparisons between dual enrollment (concurrent) and non-dual enrollment students, online versus traditional students, and by site, where possible. Where data is sufficient, additional analyses are provided including distribution studies and longitudinal studies.

For additional detail or further analysis not provided in this report, please contact Dr. Joseph F. van Gaalen, Asst. Vice President, Institutional Research, Assessment & Effectiveness, Academic Affairs (jfvangalen@fsw.edu; x16965).

2 GEB 4375

2.1 LEARNING OUTCOMES, OBJECTIVES, AND DESCRIPTIVE STATISTICS

The FSW Business recently began assessing GEB 4375 (in AY 2017-2018). The outcome which is the focus of this study is that students will interpret financial statements and calculate financial ratios to analyze financial decisions.

The objective for AY 2019-2020 is as follows:

- The measurement tool for this learning outcome is the Research Project 1 (Opportunities, Risks, and Challenges) from the GEB 4375 Foundations of International Business Course. The benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2019-2020 academic year.
- Also measured is Learning Outcome 2 describing the achievement of the student's ability to compare/contrast economic development of nations

During the Spring 2020 semester, 41 artifacts were collected from 2 of 3 sections of GEB 4375. One section did not record rubric dimension scores, only overall scores. Descriptive statistics for achievement of outcomes are shown in Table 1. The goal that 70% of students will illustrate a proficiency of 70% or higher within this assessment was met.

	<i>Maximum Points</i>	<i>Mean</i>	<i>% Scoring 70% or Higher</i>
Paper follows guidelines and covers all requirements	40	37.3	98%
Topic supported by required amount of reliable research using APA	25	23.5	98%
Paper supported by research and APA used	25	23.5	98%
Writing Quality	25	22.2	100%
LO 2 - Compare and contrast economic development of nations*	10	9.7	100%
TOTAL	115	106.5	98%

Table 1. Achievement by rubric dimension, outcome measure, and overall score. *Denotes score not included as part of grade for assignment.

2.2 EXPLORATORY ANALYSIS AND SIGNIFICANCE TESTING

Multiple comparisons of artifact scores across varying formats, campuses, and student types were made, where possible, in order to add depth to the causes of the distribution of the artifacts. Each course was divided into the appropriate subgroups to perform the analysis. In cases where a subgroup is not represented in the course comparisons were not conducted and are noted for comprehensiveness.

2.2.1 Dual Enrollment (Concurrent) to Non-Dual Enrollment Comparison

No dual enrollment (concurrent) sections of the course were run during spring 2020 so no comparison study between dual enrollment and non-dual enrollment could be completed.

2.2.2 Online to Traditional Comparison

All sections of the course were run in an online format. As a result, no comparison study could be completed.

2.2.3 Comparison by Campus/Site

All sections of the course were run in an online format. As a result, no cross-site comparison study could be completed.

2.3 LONGITUDINAL STUDY

Assessment analysis utilizing these rubric criteria with sufficient collection capability began in fall 2019. A longitudinal study will begin with data collection following fall 2020.

3 CONCLUSIONS

FSW's Business Department gathers a multitude of data from various courses as assessment tools in support of the Florida Department of Education Curriculum Framework. The course included in assessment in this report is GEB 4375 *Foundations of International Business*. The assessment outcomes are intended to provide a baseline and measurement of achievement moving forward.

3.1 GEB 4375

A drill-down of GEB 4375 results are as follows:

1. In a study of goal achievement, "The benchmark of 70% of students will illustrate a proficiency of 70% or higher within this assessment during the 2019-2020 academic year." the goal that

70% of students will illustrate a proficiency of 70% or higher was met, with 98% achieving 70% or higher.

2. In a study of Learning Outcome achievement, 100% of artifacts achieved a level of “Progressing” or higher.
3. All sections of the course were run in an online format. As a result, no comparison study could be completed.
4. All sections of the course were run in an online format. As a result, no cross-site comparison study could be completed.

4 REFERENCES

McDonald, J.H. 2009. Handbook of Biological Statistics (2nd ed.). Sparky House Publishing, Baltimore, Maryland.

Wilkinson, L. 1999. APA Task Force on Statistical Inference. Statistical Methods in Psychology Journals: Guidelines and Explanations. *American Psychologist* 54 (8), 594–604.