

Assurance of Learning Assessment Measure Guidance – MAIB

Program Overview

The M.A. in International Business (MAIB) program is an interdisciplinary graduate business program designed to enhance a student's knowledge and understanding of global business trends and problems. The program is open to those recent graduates possessing a bachelor's degree in business or who minored in business.

The MAIB program is designed to prepare students for careers in the global business environment, but not necessarily within "business" (degree is relevant to advertising, non-profit, government and more). Only half of the program is core, thus students are taking a wide variety of electives within the program to tailor it toward their particular career interests. One international experience is mandatory, and that is the one week study tour. Students can choose among locations and offerings in the past have been to Budapest, Dublin, Nizhny (Russia), Santiago, Buenos Aires, and Rio de Janeiro. An additional foreign experience through study abroad is optional and approximately 70% of the MAIB students complete a study abroad. Many who do not are students with extensive international experience already. Students gain region and even country specific knowledge and experience through the Thesis Project, Study Tour, and study abroad. Students also gain cross-cultural experience through orientation activities and interaction with the exchange students who come to UF for their study abroad program.

Program Goals and Objectives

- 1) Possess effective communication skills.
 - a. Write business documents clearly, concisely, and analytically.
 - b. Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.
 - c. Demonstrate ability in languages other than English.

Assessment Method: Course-embedded measure (GEB 5212/GEB 5215)/Selection

- 2) Demonstrate ability to critically analyze and question knowledge claims in a specialized industry.
 - a. Analyze the nature of competition and macro-environmental changes, and the effect of these elements to evaluate claims in a specialized industry.

Assessment Method: Course-embedded measure (Project-in-lieu-of-thesis)

- 3) Possess a global perspective on business.
 - a. Apply knowledge of strategies used for the multinational corporation to analyze and make recommendations for future growth and direction.

- b. Apply cultural awareness and intercultural skills to adapt, innovate, and solve problems in unfamiliar environments.

Assessment Method: Course-embedded measure (Project-in-lieu-of-thesis, Study tour)/Selection

Assessment Measures

Two types of assessment measures will be used to assess the Assurance of Learning program goals and objectives:

- 1) Selection of all applicants.
- 2) Course-embedded measures that include a program project-in-lieu-of-thesis to be administered every year in the Fall offering of MAN 6973, a writing assignment embedded in every Summer and Fall offering of GEB 5212, a speaking assignment embedded in every Summer and Fall offering of GEB 5215, and a study tour every Fall offering of MAN6958.

The following information outlines the methods used for each measure.

Selection

The MAIB Program office will gather information on each student admitted to the program. We will target 50% of our admissions as students with foreign language proficiency or who have lived or studied outside their home country for a minimum period of 10 weeks.

MAN 6973 Project-in-Lieu-of-Thesis

The MAN 6973 Project-in-Lieu-of-Thesis is required for all students completing the program and is supervised by Dean John Kraft. Students will select a global company and analyze the company using a series of questions in three strategic module assignments. Explicit questions in the strategic module assignments are designed to help students define the company, analyze the industry in which it operates, perform an internal analysis of the company/division, and define the strategies and company organization. The project will result in the development of a case study of the company. The questions will map to specific learning goals of the MAIB program.

The project supervisor will score key questions utilizing the defined rubric by the following December for review by the MAIB Program office. The scores will be independent of the grades for the strategic module assignments and final case. The data will be stored in a secure location and used for making decisions about future changes or adaptations to the MAIB program.

(see attached document MAIB-MAN6973-FinalProject-AssessmentRubric.pdf)

GEB5212 Writing Assignment

The executive summary assignment in GEB5212 requires students to extract the most salient and persuasive ideas from a Harvard Business Review management article. Students must refine and focus information to promote action in this document. They need to select and present information clearly, concisely, and coherently according to the reader's needs and goals and the business context. The assignment tests such higher order thinking skills as evaluation and synthesis.

The Communications faculty will score these written summaries and provide the data to the MAIB program office for review by the faculty. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the MAIB program.

(see attached document GEB5212-Executive_summaryrubric.pdf)

GEB5215 Speaking Assignment

The persuasive presentation assignment in GEB5215 requires students to deliver and structure an internal business presentation that persuades the audience to adopt the presenter's proposal or recommendation. Students must determine the purposes for presenting, analyze the audience, and use appropriate and compelling information that is logically structured. They need to use well constructed PowerPoint slides and demonstrate a number of delivery skills. The assignment tests their ability to design compelling and persuasive presentations and deliver them dynamically.

The Communications faculty will score these presentations and provide the data to the MBA Committee for review by the faculty. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the MBA program.

(see attached document GEB5215-Persuasive Assessment-Rubric.pdf)

MAN6958 Study Tour

The mandatory MAN6958 Study Tour is designed to provide students with a brief, but intensive international immersion experience. Through lectures and visits to businesses and governmental organizations, students will gain an understanding of the country's business environment and how it has been influenced by political, cultural, and historical factors.

Prior to the trip, students will attend pre-departure sessions led by faculty leaders to provide them with an overview of the country and program itinerary. Students will complete pre-trip and post-trip assignments. The faculty leader will submit a scoring rubric to the MAIB program office in July. The faculty leader will score the post-trip assignment using a defined rubric and will submit the data to the MAIB program office in December. This data will be stored in a secure location and used for making decisions about future changes or adaptations to the MAIB program.

(see attached document MAIB-MAN6958-StudyTour-AssessmentRubric.pdf)