**Course Assessment for MGMT/MKTG 4340:**

**International Management and Marketing**

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An assessment exercise was conducted for MGMT/MKTG 4340: International Management and Marketing during Fall 2012.

A pre-and post-test methodology was used. Students were administered a 40 item pre-test at the beginning of the course, and items from the pre-test instrument were embedded in regularly scheduled exams to assess the post-instruction performance.

The 40 questions covered the following learning objectives:

1. To develop an appreciation of the global nature of business today, and the forces shaping the evolution of the global market.
2. To become familiar with the process of extending from domestic business operations into global markets.
3. To become familiar with the major institutions participating in and facilitating global markets.
4. Develop an appreciation of the challenges of global business through an understanding of the familiar and unfamiliar in the cultural, social, economic, technological and regulatory environments of global business.
5. To become familiar with the major laws and ethical considerations relating to global markets.

**Improvement on Class performance:**

All 40 items were usable for pre- and post-test comparison. The average performance score on the pre-test was 31.2 %, whereas the average on the post-tests was 75.4%, indicating an improvement of141.7% in student achievement on the course learning objectives (see Table 1)

**Table 1.**

**Comparison of overall performance**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Performance on Baseline Exam | Summated performance  over 3 exams | % Improvement |
| Class Average | 31.2% | 75.4% | 141.7% |

**Improvement on Individual Question Performance:**

There was improvement in class performance on each of the 40 questions administered (Table 2). The improvement in performance ranged from a low of 2.15% to a high of 1206%, as shown in Figure 1 (outliers not shown).

**Table 2**

**Question-wise comparison of performance**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Q | Pre-Instruction % correct | Post-Instruction % correct | Q | Pre-Instruction % correct | Post-Instruction % correct |
| 1. | 55.0 | 94.0 | 21. | 48.3 | 90.3 |
| 2. | 50.0 | 88.1 | 22. | 50.0 | 80.6 |
| 3. | 75.0 | 88.1 | 23. | 26.7 | 79.0 |
| 4. | 58.3 | 75.0 | 24. | 60.0 | 61.3 |
| 5. | 13.3 | 44.0 | 25. | 58.3 | 82.3 |
| 6. | 40.0 | 73.8 | 26. | 20.0 | 62.9 |
| 7. | 26.7 | 81.0 | 27. | 10.0 | 74.2 |
| 8. | 60.0 | 72.6 | 28. | 26.7 | 75.4 |
| 9. | 35.0 | 77.4 | 29. | 18.3 | 83.8 |
| 10. | 31.7 | 67.9 | 30. | 36.7 | 82.0 |
| 11. | 26.7 | 83.9 | 31. | 50.0 | 57.4 |
| 12. | 76.7 | 83.9 | 32. | 65.0 | 98.4 |
| 13. | 6.7 | 87.1 | 33. | 61.7 | 93.4 |
| 14. | 33.3 | 75.0 | 34. | 25.0 | 90.2 |
| 15. | 48.3 | 64.5 | 35. | 28.3 | 75.4 |
| 16. | 10.0 | 75.8 | 36. | 33.3 | 82.0 |
| 17. | 46.7 | 51.6 | 37. | 61.7 | 94.1 |
| 18. | 76.7 | 85.5 | 38. | 21.67 | 63.9 |
| 19. | 36.7 | 83.9 | 39. | 15.0 | 63.9 |
| 20. | 45.0 | 91.9 | 40. | 50.0 | 90.2 |

**Identification of Improvement Opportunities:**

Three questions on the baseline exam, Numbers 5, 17 and 31 showed a post-test performance of less than 75%. These questions pertained to concepts of macro-environment, market research, and branding respectively. Questions 5 and 17 were definitional in nature, while question 31 was analytical.

While the post-test scores on each of these was greater than the baseline exam, these questions present an opportunity to improve instruction so that student performance could improve. In future semesters, greater attention will be paid to the clarity of definitions and to providing an exposition of analysis for students to improve the ability to make connections between concepts.