



Program Assessment Annual Report



1. Which program student learning outcomes were assessed in this annual assessment cycle?

- a) Students demonstrate their knowledge of the relevant literature and theories in the following areas: Marketing theory, Consumer behavior, International Business, International marketing theory, Global business strategy.
- b) Students shall be able to complete a research project that creates meaningful new knowledge in their chosen discipline. Students shall be able to create both written and oral research reports. Students shall be able to apply appropriate quantitative and qualitative analytical techniques.
- c) Students demonstrate their ability to apply marketing and international business knowledge through the completion of original empirical research projects that create meaningful new knowledge within these disciplines and presenting this research for others.
- d) Students understand and exhibit ethical practice in use and identification of published, unpublished, and electronic sources of information.
- e) Students understand and practice appropriate safeguards in the use of human subjects in research.

[NEW] : Demonstrating a strong foundation in the field through rigorous assessments.

- x Active and Insightful Participation in Seminars: Contributing meaningful perspectives and engaging in intellectual discourse during seminar discussions.
- x Research Dissertation Milestones: Successfully presenting research proposals and defenses, showcasing in-depth knowledge and research acumen.
- x Achievement of Teaching Excellence: Earning a Certificate of Teaching Excellence, reflecting a commitment to high-quality education and pedagogical skills.
- x Scholarly Publications [REQUIRED] : Submitting research articles to top journals, categorized as Diamond, Gold, or Silver in the latest CSB Journal Listing, and/or presenting at esteemed IB and marketing conferences.
- x Constructive Faculty Advisor Feedback Receiving valuable guidance and insights from the faculty advisor, contributing to academic and professional growth.

Madrid student artifacts are not included as the program is only available at the main campus in Saint Louis, MO.

