

# **International Business and Language Program**

## **Assessment Plan 2008**

The goal of the assessment plan of the International Business and Language Program is to provide faculty with on-going and meaningful information to help improve learning outcomes. The following assessment procedures are used:

### **1. Alumni Survey**

Survey alumni every five years as part of the program review cycle

### **2. Senior Focus Groups**

Conduct focus groups of seniors during the program review cycle

### **3. Portfolio Assessment**

Each student that declares a major in International Business and Languages will be instructed in the development of a personal learning outcomes portfolio which will be used to evaluate individual as well as program learning outcomes. Students and academic advisors will conduct rubric-based evaluations of the portfolio. The portfolio will include the following documentation, minimally:

- Writing samples of their chosen language from the Junior and Senior years
- Course Embedded Assessment of Business courses
- Senior projects and business simulations or strategic business analysis
- Learning based reflections from their language travels
- Evidence of their oral communication skills in the chosen language
- Structured reflections about the integration of language, business and internationally oriented learning outcomes