

Assurance of Learning
Learning Goals and Objectives Assessment Summary Report
July 30th, 2016
SPRING/SUMMER 2016

Program/Course: Master of Science in Business Administration/ STRATEGY	
Assessment Leader: Leticia Porter Assessment Leader email: Leticia_Porter@uml.edu Assessment Leader Campus Phone #: 978.934.2853	
Learning Goal(s) Assessed: Learning Goal: Global Awareness	
Date of previous assessment(s) of these learning goals: Spring 2015	
Date of this Assessment: Spring 2016 & Summer 2016	
Assessment Method: Multiple choice instrument developed by the Graduate Programs Committee (GPC)	
Total Population Size from which Sample Taken: N = 67 Sections = 5 (3 online and 2 on campus) Instructors: <ul style="list-style-type: none"> • Altman • Mehta 	Sample Size: We had an n = 67 of 82 matriculated in the Strategy Formation & Implementation courses. This represents a response rate of 81% which is well above the 72.5% we had in the spring of 2014.
Names and Position of Assessors: N/A	
Measurement System Analysis: The instrument used was developed by the GPC and based upon the 'Major Field Test' model used by the ETS. Students were instructed to not guess on any question.	
Internal Performance Benchmark: The GPC has determined a standard of acceptance (SAP) of 75%	
Summary of Results: The PDF files for all areas assessed are attached. The PDFs contain each question asked and the performance on each question. A brief summary is provided here: Global Awareness: (10 questions) Of the students who took the assignment, all answered every question, 70% answered correctly. This is a decrease from 2014 when 78% answered correctly. Notes: <ul style="list-style-type: none"> • Below the SAP of 75% set by the UPC 	
Date of Review of Results by Program or Major: The GPC of the Manning School of Business will review the results in September of 2016. Findings to be added.	
Scheduled next assessment of this/these Learning Objective(s): Spring 2017 see schedule below	
Date of review by Responsible Associate Dean(s): August 1st, 2016	
Brief Self-Assessment of Process Used Strengths: Opportunities for Improvement:	
<u>AOL & GPC RECOMMENDATIONS:</u> Findings will be forthcoming	

ASSESSMENT QUESTIONS

July 29, 2016

Question 1

One major concern of globalization has been the degradation of environment. Such degradation is expected to be...

Answer Options	Response Percent	Response Count
Uniform across the globe	26.9%	18
Greater in developing countries than in developed countries	59.7%	40
Irrelevant for global warming	0.0%	0
Not relevant for the international community	7.5%	5
None of the above	6.0%	4
answered question		67
skipped question		0
how many answered correctly		40
% who answered correctly		60%

Question 2

The attractiveness of a country as a potential market for international business depends upon...

Answer Options	Response Percent	Response Count
The costs associated with doing business in that country	1.5%	1
The benefits associated with doing business in that country	1.5%	1
The risks associated with doing business in that country	3.0%	2
All of the answers given here are correct	94.0%	63
None of the above	0.0%	0
answered question		67
skipped question		0
how many answered correctly		63
% who answered correctly		94%

Question 3

Hofstede has identified 5 dimensions of culture which consist of ...

Answer Options	Response Percent	Response Count
power distance, uncertainty avoidance, individualism, masculinity and universality	13.4%	9
power distance, specificity,	4.5%	3

individualism, masculinity and universality	4.5%	3
power distance, specificity, collectivism, masculinity and femininity	70.1%	47
power distance, uncertainty avoidance, individualism, masculinity and time-orientation	7.5%	5
None of the above		
answered question		67
skipped question		0
how many answered correctly		47
% who answered correctly		70%

Question 4

Which of the following modes of foreign market entry requires the most amount of equity and therefore, creates the greatest risk?

Answer Options	Response Percent	Response Count
Exporting	1.5%	1
Joint venture	9.0%	6
Contractual agreement	1.5%	1
Strategic alliance	0.0%	0
Direct foreign investment	86.6%	58
None of the above	1.5%	1
answered question		67
skipped question		0
how many answered correctly		58
% who answered correctly		87%

Question 5

The most attractive way to reduce or eliminate the impact of paying tariffs on products imported to a company's distribution warehouse in Latin America is to:

Answer Options	Response Percent	Response Count
Build a plant in Latin America and then expand it as maybe needed so that the company has sufficient capacity to supply all or at least most of the products the company intends to try to sell in Latin America	77.6%	52
Pursue a strategy of selling fewer products in Latin America than rival companies, which will then keep the company's costs for import tariffs in Latin America lower than those of rivals and give company a low tariff cost advantage on its sales in Latin America	9.0%	6

Pursue a strategy of only selling very lower quality products in Latin America, where there is no tariffs for imported products with very low quality	3.0%	2
Simply stop selling products in Latin America	4.5%	3
Increase the price of the product to cover tariffs in Latin America	6.0%	4
None of the above	0.0%	0
answered question		67
skipped question		0
how many answered correctly		52
% who answered correctly		78%

Question 6

In high-context cultures, face-to-face relationships tend to be important and:

Answer Options	Response Percent	Response Count
knowledge is situational.	9.0%	6
decisions focus around personal relationships.	17.9%	12
long term.	10.4%	7
all of the above.	62.7%	42
None of the above	0.0%	0
answered question		67
skipped question		0
how many answered correctly		42
% who answered correctly		63%

Question 7

One of the biggest strategic challenges to competing in the international arena include:

Answer Options	Response Percent	Response Count
how to avoid the risks of shifting exchange rates.	10.4%	7
whether to charge the same price in all country markets.	4.5%	3
how many foreign firms to license to produce and distribute the company's products.	0.0%	0
whether to offer a mostly standardized product worldwide or whether to customize the company's offerings in each different country market to more precisely match the tastes and preferences of local buyers.	79.1%	53
whether to pursue a global strategy	6.0%	4

or an international strategy.		
None of the above	0.0%	0
answered question		67
skipped question		0
how many answered correctly		53
% who answered correctly		79%

Question 8

Which one of the following factors is NOT a reason for international firms to develop unique strategies for different cultures:

Answer Options	Response Percent	Response Count
The importance of being an insider, as in the case of customers who prefer to "buy local"	4.5%	3
The need to allow subsidiaries to use their own abilities and talents and not be restrained by headquarters	10.4%	7
The diversity of worldwide industry standards such as those in broadcasting, where television sets must be manufactured on a country-by-country basis	20.9%	14
A continual demand by local customers for global products and in the case of globally recognized products such as McDonald's hamburgers and Sony televisions	46.3%	31
None of the above	17.9%	12
answered question		67
skipped question		0
how many answered correctly		31
% who answered correctly		46%

Question 9

Which one of the following is NOT an important step to improve communication effectiveness in the international arena:

Answer Options	Response Percent	Response Count
Improving feedback systems	4.5%	3
Incorporating U.S. values regarding time into international operations	79.1%	53
Providing language and cultural training	3.0%	2
Increasing flexibility and cooperation	4.5%	3
None of the above	9.0%	6
answered question		67
skipped question		0

how many answered correctly	53
% who answered correctly	79%

Question 10

If a Chinese worker earns \$1 a day, then goods produced by this worker will cost less than the same goods produced by an American earning \$18 an hour.

Answer Options	Response Percent	Response Count
True	50.7%	34
False	49.3%	33
<i>answered question</i>		67
<i>skipped question</i>		0

how many answered correctly	33
% who answered correctly	49%

Totals:

How many answered questions	670
How many skipped	0
How many answered correctly	472

Total percentage answered correctly	70%
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