

# San Antonio College

## Degree or Certificate Program and Concentrations

### Learning Outcomes & Measures

**Date:** November 30, 2005

**Division:** Professional & Technical Education **Dean:** Dr. Lula W. Pelayo

**Department/Discipline:** International Business

**Chair/Director:** Vernell E. Walker **Program Coordinator:** Val Calvert

**Building Name and Room:** Moody Learning Center (MLC) 510

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**I. Degree, Certificates or Concentration or Unit in Support of:**

International Business Level 1 Certificate

**II. Expected Program/Unit Learning Outcomes:**

The Level 1 Certificate in International Business:

- Prepares students for the challenges faced by business in a global, international marketplace.
- Develops an understanding of how to analyze international trade, finance policies and relations that affect business decisions.

The Level 1 Certificate may also be the first year of training towards the two-year Associate of Applied Science Degree in International Business.

**III. Measures of Program/Unit Learning Outcomes:** The student will demonstrate mastery of the program through the following criteria:

- Local Developed Exams and assignments
- Capstone Experience
- Satisfaction Surveys
- Syllabus Audit

**A.** To ensure that our program/unit reaches these goals, our faculty members pursue the following outcomes:

- Use critical thinking to analyze contemporary issues.

- Demonstrate effective oral and/or written communication of ideas, informed opinions, and/or values.
- Demonstrate the ability to work effectively independently and/or in collaborative problem-solving groups.
- Identify principles and applications of personal, civic, and/or economic responsibility.
- Participate actively (class discussion, volunteerism, presentations, etc.) in issues significant to citizenship in contemporary society.
- Recognize the importance of diversity of opinion, abilities and cultures.

**B.** To achieve these program/unit outcomes, faculty members employ the following strategies:

- Update degree plans and certificates to respond to changes in each discipline
- Improve departmental advisement by providing information sheets for adjunct faculty.
- Share course offerings and changes with current students
- Hold open house or career information sessions for specific programs

**IV. List of Courses in Degree, Certificate or Concentration Program or Unit in Support of: Business Management AAS Degree**

- IBUS 1305 – Intro to International Business and Trade
- IBUS 1354 – International Marketing Management
- IBUS 2335 – International Business Law
- IBUS 2341 – Intercultural Management
- BMGT 1303 – Principles of Management

**V. Department Faculty and Staff**

**Chair:** Vernell E. Walker

<b>Full-Time</b>	<b>Part-Time</b>
Larry Bailey, Professor	Yamin Aguilar, Instructor
Val Calvert, Assistant Professor	Joy Caruso, Instructor
Thomas Friday, Associate Professor	Dave Elder, Instructor
Charles Hunt, Professor	Dale Gillum, Instructor
	Heriberto Herrera, Instructor
	Sherman Howard, Instructor
	John Morales, Instructor
	Tony Padilla, Instructor
	Ronald Shaw, Instructor
	George Swanson, Instructor
	Marilyn Ward, Instructor

**APPROVED:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(Signature of Dean)

**Five Year Review Assessments:**

The Five Year Review Assessments and recommendations were addressed by increasing enrollment through out-reach activities in the community and at the college, improving department faculty advisement by cross-training full-time faculty in all programs, and continuously monitoring departmental performance and efficiency.