

ASSURANCE OF LEARNING IN BA341, SPRING 2008

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ACTIVITY

In an effort to assess our students' global awareness of our BA students, Dr. Karri Perez administered the Global Awareness Profile Test in BA341 in the beginning of Spring 2008. Ten students participated in this activity.

SURVEY INSTRUMENT

The Global Awareness Profile (GAP) Test is written by J. Nathan Corbitt in 1998, revised in 2005. It consists of 120 multiple choice questions in each of the thirteen areas:

- Six regional geographic areas: Asia, Africa, North America, South America, the Middle East, and Europe
- Six broad context areas: Environment, Politics, Geography, Religion, Socioeconomics, and Culture
- One general global section

The author notes that "the GAPTest does not measure you intelligence, but rather, it provides you with a picture of your awareness of global concerns."

SURVEY RESULTS

Table 1: Results of the 120-multiple choice GAPTest (Spring 2008)

| Student# | Pre-test | Post-test |
|----------|----------|-----------|
| 1 | 55 | -- |
| 2 | 69 | 72 |
| 3 | 101 | 102 |
| 4 | 87 | 66 |
| 5 | 45 | 65 |
| 6 | 59 | 73 |
| 7 | 74 | 82 |
| 8 | 30 | 44 |
| 9 | 48 | 62 |
| 10 | 60 | 49 |
| Average | 62.80 | 67.40 |

COMPARISON OF RESULT

I conducted this survey at Alfred University between 2002 and 2006. That time, the plan was to measure the change in students' global awareness between the time they entered the university and the time they graduate. Results are available in Tables 2 and 3 below. The author, Corbitt, conducted the survey of undergraduate students at his university (Eastern University in PA) and reported an average score of 65 (out of 120 possible points).

In addition to the GAPTest, a MAPTest was given in the Pre- and Post-test format. This is a geography test where students were provided regional maps and asked to identify a total of 20 countries, 5 from each of the following regions: Europe, South America, Asia and Africa.

Out of 20 points, each representing a country identified correctly, the Pre-Test average was 10.22 points and the Post-test was 11.56 points. By region, the averages from the Post-Test were as follows: 3.25 for Europe, 3.25 for South America, 2.5 for Africa, and 2.38 for Asia (each out of 5 possible points). These results are surprising similar to those from Alfred University in located in rural NY. Given the location of Guam and its proximity to Asia, one would expect greater familiarity with this region. Also, given the size of the Guam economy, one would expect Guam to be more globally integrated and for its residents to be more globally oriented. The results of this assessment do not support this expectation.

SUGGESTION FOR FUTURE ADOPTION

Suggestion for future adoption of survey: The survey should be administered to a larger group of Business students from all concentrations, i.e., in one of the Business foundation courses. After all, the program review is intended to assess learning by all students graduating from the Business program, not just from a particular concentration.

Table 2: Global Awareness Results: First-Year Business Students at Alfred University

| Semester Administered | Fall 02 | Fall 03 | Fall 04 | Fall 05 | Fall 06 |
|----------------------------------------------------------------|---------|---------|---------|---------|---------------|
| Part 1: Multiple choice exam | | | | | |
| Mean (out of 120 points) | 57.5783 | 56.8689 | 45.4643 | 55.2437 | 54.18 |
| Standard Deviation | 14.93 | 13.8486 | 12.2368 | 11.8524 | 12.2535 |
| Highest | 91 | 101 | 69 | 84 | 84 |
| Lowest | 29 | 23 | 23 | 26 | 32 |
| Number of Exams | 83 | 61 | 28 | 54 | 52 |
| Part 2: Geography/maps exam (5 questions per continent) | | | | | |
| Europe | 3.6076 | 2.7213 | | | Not available |
| South America | 3.8228 | 3.1967 | | | Not available |
| Africa | 2.4177 | 2.0492 | | | Not available |
| Asia | 2.4051 | 2.0984 | | | Not available |
| All 4 continents (out of 20 points) | 12.2532 | 10.0656 | | | Not available |

Table 3: Global Awareness Results: Senior Business Students at Alfred University

| Semester Administered | Spring 03 | Fall 03 | Fall 04 | Fall 05 | Fall 06 |
|-------------------------------------|-----------|---------------|---------|---------|---------|
| Part 1: Multiple choice exam | | | | | |
| Mean (out of 120 points) | 63.5862 | Not available | 60.8077 | 61.7487 | 65.3571 |
| Standard Deviation | 13.9169 | Not available | 17.7787 | 12.1342 | 13.0997 |
| Highest | 89 | Not available | 97 | 104 | 88 |
| Lowest | 30 | Not available | 31 | 36 | 32 |
| Number of Exams | 29 | 48 | 26 | 62 | 42 |

| Part 2: Geography/maps exam (5 questions per continent) | | | | | |
|----------------------------------------------------------------|--------|---------|--|---------------|---------------|
| Europe | 2.3793 | 3.1667 | | Not available | Not available |
| South America | 2.3448 | 3.8125 | | Not available | Not available |
| Africa | 2.7931 | 2.8125 | | Not available | Not available |
| Asia | 2.3448 | 2.7708 | | Not available | Not available |
| All 4 continents (out of 20 points) | 9.8621 | 12.5625 | | Not available | Not available |