



Academic Program	International Business and Logistics
Reporting for Academic Year	AY 2020-21
Department Chair	Steve Browne

Date Submitted

**\*Forms are submitted in fall term following the academic year under**

4. As mentioned, the ISC concentration was approved in Spring 2021. New ISC courses include Procurement & Negotiations (MGT 355), Inventory & Material Handling (MGT 360), Quality Management (MGT 425) and International Supply Chain (MGT 430). In addition, students in both concentrations take 6 units as free electives which enables IMB students to take some of the ISC courses if they choose.

### **C. Program Changes and Needs**

As reported in the previous section, the IBL curriculum underwent a significant redesign in AY 2020-21. These changes were approved by the Curriculum Committee and took effect in Fall 2021.

To strengthen our program and differentiate ourselves from our competitors we have implemented a number of measures including:

1. Revitalizing our curriculum by offering the International Maritime Business and International Supply Chain concentrations
2. Teaching data analytics and data visualization software packages such as Excel, RStudio and Tableau
3. Encouraging students to complete a certificate course in the use of Transportation Management Software
4. Updating the internship course and the increasing the minimum number of hours required by more than 50%.
5. Better advertising of internship and job opportunities
6. More opportunities for students to interact with professional associations such as the Propeller Club, Women in International Trade, Women's International Shipping and Trade Association and attend professional conferences such as IANA
7. Early identification and mentoring of at-risk students.

The primary concern in the department is declining enrollment. Enrollment declines have affected colleges and business programs across the nation and Cal Maritime is no exception. The department hopes to work closely with the incoming AVP of Enrollment Management to develop strategies to increase incoming freshmen and transfer students.

## **SUMMARY OF ASSESSMENT (About 1 page)**

### **A. Program Student Learning Outcomes**

PLO 1 Students will demonstrate knowledge of foundational core of business

PLO 2 Students will demonstrate teamwork and leadership skills

PLO 3 Students will demonstrate effective professional communication skills

PLO 4 Students will apply relevant quantitative methods and tools to make business decisions

PLO 5 Students will be able to evaluate and use

Our students scored highest on Ethics (77.04%) and International Business (70.37%) and lowest on Business Law (47.41%) and Information Systems (47.78%).

### **3. STATISTICAL DATA**

<b><i>Program</i></b>	<b>Fall 2020</b>
<b><i>A. Students</i></b>	
1. Undergraduate	172
2. Postbaccalaureate	0
<b><i>B. Degrees Awarded</i></b>	41
<b><i>C. Faculty</i></b>	

**Tenured/Track Headcount**

6. LD Section taught by Tenured/Track	8
7. UD Section taught by Tenured/Track	8
8. GD Section taught by Tenured/Track	0
9. LD Section taught by Lecturer	5
10. UD Section taught by Lecturer	3

