PROGRAM OBJECTIVES AND ASSESSMENT
For Department of Management and Marketing

INTERNATIONAL BUSINESS MAJOR

OBJECTIVES

The learning outcomes for International Business (major, minor and certificate) are articulated as follows and can be assessed using the attached Global Learning Rubrics. The specific Global Learning Rubric and courses/experiences that will be used to assess these is indicated by each of the following four outcomes for International Business:

Students will be able to adapt business knowledge and apply it to the world’s diverse cultures, environments, communication styles and values.

Students will be able to evaluate global business strategies, systems, issues, institutions and/or relationships of power and resources in a historical and geographic context.

Students will use appropriate communication skills and understand how to negotiate in linguistically or culturally different environments.

Students will engage in ethical global citizenship through learning experiences that enhance their understanding that individual and collective decisions have global implications.

MEASUREMENT

Objective 1 will be measured by assessing students’ ability to apply cultural knowledge, to communicate and demonstrate the differences in styles and/or behaviors, and/or world views, and/or economic, social, political, and religious systems by providing examples based on theories or disciplines. This will be assessed in MGMT 345, MKTG 335, and Study Abroad Programs or international internships.

Objective 2 will be measured by assessing students’ ability to apply the knowledge of global systems and/or institutions, and employs multiple perspectives and theories to reflect upon relationships of power and resources in a historical and geographical context. This outcome will be assessed in FIN 325, MGMT 345 and MKTG 335.

Objective 3 will be measured by assessing students’ ability to critically analyze and employ multiple perspectives and/or theories to understand how to communicate with diverse audiences and across cultures, preferably in the target language, through the use of reading, listening, questioning, and/or observation skills. This outcome will be assessed in MGMT 345, MKTG 335 and any Study Abroad Programs or international internships used to fulfill IB requirements.

Objective 4 will be measured by analyzing students’ ability to apply and employ multiple perspectives and/or theories based on global learning experiences to explain the connectedness of decisions and/or actions (ranging from personal to institutional) on people, places, countries and cultures of the world. This outcome will be assessed in MGMT 345 and any Study Abroad Programs or international internships used to fulfill IB requirements).