

MAJOR GOALS AND LEARNING OUTCOMES FOR THE B.A. INTERNATIONAL BUSINESS PROGRAM

Goal #1

Essential Business Principles – Demonstrate an understanding of the major functional areas of business and specialized knowledge in a chosen area: finance, management, or marketing.

Student Learning Outcomes:

SLO #1.1: Describe basic concepts in each major functional area of business.

SLO #1.2: Apply techniques and theories from various areas of business to business situations.

Goal #2

Internationalization of Business Principles – Demonstrate an understanding of international business concepts and trends and an ability to internationalize domestically developed business methods and practices.

Student Learning Outcomes:

SLO #2.1: Assess domestic business methods and practices and illustrate how they can be applied to international situations.

Goal #3

Language Proficiency – Acquire appropriate second language proficiency by completing an emphasis in one of nine languages: Arabic, Chinese, French, German, Italian, Japanese, Portuguese, Russian, or Spanish.

Student Learning Outcomes:

SLO #3.1: Speak and write proficiently in a foreign language.

Goal #4

Cross-cultural Awareness – Develop an appreciation of the culture, business practices and protocol of one of six world regions: Africa/Middle East, Asia, Central Europe, Latin America, North America, Western Europe.

Student Learning Outcomes:

SLO #4.1: Discuss the cultural differences inherent in doing business in foreign countries.

Goal #5

Ethical Reasoning -- Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

SLO 5.1: Explain the various ethical dimensions of business decision making.

SLO 5.2: Explain the role of various affected parties in business decision making.

SLO 5.3: Assess the ethics of decision alternatives using different ethical decision rules.

SLO 5.4: Apply ethical decision-making rules to cases drawn from various business sub-disciplines.