Students will discuss the impact of globalization on countries, businesses, and their citizens.

Assessed X X X

Students will explain the role of international organizations/agreements that affect business organizations, including regional agreements, the World Bank, the World Trade Organization, and the International Monetary Fund.

Assessed X X X

Students will analyze the political, legal, economic, and cultural environment of multinational organizations in order to develop competitive strategies in a global environment.

Assessed X X X

Students will apply their knowledge of cultural values to evaluate the implementation of alternative management techniques in different cultures.

Assessed X X X

Students will design a marketing strategy for an international market (4Ps).

Assessed X X

Students will demonstrate knowledge of the basics of international finance that are deemed necessary to conduct financial transactions in today’s global economy, including development and current status of international monetary system, foreign exchange exposure, global parity conditions, forecasting FOREX, global capital budgeting, global cost of capital, and exports and imports.

Assessed X X X

Quantitative Analytical Thinking

Students will be able to:

a.) Identify and demonstrate basic statistical principles and techniques;

b.) Identify how results can affect business decisions;

c.) Employ appropriate problem-solving techniques to business problems

Assessed X

Global Knowledge

Students will be able to:

a.) Apply knowledge of cultural country differences;

b.) Analyze political differences;

c.) Evaluate competitive global strategies

Assessed Reinforced Reinforced Reinforced

Ethics and Law

Students will be able to:

a.) Identify the legal constraints and the options available to the business manager in responding to and resolving legal issues;

b.) Recognize the laws and governmental regulations that affect businesses;

c.) Evaluate ethical problems that are integrally connected to legal issues;

d.) Identify the concepts of ethics and the law with financial reality in implementing business decisions

Assessed Reinforced Reinforced Reinforced

Financial Management

Students will be able to:

a.) Identify financial concepts and terminology;

b.) Identify the goals of financial planning and the tools available to forecast an organization’s financial requirements;

c.) Evaluate the concept of shareholders’ wealth maximization and how it relates to the organization’s management and structure;

d.) Demonstrate various measures of project profitability using traditional capital budgeting techniques

Assessed

Marketing Management

Students will be able to:

a.) Recognize the importance of marketing within an organization and the role it plays in society;

b.) Identify target market segments for a selected product or service;

c.) Analyze a company’s marketing strategy and recognize appropriate and inappropriate marketing practice

d.) Define and appropriately use marketing terminology and concepts

Assessed X
### Undergraduate Degree Program

**International Business - BBA**

**Curriculum Map For The Academic Learning Compact**

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#### Content/Discipline Knowledge

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- **Organizational Management**
  - Students will be able to:
    1. Define the management functions and business processes that create value for an organization
    2. Formulate a set of management policies, practices, and procedures that influence group and individual dynamics in organizations
    3. Describe situations where management decision-making should incorporate ethical reasoning, individual, and organizational behavior

- **Operations Management**
  - Students will be able to:
    1. Understand the operations / production function and how it relates to an organization
    2. Identify decision-making tools and techniques of operations management

- **Accounting**
  - Students will be able to:
    1. Analyze accounting information as promulgated by US GAAP
    2. Calculate basic accounting information useful to decision makers
    3. Calculate common ratios using accounting information
    4. Assess broad dimensions of fraudulent activity

- **Technology**
  - Students will be able to:
    1. Recognize concepts and terminology related to hardware, software, and networks
    2. Demonstrate understanding of the role of information technology
    3. Identify the appropriate and effective uses of information technology

- **Critical Thinking**
  - Students will be able to:
    1. Identify complex business problems
    2. Generate possible solutions to the problems
    3. Recommend solutions based on a well-reasoned rationale

- **Communication**
  - Students will be able to:
    1. Support thesis or claims with appropriate reasons, examples, and evidence
    2. Organize ideas in a formal coherent manner
    3. Write clearly, utilize appropriate word choices, and structure sentences correctly
    4. Effectively employ utilize grammar conventions and tone appropriate to context

### X=courses where outcomes are assessed/taught.