

**School of Business – Assessment Plan
BBA - Management Major
International Business Concentration**

Program Rationale/Purpose Statement

The International Business Concentration seeks to train students to be managers in an enterprise involved in international business. Accordingly, the Concentration seeks to give the student a broad background in the knowledge and management, economics, marketing, and finance skills useful in working in or running a transnational/global organization. In addition, the program seeks to broaden the cultural understanding and sensitivity of the student regarding other national cultures and histories, and cultural diversity.

Marketing/Recruitment Target Statement

The International Business Concentration is targeted to students who intend to work or are currently working in an organization involved in international trade. It is also suitable for persons who plan to become an international entrepreneur, such as an exporter or importer, among other career possibilities.

Goals of the Program/Corresponding Classes

Demonstrate knowledge of the impact of cultural difference on managerial structures and decision making.	MGT 411 - International Management MKT 404 - Global Marketing
Develop analytical and decision-making skills in cross-cultural settings.	FIN 426 - International Finance ECO 424 - Global Trade
Understand one’s own cultural biases in the decision-making process for cross-border problems and situations	MGT 351 – Managing Diversity in the Workplace Cultural sequence choice: either CUL 312 – Middle Eastern Cultures & HIS 312 – History of the Middle East OR CUL 313 – East Asian Cultures & HIS 313 – History of East Asia

Intended Outcomes/Assessment Criteria

Intended Outcomes 1: Demonstrate knowledge of the impact of cultural differences on managerial structures and decision processes.

Assessment Criteria: MGT411 - 85% of the majors completing the case analysis requirements involving cultural differences and managerial decisions will receive an average grade of “B” or better for the requirements.

Intended Outcomes 2: Develop analytical and decision-making skills in cross-cultural settings.

Assessment Criteria: Will be completed in AY 07/08

Intended Outcomes 3: Understanding one's own cultural biases in the decision process for cross-border problems and situations.

Assessment Criteria: MGT351 - 80% of the majors will demonstrate an above-average ["B" or better] level of understanding of personal cultural references and preferences in one or more oral presentations of a cultural based assignment

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