

BA, International Business Learning Objectives

*Approved by CBE Senate on February 27, 2006; amended on January 29, 2007,
amended on October 6, 2008*

To provide the student with that body of knowledge common to all students in the field of international business, whatever the concentration, the set of lower and upper division core courses taken by all BA, International Business students has as its objectives:

- 1) **Problem solving and critical thinking skills** - Each student will use the following skills in a business situation
 - a) **Quantitative / analytical reasoning**
 - b) **Problem solving**
 - c) **Critical thinking**
- 2) **People skills** - Each student will work effectively with others in a business situation, demonstrating knowledge and/or skills in
 - a) **Working with and through others**
 - b) **Working in teams**
 - c) **Leadership theories and models**
- 3) **Ethical awareness** - Each student will interpret ethical issues and responsibilities in a business organization
- 4) **Functional knowledge** - Each student will understand and apply
 - a) **The principles and roles of international economics, finance and marketing.**
 - b) **The interrelationships of these disciplines within a strategic framework**
- 5) **Information technology skills** – To support business analysis and operations, each student will
 - a) **Have a working knowledge of information technology**
 - b) **Demonstrate information technology skills**
- 6) **Economic and legal environment knowledge** – Each student will understand the economic and legal environments in which business operates
- 7) **Communication skills** – Each student will demonstrate the knowledge and skills needed to effectively communicate about business issues in both the written and oral form

To provide students specific knowledge related to the practice of business in the international area:

- 8) **Multicultural awareness** - Each student will become familiar with
 - a) **The cultural context of business practices**
 - b) **The major industries and services in the countries using their target language**

- 9) **Global awareness** - Each student will interpret the impact of global issues on business organizations. Including
 - a) **The theory, practice and institutions of the international economy**
 - b) **Theories of international trade and the role of marketing decisions across national boundaries and markets**
 - c) **Financing challenges of the multinational business**

- 10) **Foreign Language Competency** - To provide students with the capability of dealing directly with business persons in the country of their designated language, students will develop:
 - a) **Foreign Language Professional Vocabulary:** Students will develop comprehension and correct usage of professional vocabulary in both written and oral communication
 - b) **Foreign language Knowledge and Abilities:** Students will develop increasing sophistication in language structure usage to reach ACTFL advanced levels in both written and oral communication.