

CBE BAIB Learning Goals and Objectives

Goal 1. Functional Knowledge

Objectives

- a. Demonstrate an understanding of each of the disciplines associated with international business: International Economy, International Finance, Information Systems, International Management, and Global Marketing
- b. Apply knowledge from the above multiple disciplines to understand international business problems

Goal 2. Critical Thinking Skills (Use of case analysis method: problem/issue identification, analysis, alternatives evaluation, recommendations, and implementation)

Objectives

- a. Analyze and compare between-country data, applying appropriate concepts, techniques, and models to tackle international business issues
- b. Recommend strategic solutions by building on the between-country similarities (and dissimilarities) that influence the competitive advantage of doing businesses abroad.

Goal 3. Interpersonal Skills

Objectives

- a. Demonstrate effective oral presentation skills
- b. Demonstrate effective written communication skills
- c. Demonstrate ability to effectively collaborate in team work environments

Goal 4: Awareness of the Global Business Environment

Objectives

- a. Demonstrate an understanding of the differences between countries in the political/economic environment
- b. Demonstrate an understanding of the differences between countries in the ethical/cultural environment