Learning Goals & Objectives - International Business Major (IB)

Goal 1: We want students in the IB major to be adequately prepared to function as effective professionals in their content area.

Objective 1a: Students in the major will understand and apply content knowledge appropriate for their track (management/marketing/finance-accounting)

Indicators: Content knowledge tests (the current pre-/post-tests) -- Rubric developed

Goal 2: We want students in the IB major to be effective written communicators and credible and persuasive speakers.

Objective 2a: Students in the major will communicate clearly both verbally and in writing.

Indicators: Term papers, oral presentations in required courses – Rubric developed for written communication

Goal 3: We want students in the IB major to be proficient in at least one foreign language.

Objective: Students in the major will be able to communicate in the foreign language.

Indicators: Content knowledge based on language courses

Goal 4: We want students in the IB major to be critical thinkers, effective problem solvers, and to possess analytical skills.

Objective 4a: Students in the major will think critically and solve problems using appropriate reasoning and analytical skills. They will be able to draw logical conclusions and make appropriate recommendations.

Indicators: Case studies/simulations in required courses – Rubric developed

Goal 5: We want students in the IB major to be technologically comfortable and proficient.

Objective 5a: Students will use technology in an appropriate manner.

Indicators: Course projects requiring the use of technology

Use of internet for IB projects

Goal 6: We want students in the IB major to be ethical decision makers.

Objective 6a: Students will understand ethical and legal issues in business decision making.

Indicator: IB cases involving bribery and legal issues

Goal 7: We want students in the IB major to be cognizant of the impact of culture and regulations on global business.

Objective 7a: Students will understand the impact of global and diversity on international business.

Indicator: Study Abroad

Internships

Content knowledge tests (pre-/post tests) – Rubric developed
Assessment of IB Program Based on Learning Goals and Objectives for IB Major

**Rubrics**

**Goal 1:** We want students in the IB major to be adequately prepared to function as effective professionals in their content area.

**Objective 1a:** Students in the major will understand and apply content knowledge appropriate for their track (management/marketing/finance-accounting)

**Indicators:** Content knowledge tests (the current pre-/post-tests)

<table>
<thead>
<tr>
<th>Type of Assessment</th>
<th>Exceeds Expectation</th>
<th>Meets Expectation</th>
<th>Is Below Expectations</th>
<th>Results Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-test</td>
<td>85-100%</td>
<td>70-84%</td>
<td>Below 70%</td>
<td>+ √ -</td>
</tr>
<tr>
<td>Post test</td>
<td>85-100%</td>
<td>70-84%</td>
<td>Below 70%</td>
<td></td>
</tr>
<tr>
<td>Pre-Post</td>
<td>Improve by 15+%</td>
<td>Improve by 1-14%</td>
<td>Same score or below pre test</td>
<td></td>
</tr>
</tbody>
</table>

**Goals 2:** We want students in the IB major to be effective written communicators and credible and persuasive speakers.

**Objective 2a:** Students in the major will communicate clearly both verbally and in writing.

**Indicators:** Term papers, oral presentations in required courses

<table>
<thead>
<tr>
<th>Writing</th>
<th>Term Paper</th>
<th>Exceeds Expectations</th>
<th>Meets Expectations</th>
<th>Is Below Expectations</th>
<th>Results Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanics/Conventions</td>
<td></td>
<td>Writing is essentially error-free.</td>
<td>Writing has some errors, but they are not distracting.</td>
<td>Writing has frequent errors in spelling and grammar that interfere with comprehension.</td>
<td>+ √ -</td>
</tr>
<tr>
<td>Documentation</td>
<td></td>
<td>Uses correct documentation format, both in text and at the end. Gives appropriate credit to sources.</td>
<td>Provides some documentation. Has several errors in format.</td>
<td>Has frequent errors in format, In sufficient documentation, Lack of timely and appropriate sources</td>
<td></td>
</tr>
<tr>
<td>Clarity and Coherence</td>
<td></td>
<td>Is well organized. Uses transitions to facilitate understanding. Uses examples to illustrate points.</td>
<td>Uses overall acceptable organization. Provides some examples and some transitions.</td>
<td>Lacks coherence. Is difficult to follow. Uses very few examples</td>
<td></td>
</tr>
</tbody>
</table>

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Goal 4: We want students in the IB major to be critical thinkers, effective problem solvers, and to possess analytical skills.

Objective 4a: Students in the major will think critically and solve problems using appropriate reasoning and analytical skills. They will be able to draw logical conclusions and make appropriate recommendations.

Indicators: Term papers, case studies/simulations in required courses

<table>
<thead>
<tr>
<th>Critical Thinking</th>
<th>Exceeds Expectations</th>
<th>Meets Expectations</th>
<th>Is Below Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Studies/ Term paper</td>
<td>Makes connections between theory and practice. Uses examples to illustrate points and arguments. Provides sufficiently detailed rationale for arguments. Sees varying viewpoints. Shows effective use of internet and other sources and is capable of critically evaluating those sources</td>
<td>Provides some rationale for arguments, but not sufficiently developed. Illustrates some ability in evaluating internet and other sources, but use and evaluation are inconsistent.</td>
<td>Bases discussion more on feelings than rational arguments. Lacks connection between theory and practice. Shows lack of critical evaluation of internet and other sources.</td>
</tr>
</tbody>
</table>

Goal 7: We want students in the IB major to be cognizant of the impact of culture and regulations on global business.

Objective 7a: Students will understand the impact of global and diversity on international business.

Indicator: Study Abroad/Internships

<table>
<thead>
<tr>
<th>Awareness of Global Diversity</th>
<th>Exceeds Expectations</th>
<th>Meets Expectations</th>
<th>Is Below Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Abroad/Internships</td>
<td>Studied business abroad during COB summer program or for a semester AND Completed an international internship abroad</td>
<td>Studied abroad during COB summer program or a language program or Completed an international internship in the US</td>
<td>Did not participate in international studies program. Did not complete an IB internship</td>
</tr>
</tbody>
</table>

| Results Percentage | + | √ | - |