

| Goals and Objectives | Introduced (I) | Developed (D) | Mastered (M) | Assessed (A) | Measurement/ Method | Tool |
|--|--|--|--------------|---------------------------------------|---------------------|---|
| Goal 1: Functional Knowledge | | | | | | |
| <i>1a) Demonstrate an understanding of each of the disciplines associated with international business:</i> | | | | | | |
| <i>International Economy, International Finance, Information Systems, International Management, and Global Marketing</i> | ACCT 201A, ACCT 201B, BUAD201, ECON 201, 202, MGMT 246 | ECON 335, ECON 333, ISDS 351, MGMT 346, MGMT 350, MGMT 339, MKTG 445, FIN 370, FIN 371/FIN 375 | | MGMT 480, ECON 411/MGMT 430, MKTG 475 | MGMT 480 | BAT Test |
| | | | | | | Multiple-choice questions on a Standardized test (CSU-wide) |
| <i>1b) Apply knowledge from the above multiple disciplines to understand international business problems</i> | | | | | | |
| | BUAD 301, ISDS 351 | MGMT 365, MGMT 435, MGMT 471, MGMT 461, MGMT 445 | | MGMT 480, MGMT 440 | MGMT 480 | Case Analysis |
| | | | | | | Rubric |
| Goal 2: Critical Thinking Skills | | | | | | |

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|--|--------------------------------------|--|--|-----------------|----------------------|---------------|
| <p>2a) Analyze and compare between-country data, applying appropriate concepts, techniques, and models to tackle international business issues</p> | <p>ACCT 201B, ECON 335, BUAD 301</p> | <p>ISDS 361A, ISDS 361B, FIN370, MGMT 346, MKG 445, ECON 335, ECON 330, ECON332, ECON 333, ECON 336, MGMT 460, MGMT 461, MGMT 423, MGMT 444,</p> | <p>MGMT 480, ECON 411/MGMT 430, MGMT 423, MGMT 425, MGMT 430, MGMT 444, MKTG 462, MKTG 475</p> | <p>MGMT 480</p> | <p>Case Analysis</p> | <p>Rubric</p> |
|--|--------------------------------------|--|--|-----------------|----------------------|---------------|

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|---|---|---|---|-----------------|----------------------|---------------|
| <p>2b) Recommend strategic solutions by building on the between-country similarities (and dissimilarities) that influence the competitive advantage of doing businesses abroad.</p> | <p>ACCT 201B, ECON 201, ECON 202, FIN 370, MGMT 246</p> | <p>ISDS 361A, ISDS 351, ISDS 474, ISDS 442, ISDS 402, MGMT 460, MGMT 461, MGMT 464, MGMT 445, MGMT 339, ACCT 307, ACCT 301B</p> | <p>MGMT 480, MGMT 423, MGMT 425, MGMT 430, MGMT 444, ECON 315, ISDS 474, MGMT 464, MKTG 462</p> | <p>MGMT 480</p> | <p>Case Analysis</p> | <p>Rubric</p> |
|---|---|---|---|-----------------|----------------------|---------------|

Goal 3: Interpersonal Skills

| | | | | | | |
|---|---------------------------|---|---|--------------------------|----------------------------------|----------------------|
| <p>3a) Demonstrate effective oral presentation skills</p> | <p>BUAD 201, BUAD 301</p> | <p>436, MGMT 460, MGMT 461, MGMT 464, MGMT 470,</p> | <p>MGMT 480, MGMT444, MKTG 415, ISDS 435, ACCT 301B</p> | <p>BUAD 301/MGMT 480</p> | <p>Pre-post using case study</p> | <p>SPEAKS Rubric</p> |
|---|---------------------------|---|---|--------------------------|----------------------------------|----------------------|

| | | | | | | |
|--|--|---|---|-------------------|---------------------------|--------------|
| | | ISDS 454, ISDS 474, ECON 340, ECON 335, ECON 333, ISDS 406, | MGMT 480, ISDS 474, ISDS 435, MKTG 415, ACCT 301A | BUAD 301/MGMT 480 | Pre-post using case study | CLASS Rubric |
| 3b) Demonstrate effective written communication skills | ECON 201, ECON 202, BUAD 201, BUAD 301 | MGMT 436, MGMT 460, | | | | |

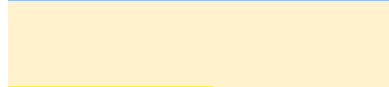
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|--|--|------------------------------------|---|-----------------------|---------------|----------------------------------|
| | | 406, ISDS 474, MGMT 436, MGMT 460, | MGMT 480, ISDS 474, ISDS 435, MGMT 444, | | | Rubric, student self-assessments |
| 3c) Demonstrate ability to effectively collaborate in team work environments | BUAD 201, BUAD 301, MGMT 340, MGMT 350 | MGMT 461, MGMT 464, MGMT 470, | MKTG 415, MKTG 442, ACCT 301B | Concentration courses | Group Project | |

Goal 4: Awareness of the Global Business Environment

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|---|------------------------------|---|------------------------------|----------|--------------------|--------|
| | | ECON 330, ECON 332, ECON 333, ECON 334, ECON 336, FIN 370, FIN 371, MGMT 423, | ECON 335, MGMT 480, | ECON 335 | Written assignment | Rubric |
| 4a) a. Understand differences between countountries in the political/economic environment | MGMT 346, MGMT 350, ECON 335 | MGMT 430, MGMT 430, MGMT 436, | | | | |
| | | MGMT 444, MKTG 370, MKTG 379, MKTG 415, | MKTG 445, MGMT 480, MGMT 455 | MGMT 480 | Case Analysis | Rubric |
| 4b) b. Understand differences between countountries in the ethical/cultural environment | COMM 361, MGMT 350, MGMT 346 | MKTG 475, | | | | |



**Assessment
Schedule**



TBD (CSU-
Long Beach
BAT data
doesn't
questions for
assessing IB



Spring 2024



Fall 2022



Fall 2022



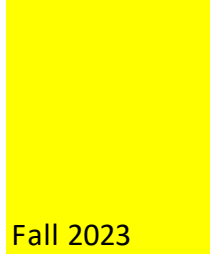
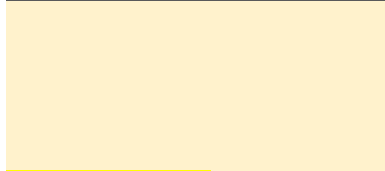
Spring 2021,
Spring 2023



Fall 2021, Fall
2023



Spring 2021,
Spring 2023



Fall 2023

Fall 2021, Fall
2023



