

# **Learning Goal and Common Learning Objectives\***

## **Bachelor of Science Program**

### **The Bryan School of Business and Economics**

**The primary Learning Goal for the Undergraduate Program in the Bryan School is to prepare students to perform successfully as business professionals in a global economy.**

**The following Learning Objectives have been endorsed by the faculty to guide the development, evaluation and continuous improvement of the undergraduate degree programs. These objectives are common to all B.S. majors and concentrations.**

#### **Critical Thinking**

**Students will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.**

#### **Ethics and Social Impact**

**Students can recognize and assess the ethical and social dimensions of management activities and evaluate their impact on management decisions.**

#### **Interaction**

**Students can communicate clearly and correctly, and can demonstrate collaborative and leadership skills.**

#### **Business Processes**

**Students understand the core organizational functions and activities and how they interrelate to accomplish an organization's major goals through effective processes.**

#### **Global**

**Students can evaluate the role global markets have on management decisions and formulate appropriate strategies to improve performance in the world economy.**

**\*Approved by the Faculty Assembly on December 2, 2005**

## **Assessment Results for 2006-2007 and Assessment Plans for 2007-2008**

Common Learning Objectives  
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**CLO 5: Global Perspectives**

Students can evaluate the influence global markets have on management decisions and formulate appropriate strategies to improve performance in the world economy. The following four dimensions and their sub-dimensions will be evaluated via a variety of assessment measurements.

<b>5.1 Understand and apply various International Economics/Finance concepts and policies to various business environments. (comprehension)</b>	<b>3 – Exceeds Expectations</b>	<b>2 – Meets Expectations</b>	<b>1 – Below Expectations</b>
Understand Balance of Payments			
Assess the impacts of international economy on nations, firms, and individuals			
Evaluate world differences in currencies			
Define and explain the role of international institutions (WTO, IMF, World Bank)			
Show the linkages between domestic inflation and unemployment to international markets forces			
<b>5.2 Analyze the processes, motivators, barriers and impacts of International Trade. (analysis)</b>			
Identify types of protectionism and explain impact of protectionist behavior			
Illustrate the efficiencies of trade			
Analyze the movement of products and/or information within the global markets			
Identify global labor pressures on organizations			
Relate various aspects of trade balance to national borrowing/saving			
<b>5.3 Consider and explain the impacts of cultural sensitivity in global environments. (analysis)</b>			
Appreciate diversity and cultural differences			
Communicate appropriately across cultures and demonstrate nonverbal communications			

Evaluate cultural perspectives			
Study abroad			
Develop awareness of different cultures in organizations in different countries			
<b>5.4 Match appropriate International Strategy and Policies to the various global environments discussed in the above dimensions. (evaluation)</b>			
Identify global business issues			
Possess a basic understanding of international law, and recognize legal differences across nations			
Analyze various national and international political and environmental issues			
Analyze relevant issues regarding the management of a foreign organization in the US			
Discuss the impact of global differences and its implications on an organization			
Develop international strategy recommendations, including policy recommendations in marketing, finance, HR, and Operations			
<b>FOR ALL DIMENSIONS: Analyze the impact of various technologies</b>			
<b>FOR ALL DIMENSIONS: Relate global current events</b>			