

Bachelor of Science in Global Management (BSGM)

Course Name	Upon completion of this program, the student will be able to:	PLO1 - Explain the concept of globalization, its evolution, and current importance.	PLO2 - Utilize general education knowledge and skills to inform decisions and identify solutions in a global organization.	PLO3 - Analyze the role of comparative advantage in global business environments.	PLO4 - Examine the proliferation of new information and telecommunication technologies in the New Economy.	PLO5 - Apply the concept of international managerial leadership competence (IML) to improve organizational performance and effectiveness.	PLO6 - Apply the systems approach and methodology to solve the increasingly complex problems of organizations with a global perspective.	PLO7 - Compare the key dimensions of global competitiveness.	PLO8 - Prepare a strategic business plan with a global perspective.
MATH 201: Algebra 1									
1. Analyze the real number system.	X = See key below IRM		RA I						
2. Solve linear equations and linear inequalities.	X = See key below IRM		RA and RQ I						
3. Analyze the concept of functions and their graphs.	X = See key below IRM		RA I						
4. Solve linear equations.	X = See key below IRM		RA and CS I						
5. Demonstrate proficiency in exponents and polynomials.	X = See key below IRM		RQ and FE I						
6. Demonstrate how to factor polynomials.	X = See key below IRM		RA I						
7. Demonstrate skill proficiency in rational expressions and equations.	X = See key below IRM		RA and RQ I						
MATH 202: Algebra 2									
1. Analyze how to analyze, graph and evaluate linear functions as applied to business scenarios.	X = See key below IRM		RA and RQ R						
2. Demonstrate skill proficiency in performing algebraic operations on functions and determine inverses.	X = See key below IRM		RQ R						
3. Interpret the relationship between the properties and graphs of polynomial functions	X = See key below IRM		RQ R						
4. Solve equations involving logarithmic and exponential functions, including application problems.	X = See key below IRM		RQ and FE R						
5. Demonstrate how to work with matrices using a graphing calculator.	X = See key below IRM		RQ R						
6. Construct systems of equations from application problems and solve them using various techniques.	X = See key below IRM		RA and RQ R						
7. Demonstrate skill proficiency in polynomial, rational and radical relationships.	X = See key below IRM		RQ R						
8. Examine conic sections and translations.	X = See key below IRM		RQ R						
MATH 203: Quantitative Research Methods									
1. Analyze the concept and method of research planning.	X = See key below IRM		RA R						
2. Demonstrate skill proficiency in experimental design, instrument development or selection, and sampling techniques.	X = See key below IRM		RQ R						
3. Use data collection technique to describe a problem.	X = See key below IRM		RQ R						
4. Apply the techniques of data collection.	X = See key below IRM		RQ and CS R						
5. Contrast quantitative and qualitative research methods.	X = See key below IRM		RA and FE R						
ARTS 201: Introduction to Art									
1. Demonstrate art history knowledge through a slide identification exam and an image analysis essay.	X = See key below IRM		RQ I						
2. Interpret the quality and conceptual success of a work of art in both Eastern and Western traditions.	X = See key below IRM		RA I						
3. Interpret various works in the arts and humanities.	X = See key below IRM		RQ I						
4. Analyze the creative process and interpretive performance.	X = See key below IRM		RQ and FE I						
5. Demonstrate how to anticipate artistic trends.	X = See key below IRM		RQ I						
PHIL 201: Introduction to Philosophy and Ethics									
1. Evaluate the importance of personal and organizational ethics and values.	X = See key below IRM		RQ I						
2. Identify personal ethical perspectives and styles that form a basis for ethical decision-making.	X = See key below IRM		RQ I						
3. Contrast business ethics to social responsibility.	X = See key below IRM		RQ I						
4. Identify business ethics principles that are accepted worldwide.	X = See key below IRM		RQ I						
5. Examine basic ethical principles in the context of philosophy and a global environment.	X = See key below IRM		RQ I						
HIST 201: World History									
1. Analyze the political, social, economic and cultural history of the world's major civilizations from the period covering human origins to the emergence of modernity at the beginning of the sixteenth century.	X = See key below IRM		RA I						
2. Evaluate the important influence of diverse societies on shaping our current cultural experiences and worldviews.	X = See key below IRM		RA and RQ I						
3. Categorize the major human civilizations and their influence on modern	X = See key below		RQ						

development of a global presence and competitiveness.	IRM							I	
2. Apply the distinguished theories that support the analysis of modern international trade.	X = See key below IRM	RQ and FE I							
3. Compare the advantages and disadvantages of regional economic integration.	X = See key below IRM	RQ and FE I							
4. Examine organizational structures and core elements of organizations.	X = See key below IRM						RA and FE I		
5. Employ the strategies used to manage the international operations of an organization.	X = See key below IRM					RQ and FE I			
6. Distinguish the fundamental economic, financial and political factors affecting the global business and world-class organizations.	X = See key below IRM		RA and FE I						
7. Analyze the importance of culture in the development of a global presence.	X = See key below IRM							RQ and FE I	
8. Differentiate the basic strategies used to penetrate global markets.	X = See key below IRM	RQ and FE I							
9. Compare the basic principles modern international trade.	X = See key below IRM			RA and FE I					
10. Examine appropriate business models for working round the clock.	X = See key below IRM							RQ and FE I	
11. Apply the strategies used to optimize work schedules and time allocation when working globally.	X = See key below IRM						FE I		
12. Demonstrate how to synchronize global business strategies and tactics to a changing business environment.	X = See key below IRM			FE I			FE I		
GBUS 302: Global Business Models									
1. Analyze the fundamentals of globalization and their implications for global companies and industries.	X = See key below IRM	RQ and FE R							
2. Analyze the strategies companies use to penetrate foreign markets.	X = See key below IRM			FE and RQ R					
3. Apply the globalization of value chains as basic infrastructure for global business.	X = See key below IRM	RA and FE R							
4. Distinguish basic principles used to manage global supply chains.	X = See key below IRM		RQ and FE R			RQ and FE R			
5. Apply commercial diplomacy and negotiation tactics for global businesses.	X = See key below IRM						FE R		
6. Demonstrate the varying workplace trends for global and multinational businesses.	X = See key below IRM			RQ and FE R					
7. Demonstrate how to leverage changing labor markets.	X = See key below IRM							FE and RQ R	
8. Evaluate a strategy that can be used to inspire meaningful organizational change.	X = See key below IRM						RA and FE R		
9. Utilize world megatrends to establish leadership strategies for global business.	X = See key below IRM					RQ and FE R			
GBUS 303: Legal Issues for Global Businesses									
1. Analyze the legal and ethical fundamentals of business.	X = See key below IRM		RA and FE R						
2. Apply the judicial system structure and functions.	X = See key below IRM			RQ and FE R					
3. Evaluate the major constitutional clauses that regulate U.S. and foreign commerce for business.	X = See key below IRM		RA and FE R						
4. Analyze tort fundamentals, including the lawful procedure in a personal or business legal case.	X = See key below IRM			RQ and FE R					
5. Compare the legal principles regulating cybercrimes, intellectual property and cyberpiracy.	X = See key below IRM						FE R		
6. Use resolution techniques to increase opportunities and productive resolution.	X = See key below IRM					RA and FE R			
7. Distinguish the main elements of business conflict negotiation and resolution.	X = See key below IRM						RQ and FE R		
8. Demonstrate how to establish business continuity by minimizing legal risk through succession planning.	X = See key below IRM					RA and FE R			
9. Employ a basic risk or change management program for a global organization.	X = See key below IRM	RQ and FE R							
10. Interpret how to build global alliances based on internationally accepted legal principles.	X = See key below IRM							FE R	
GBUS 304: Business Plan Development 1									
1. Apply the conceptual and structural fundamentals of a business plan.	X = See key below IRM								RA and FE I
2. Analyze the initial analytical components needed to design a business plan.	X = See key below IRM	RQ and FE R							RQ and FE I
3. Demonstrate the planning components of a business plan and how to structure the business operations leveraging technology.	X = See key below IRM					RA and FE R			
4. Examine organizational considerations for a socially responsible business.	X = See key below IRM					RQ and FE R			
5. Evaluate the final implementation tasks of a successful business plan.	X = See key below IRM			FE R					FE I
6. Analyze web-based organizational structures.	X = See key below IRM		RA and FE R						
7. Analyze an e-commerce strategy when developing a business plan.	X = See key below IRM						RQ and FE R		RQ and FE I
8. Utilize creativity and a coherent vision when developing a business plan.	X = See key below IRM		RA and FE R						RA and FE I

9. Demonstrate how to optimize resources to provide total quality and client service.	X = See key below IRM							RQ and FE R		
10. Construct a business idea with world-class standards to increase excellence and performance.	X = See key below IRM								FE R	
GBUS 401: Alternative Dispute Resolution										
1. Analyze conflict types, causes, and dispute resolution fundamentals.	X = See key below IRM						RA and FE R			
2. Apply the basic principles of the mediation process and its legal role in ADR.	X = See key below IRM							RQ and FE R		
3. Examine the arbitration process as a whole including its categories, roles, laws, and timeframes in ADR.	X = See key below IRM							RA and FE R		
4. Apply the principles of nonbinding evaluation and combined methods of dispute resolution used outside of the court system.	X = See key below IRM								RQ and FE R	
5. Demonstrate the right steps and optimal strategies to follow when selecting the perfect ADR process that fits a client's needs.	X = See key below IRM						FE R			
6. Demonstrate how to manage technology blending, trade and diplomacy disputes.	X = See key below IRM	RA and FE R								
7. Evaluate how competitive advantages are established in a global market.	X = See key below IRM				RQ and FE R					
8. Demonstrate how to transform knowledge into alternatives that can create value.	X = See key below IRM				RA and FE R					
9. Contrast disputes over market segments, patents and copyrights.	X = See key below IRM						RQ and FE R			
10. Demonstrate how to improve communication and its role in ADR.	X = See key below IRM			FE R						
GBUS 402: Small Business Creation										
1. Analyze workplace trends and dynamics for small businesses.	X = See key below IRM	RA and FE R								
2. Demonstrate how to blend managerial and marketing strategies to maximize resources for small businesses.	X = See key below IRM						RQ and FE R		RQ and FE R	
3. Demonstrate how to optimize resources of a small business.	X = See key below IRM			RA and FE R						
4. Evaluate the value and potential of a multi-generational workforce.	X = See key below IRM						RQ and FE R		RQ and FE R	
5. Apply the leadership skills needed to run a small business in a turbulent or discontinuous environment.	X = See key below IRM			RA and FE R			RA and FE R	RA and FE R		
GBUS 403: Business Plan Development 2										
1. Demonstrate a competitive advantage within a business plan.	X = See key below IRM		RQ and FE R		RQ and FE R					RQ and FE R
2. Demonstrate how to use scenario planning and intuition to develop a business vision.	X = See key below IRM			RQ and FE R						RQ and FE R
3. Analyze the different strategies used to improve service quality and value for clients.	X = See key below IRM				RQ and FE R		RQ and FE R			
4. Demonstrate how to incorporate virtual teams into a technology-based business strategy.	X = See key below IRM							RA and FE R	RA and FE R	RA and FE R
5. Utilize organic systems fundamentals to establish a sustainable network or business.	X = See key below IRM			FE and RQ R	FE and RQ R					
GBUS 404: Accounting										
1. Analyze the basic principles of accounting.	X = See key below IRM			RQ and FE I						
2. Differentiate the roles of accounting in society.	X = See key below IRM			RA and FE I						
3. Apply the key elements of a balance sheet, income statement, and a statement of cash flows.	X = See key below IRM			CS and FE I						
4. Distinguish the key elements of financial statements.	X = See key below IRM			RQ and FE I						
5. Apply effective techniques to communicate accounting information.	X = See key below IRM			CS and FE I						
GBUS 405: Finance										
1. Apply the role of the financial officer in managing the financial resources of the firm.	X = See key below IRM			RQ and FE R						
2. Utilize basic financial terminology in class discussions and written assignments.	X = See key below IRM			RQ and FE R						
3. Apply mathematical calculations for financial analysis.	X = See key below IRM			CS and FE R						
4. Compare basic principles of financial analysis	X = See key below IRM			CS and FE R						
5. Demonstrate an understanding of the ethical issues of financial decisions.	X = See key below IRM			RA and FE R						
6. Evaluate the importance of critical analysis in financial operations.	X = See key below IRM			RQ and FE R						
7. Apply financial risk management for business continuity.	X = See key below IRM			FE R						
MGMT 301: Principles of Global Management										
1. Compare the tools available to managers of a digital organization.	X = See key below IRM					RA and FE I				
2. Examine the basic principles of e-commerce.	X = See key below IRM				RQ and FE R					
3. Analyze the behavioral and human resource practices of productive global organizations.	X = See key below IRM				RA and FE R					

4. Apply the basic strategies to champion change in an organization.	X = See key below IRM						RQ and FE R		
5. Differentiate the characteristics of long-term organizations.	X = See key below IRM							FE R	
MGMT 302: International Managerial Leadership									
1. Analyze the leadership characteristics for top performance.	X = See key below IRM					RA and FE R			
2. Demonstrate how intuition is used by managers to adapt to unexpected challenges and opportunities.	X = See key below IRM					RQ and FE R	RQ and FE R		
3. Contrast how leaders and managers establish strategies that anticipate future scenarios.	X = See key below IRM	RA and FE R				RA and FE R	RA and FE R		
4. Evaluate the leadership theories and practices designed to mitigate disruptions cause by technological change.	X = See key below IRM						RQ and FE R	RQ and FE R	
5. Differentiate the threats and opportunities facing global businesses and organizations.	X = See key below IRM	FE and RQ R				FE and RQ R	FE and RQ R	FE and RQ R	
MGMT 303: International Human Resource Management									
1. Analyze how wisdom and data can be leveraged to improve human resources.	X = See key below IRM		RA and FE R						
2. Compare the emotional, behavioral, and generational dynamics in the workplace.	X = See key below IRM		RQ and FE R			RQ and FE R			
3. Demonstrate how to manage virtual teams for distance collaboration.	X = See key below IRM		RA and FE R				RA and FE R		
4. Analyze the forces used to drive performance and results in a global workforce.	X = See key below IRM						RQ and FE R	RQ and FE R	
5. Demonstrate how to improve communication in the workplace to mitigate stress.	X = See key below IRM		FE and RQ R			FE and RQ R			
MGMT 401: Strategic Management									
1. Analyze how to manage information strategically.	X = See key below IRM					RA and FE R		RA and FE R	RA and FE R
2. Illustrate how to establish a learning organization.	X = See key below IRM					RQ and FE R	RQ and FE R		RQ and FE R
3. Demonstrate how to establish goals that aligned with the mission of an organization.	X = See key below IRM					RA and FE R	RA and FE R		RA and FE R
4. Examine methods of managing unexpected change in an organization.	X = See key below IRM					RQ and FE R	RQ and FE R		RQ and FE R
5. Apply the strategic advantages of a diverse workforce	X = See key below IRM					FE and RA R	FE and RA R	FE and RA R	
MGMT 402: Risk Management and Security									
1. Demonstrate how to manage safety and health in a global organization.	X = See key below IRM					RA and FE R		RA and FE R	
2. Compare the regulatory laws designed to protect knowledge-based assets.	X = See key below IRM						RQ and FE R	RQ and FE R	
3. Apply the basic rules for acquiring and protecting new technology.	X = See key below IRM						RA and FE R	RA and FE R	
4. Demonstrate how to manage the risks facing global organizations.	X = See key below IRM					RQ and FE R	RQ and FE R	RQ and FE R	RQ and FE R
5. Analyze risks associated with global pandemics and strategies to mitigate their effects.	X = See key below IRM					FE R	FE R	FE R	
MGMT 403: Production and Operations Management									
1. Analyze the basic quality standards of organizations.	X = See key below IRM					RA and FE R		RA and FE R	
2. Demonstrate how a supply chain can influence customer satisfaction.	X = See key below IRM		RQ and RA R					RQ and RA R	
3. Differentiate the emotional, technology and knowledge skills a workforce needs to achieve optimal performance.	X = See key below IRM		RA and CS R			RA and CS R		RA and CS R	
4. Demonstrate decision-making to improve customer service.	X = See key below IRM					RQ R	RQ R		
5. Illustrate how to manage unexpected change in the productions and operations of a global organization.	X = See key below IRM					RA and FE R	RA and FE R		
MGMT 404: Sustainability									
1. Differentiate the basic strategies for managing environmental resources of global organizations.	X = See key below IRM	RA and FE R				RA and FE R	RA and FE R		
2. Compare the international environmental standards established by the ISO.	X = See key below IRM	RQ R						RQ R	
3. Demonstrate how to manage the environmental quality of a global organization.	X = See key below IRM					RA R	RA R		RA R
4. Demonstrate how to minimize waste by using optimal resource management techniques.	X = See key below IRM					RQ R	RQ R		
5. Analyze the water and energy challenges facing global organizations.	X = See key below IRM	FE and RQ R					FE and RQ R	FE and RQ R	
GSYS 301: Introduction to Global Systems									
1. Analyze causal loop, as well as stock and flow diagrams.	X = See key below IRM	RA and FE R	RA and FE R						
2. Examine the commonly observed structures in global systems.	X = See key below IRM		RQ and FE R		RQ and FE R			RQ and FE R	
3. Apply the scientific method to global business practices.	X = See key below IRM		RQ and FE R			RQ and FE R	RQ and FE R		
4. Demonstrate the importance of simulations and decision-making.	X = See key below IRM				RA and FE R		RA and FE R		
5. Analyze the importance of distance activity coordinators.	X = See key below					FE		FE	

	IRM					R		R	
GSYS 302: Visioning and Creativity									
1. Analyze creative leadership techniques.	X = See key below					RA and FE		RA and FE	
	IRM					R		R	
2. Apply leadership knowledge, vision and organizational change.	X = See key below				RQ and FE	RQ and FE			
	IRM				R	R			
3. Evaluate leadership vision in the global workplace and multicultural contexts.	X = See key below	RA and FE	RA and FE			RA and FE			
	IRM	R	R			R			
4. Define the characteristics of successful leaders from private and public sectors.	X = See key below	RQ and FE				RQ and FE			
	IRM	R				R			
5. Contrast leadership styles and behaviors.	X = See key below	FE and RA				FE and RA		FE and RA	
	IRM	R				R		R	
6. Demonstrate how to monitor a organizational vision over time.	X = See key below	FE and RA				FE and RA		FE and RA	
	IRM	R				R		R	
GSYS 303: Generational Dynamics									
1. Analyze the global effects of population growth.	X = See key below	RA and FE						RA and FE	
	IRM	R						R	
2. Evaluate the cause and effects of generational dynamics in the workplace.	X = See key below	RQ and FE							
	IRM	R							
3. Examine the areas where globalization and demographics affect organizations.	X = See key below	RQ and FE						RQ and FE	
	IRM	R						R	
4. Compare the characteristics of your generation to other generations.	X = See key below							RA and FE	
	IRM							R	
5. Interpret the organizational preferences of Millennials.	X = See key below	RQ and FE	RQ and FE					RQ and FE	
	IRM	R	R					R	
GSYS 401: Systems Thinking and Approach									
1. Analyze how to integrate modes of system thinking into strategic planning and practice.	X = See key below								RA and FE
	IRM							R	
2. Apply the concept of system re-design.	X = See key below							RQ and FE	
	IRM							R	
3. Apply the concept of interconnectedness.	X = See key below		RQ and FE					RQ and FE	
	IRM		R					R	
4. Demonstrate how to ask "what-if" questions about possible future behaviors.	X = See key below						FE and RA	FE and RA	
	IRM						R	R	
5. Evaluate the models of decision-making that helps organizations effectively deal with change.	X = See key below						RA and FE		RA and FE
	IRM						R		R
6. Apply the systems approach.	X = See key below						FE	FE	FE
	IRM						R	R	R
GSYS 402: Information Systems and Technology									
1. Differentiate the components of a computer-based information system.	X = See key below				RA and FE				
	IRM				R				
2. Analyze different types of information systems.	X = See key below				RQ and FE			RQ and FE	
	IRM				R			R	
3. Examine the IS development process.	X = See key below				RA and FE			RA and FE	
	IRM				R			R	
4. Analyze global management challenges associated with the use of computer-based information systems.	X = See key below						RA and FE		
	IRM						R		
5. Apply the principles of distance activity.	X = See key below				FE		FE		
	IRM				R		R		
GSYS 403: Global Competitiveness									
1. Demonstrate how management practices and processes can impact global competitiveness.	X = See key below	RA and FE							
	IRM	R							
2. Demonstrate how must innovate to remain competitive.	X = See key below						RA and FE	RA and FE	
	IRM						R	R	
3. Illustrate how a competitive advantage is influenced by knowledge.	X = See key below						RQ and FE		
	IRM						R		
4. Demonstrate how organizational culture influences competitiveness.	X = See key below	RA and FE						RA and FE	
	IRM	R						R	
5. Examine how to develop global skills.	X = See key below	RA and FE						RA and FE	
	IRM	R						R	
ENTR 301: Introduction to Global Entrepreneurship									
1. Analyze the role of entrepreneurship in modern business.	X = See key below	RA and FE		RA and FE			RA and FE		
	IRM	R		R			R		
2. Distinguish the personal characteristics of successful entrepreneurs.	X = See key below	RQ and FE			RQ and FE				
	IRM	R			R				
3. Differentiate the elements of a business plan and its role within a start-up business.	X = See key below	RA and FE		RA and FE					
	IRM	R		R					
4. Examine intellectual property in the context of global entrepreneurship.	X = See key below			RQ and FE					
	IRM			R					
5. Analyze resource management in an entrepreneurial business.	X = See key below					FE			
	IRM					R			
6. Compare the role of technology in distance collaboration and global entrepreneurship.	X = See key below	RA and FE			RA and FE	RA and FE			
	IRM	R			R	R			
7. Contrast technologies typically used for distance collaboration in global organizations.	X = See key below				FE and RQ	FE and RQ			
	IRM				R	R			
ENTR 401: Global Venture Development									
1. Examine the strategic steps a company should take before expanding globally.	X = See key below								RA and FE
	IRM								R
2. Analyze when an organization should go global and what factors have to be in place.	X = See key below				RQ and FE				RQ and FE
	IRM				R				R
3. Classify harmonized codes designated by the US government to categorize	X = See key below		RA and FE		RA and FE				RA and FE

products.	IRM		R		R				R
4. Demonstrate how utilize data to categorize potential new global markets.	X = See key below		RQ and FE						RQ and FE
	IRM		R						R
5. Apply the two fundamental decisions a company must make before any international planning is done.	X = See key below				RA and FE				RA and FE
	IRM				R				R
6. Demonstrate how work teams interact in a global venture.	X = See key below		RA and FE						RA and FE
	IRM		R						R
ENTR 402: E-commerce and Social Media									
1. Demonstrate how to track reports, commentaries and queries related to the exploration of social media and e-business.	X = See key below			RA and FE	RA and FE				
	IRM			R	R				
2. Construct a social media account for your business or project of interest.	X = See key below				RA and FE				
	IRM				R				
3. Create an e-commerce account for your business or project of interest.	X = See key below				RE and FE				
	IRM				R				
4. Apply the tools available to manage multiple social media and e-commerce platforms.	X = See key below				RQ and FE			RQ and FE	
	IRM				R			R	
5. Analyze social media's influence on e-commerce.	X = See key below			RQ and FE	RQ and FE		RQ and FE		
	IRM			R	R		R		
MARK 301: Introduction to Global Marketing									
1. Differentiate the key elements of a global marketing strategy.	X = See key below			RA and FE				RA and FE	
	IRM			R				R	
2. Apply frameworks, concepts, models, and techniques for global marketing.	X = See key below		RQ and FE				RQ and FE		
	IRM		R				R		
3. Compare the marketing strategies commonly used in global organizations.	X = See key below			RA and FE				RA and FE	
	IRM			R				R	
4. Analyze the use of distance collaboration for global marketing.	X = See key below		RQ and FE				RQ and FE		
	IRM		R				R		
5. Develop a global marketing plan that incorporates the use of web-based technology.	X = See key below		RA and FE	RA and FE			RA and FE		
	IRM		R	R			R		
MARK 302: Global Marketing Research									
1. Demonstrate the effect of regional culture on market research.	X = See key below		RA and FE					RA and FE	
	IRM		R					R	
2. Design a market research proposal.	X = See key below			RQ and RA				RQ and RA	
	IRM			R				R	
3. Demonstrate how to position a brand.	X = See key below			RQ and RA				RQ and RA	
	IRM			R				R	
4. Contrast quantitative and qualitative research.	X = See key below			RA					
	IRM			R					
5. Demonstrate how a focus group is designed.	X = See key below							RQ	
	IRM							R	
MARK 401: Global Advertising									
1. Compare the most common advertising strategies used by global organizations.	X = See key below			RA and FE				RA and FE	
	IRM			R				R	
2. Analyze the basic principles and concepts in cross-cultural advertising.	X = See key below			RQ and FE				RQ and FE	
	IRM			R				R	
3. Categorize the type of data used in global advertising.	X = See key below			RA and FE			RA and FE		
	IRM			R			R		
4. Compare characteristics of successful global advertising campaigns.	X = See key below			RQ and FE			RQ and FE		
	IRM			R			R		
5. Demonstrate how culture influences global advertising.	X = See key below		RA and FE	RA and FE			RA and FE		
	IRM		R	R			R		
PRAC 401: Practicum and Directed Research 1									
1. Analyze the major educational objectives for all BSGM courses.	X = See key below	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE
	IRM	R	R	R	R	R	R	R	R
2. Differentiate the elements of a research/business plan proposal.	X = See key below	RQ and FE		RQ and FE				RQ and FE	RQ and FE
	IRM	R		R				R	R
3. Construct a results-based research/business plan proposal.	X = See key below		RA and FE			RA and FE			RA and FE
	IRM		R			R			R
4. Develop a business plan proposal with research data supporting your arguments and projections.	X = See key below						RA, RQ and FE	RA, RQ and FE	RA, RQ and FE
	IRM						R	R	R
PRAC 402: Practicum and Directed Research 2									
1. Analyze the major educational objectives for all BSGM courses.	X = See key below	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE
	IRM	M	M	M	M	M	M	M	M
2. Apply the elements of a research/business plan.	X = See key below	RQ and FE		RQ and FE		RQ and FE		RQ and FE	RQ and FE
	IRM	M		M		M		M	M
3. Execute a results-based research/business plan.	X = See key below					RQ and FE	RQ and FE	RQ and FE	RQ and FE
	IRM					M	M	M	M
4. Implement the approved Business Plan / Directed Research from course PRAC 401	X = See key below	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE	RA, RQ and FE
	IRM	M	M	M	M	M	M	M	M

X = The assessment which measures the stated program objective/outcome.

KEY	
Projects	P
Researched and Critiqued Articles	RA
Review / Discussion Question Responses	RQ
Case Studies	CS
Web Exercises	WE
Final Exam with Essay Questions	FE

Introduced, Reinforced, Mastered

IRM