

Bachelor of Science in Global Management (English and Spanish)

2020-2021 Academic Year

2020-2021 Curriculum Map

| | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | PLO6 | PLO7 | PLO8 |
|--|--|--|---|--|---|---|--|--|
| | Understand the concept of globalization, its evolution and current importance, as well as the impact of global dynamics in a variety of organizations and environments | Apply general education knowledge and skills such as mathematics, humanities, natural sciences and communication | Analyze regional, national and international business environments, including legal, social and political considerations, the role of comparative advantage in business environments, and the importance of organizational change | Understand the proliferation of new information and telecommunication technologies and their importance for business and management in the New Economy | Apply the concept of international managerial leadership competence (IML), including the human, technology and knowledge (ETK) dimensions of organizations, to improve organizational performance and effectiveness | Apply the systems approach and methodology to solve the increasingly complex problems of organizations with a global perspective, including determination of the appropriate business and managerial strategies and techniques such as distance activity and benchmarking, as well as telecommunications and information technologies to improve decision making within organizations | Understand the key dimensions of global competitiveness, including client service, environmental responsibility, health management, managerial excellence and total quality, technology transfer and knowledge management among others | Create a strategic business plan with a global perspective |
| <i>MATH 201: Algebra 1</i> | | I | | | | | | |
| <i>MATH 202: Algebra 2</i> | | R | | | | | | |
| <i>MATH 203: Quantitative Research Methods</i> | | R | | | | | | |
| <i>ARTS 201: Introduction to Art</i> | | I | | | | | | |
| <i>PHIL 201: Introduction to Philosophy and Ethics</i> | | I | | | | | | |
| <i>HIST 201: World History</i> | | I | | | | | | |
| <i>POLI 201: Political Science</i> | | I | | | | | | |
| <i>HLTH 201: Introduction to Public Health</i> | | I | | | | | | |

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|---|---|---|---|---|---|---|---|
| <i>ESCI 201: Environmental Systems</i> | I | | | | | | |
| <i>ENGL 201: English I: Introduction to Composition</i> | I | | | | | | |
| <i>SPCH 201: Speech: Oral Communication</i> | I | | | | | | |
| <i>ENGL 202: English II: Reading and Writing Analytically</i> | R | | | | | | |
| <i>GBUS 301: Introduction to Global Business</i> | I | I | I | | I | I | I |
| <i>GBUS 302: Global Business</i> | R | R | R | | R | R | R |
| <i>GBUS 303: Legal Issues for Global Businesses</i> | R | R | R | | R | R | R |
| <i>GBUS 304: Business Plan Development 1</i> | R | R | R | | R | R | R |
| <i>GBUS 401: Alternative Dispute Resolution</i> | R | R | R | | R | R | R |
| <i>GBUS 402: Small Business Creation</i> | R | R | R | | R | R | R |
| <i>GBUS 403: Business Plan Development 2</i> | R | R | R | | R | R | R |
| <i>GBUS 404: Accounting</i> | I | | | | | | |
| <i>GBUS 405: Finance</i> | R | | | | | | |
| <i>MGMT 301: Principles of Global Management</i> | | | R | I | | R | R |
| <i>MGMT 302: International Managerial Leadership</i> | R | | | | R | R | R |
| <i>MGMT 303: International Human Resource Management</i> | R | | | | R | R | R |
| <i>MGMT 401: Strategic Management</i> | | | | | R | R | R |
| <i>MGMT 402: Risk Management and Security</i> | | | | | R | R | R |
| <i>MGMT 403: Production and Operations Management</i> | | | R | | R | R | R |

MGMT 404: Sustainability

GSYS 301: Introduction to Global Systems

GSYS 302: Visioning and Creativity

GSYS 303: Global Demographics and Generational Dynamics

GSYS 401: Systems Thinking and Approach

GSYS 402: Information Systems and Technology

GSYS 403: Global Competitiveness

ENTR 301: Introduction to Global Entrepreneurship

ENTR 401: Global Venture Development

ENTR 402: E-commerce and Social Media

MARK 301: Introduction to Marketing

MARK 302: Global Marketing Research

MARK 401: Global Advertising

PRAC 401: Practicum and Directed Research 1

PRAC 402: Practicum and Directed Research 2

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| R | | | | R | R | R | R |
| R | R | | R | R | R | R | |
| R | R | | R | R | R | R | |
| R | R | | | | | R | |
| | R | | | | R | R | R |
| | | | R | | R | R | |
| R | | | | R | R | R | |
| R | | R | R | R | R | | |
| | R | | R | | | | R |
| | | R | R | | R | R | |
| | R | R | | | R | R | |
| | R | R | | | R | R | |
| R | R | R | R | R | R | R | R |
| M | M | M | M | M | M | M | M |

I (Introduced), R (Reinforced), or M (Mastered).

**PLO (Program Learning Outcomes)

Annual Assessment Plan Findings

PLO1: Understand the concept of globalization, its evolution and current importance, as well as evaluate and manage the impact of global dynamics in a variety of organizations and environments.

| <i>Measure</i> | <i>Acceptable Target</i> | <i>Total Number of student records observed</i> | <i>Total number of students records meeting acceptable target</i> | <i>Assessment results: Percentage of student records meeting acceptable target</i> |
|---|---|---|---|--|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 45 | 94% |

PLO2: Compare and contrast regional, national and international business environments, including legal, social and political considerations, acquiring general education knowledge and skills such as mathematics, humanities, natural sciences and communication.

| <i>Measure</i> | <i>Acceptable Target</i> | <i>Total Number of student records observed</i> | <i>Total number of students records meeting acceptable target</i> | <i>Assessment results: Percentage of student records meeting acceptable target</i> |
|---|---|---|---|--|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 42 | 88% |

PLO3: Examine the role of comparative advantage in business environments and the importance of organizational change.

| Measure | Acceptable Target | Total Number of student records observed | Total number of students records meeting acceptable target | Assessment results: Percentage of student records meeting acceptable target |
|--|---|--|--|---|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 43 | 90% |

PLO4: Understand and evaluate proliferation of new information and telecommunication technologies and their importance for business and management in the New Economy.

| Measure | Acceptable Target | Total Number of student records observed | Total number of students records meeting acceptable target | Assessment results: Percentage of student records meeting acceptable target |
|--|---|--|--|---|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 46 | 96% |

PLO5: Understand and apply the concept of international managerial leadership competence (IML), including the human, technology and knowledge (ETK) dimensions of organizations, to improve organizational performance and effectiveness.

| Measure | Acceptable Target | Total Number of student records observed | Total number of students records meeting acceptable target | Assessment results: Percentage of student records meeting acceptable target |
|---|---|--|--|---|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 40 | 83% |

PLO6: Apply the systems approach and methodology to solve the increasingly complex problems of organizations with a global perspective, including determination of the appropriate business and managerial strategies and techniques such as distance activity and benchmarking, as well as telecommunications and information technologies to improve decision making within organizations.

| Measure | Acceptable Target | Total Number of student records observed | Total number of students records meeting acceptable target | Assessment results: Percentage of student records meeting acceptable target |
|---|---|--|--|---|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 47 | 98% |

PLO7: Understand the key dimensions of global competitiveness, including client service, environmental responsibility, health management, managerial excellence and total quality, technology transfer and knowledge management among others.

| Measure | Acceptable Target | Total Number of student records observed | Total number of students records meeting acceptable target | Assessment results: Percentage of student records meeting acceptable target |
|--|---|--|--|---|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 38 | 79% |

PLO8: Create and implement a strategic business plan with a global perspective.

| Measure | Acceptable Target | Total Number of student records observed | Total number of students records meeting acceptable target | Assessment results: Percentage of student records meeting acceptable target |
|--|---|--|--|---|
| Indirect Measure: Final Program Survey | 70% or more of students completing the program will express satisfaction on the Final Program Survey by indicating either "Agree" or "Strongly Agree" | 48 | 43 | 90% |