

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
	Explain the concept of globalization, its evolution and current importance.	Apply general education knowledge and skills such as mathematics, humanities, natural sciences, and communication.	Describe the role of comparative advantage in global business environments.	Explain the proliferation of new information and telecommunication technologies in the New Economy	Apply the concept of international managerial leadership competence (IML) to improve organizational performance and effectiveness.	Apply the systems approach and methodology to solve the increasingly complex problems of organizations with a global perspective.	Explain the key dimensions of global competitiveness.	Describe 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						

<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	
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	R				R	R	R
			R		R	R	
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R		R	R	R	R		
	R		R				R
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	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: Explain the concept of globalization, its evolution and current importance.

<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>
Direct Measure: GSYS 302 Final Paper	70% of GSYS 302 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on relevant content criteria mapped to this PLO.	28	27	96%
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: Apply 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>
Direct Measure: GBUS 302 Final Paper	70% of GBUS 302 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on	40	40	100%

	relevant content criteria mapped to this PLO.			
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: Describe the role of comparative advantage in global business environments.

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
Direct Measure: GBUS 302 Final Paper	70% of GBUS 302 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on relevant content criteria mapped to this PLO.	40	40	100%
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: Explain the proliferation of new information and telecommunication technologies in the New Economy.

<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>
Direct Measure: ENTR 402 Final Paper	70% of ENTR 402 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on relevant content criteria mapped to this PLO.	49	49	100%
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: Apply the concept of international managerial leadership competence (IML) to improve organizational performance and effectiveness.

<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>
Direct Measure: MGMT 302 Final Paper	70% of MGMT 302 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on relevant content criteria mapped to this PLO.	38	37	97%
Indirect Measure: Final Program Survey	70% or more of students completing the program will express satisfaction	48	40	83%

	on the Final Program Survey by indicating either “Agree” or “Strongly Agree”			
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PLO6: Apply the systems approach and methodology to solve the increasingly complex problems of organizations 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
Direct Measure: GSYS 302 Final Paper	70% of GSYS 302 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on relevant content criteria mapped to this PLO.	28	27	96%
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: Explain the key dimensions of global competitiveness.

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
Direct Measure: GBUS 403 Final Paper	70% of GBUS 403 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on relevant content criteria mapped to this PLO.	46	45	98%
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%

PLO8: Describe 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
Direct Measure: MGMT 302 Final Paper	70% of MGMT 302 students must receive a proficient (C grade) or distinguished evaluation (A or B grade) on relevant content criteria mapped to this PLO.	38	37	97%
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%