

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 - Apply general education knowledge and skills to inform decisions and identify solutions in a global organization.	PLO3 - Describe the role of comparative advantage in global business environments.	PLO4 - Explain 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 - Explain the key dimensions of global competitiveness.	PLO8 - Describe a strategic business plan with a global perspective.
MATH 201: Algebra 1									
1. Explain 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. Explain 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. Explain 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. Explain 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. Show 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. Show skill proficiency in polynomial, rational and radical relationships.	X = See key below IRM		RQ R						
8. Define conic sections and translations.	X = See key below IRM		RQ R						
MATH 203: Quantitative Research Methods									
1. Explain 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. Explain the concept and basic techniques of data collection.	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. Explain 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. Explain the creative process and interpretive performance.	X = See key below IRM		RQ and FE I						
5. Show how to anticipate artistic trends.	X = See key below IRM		RQ I						
PHIL 201: Introduction to Philosophy and Ethics									
1. Explain 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. Explain basic ethical principles in the context of philosophy and a global environment.	X = See key below IRM		RQ I						

HIST 201: World History									
1. Explain 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. Define the important influence of diverse societies on shaping our current cultural experiences and worldviews.	X = See key below IRM		RA and RQ I						
3. Summarize the major human civilizations and their influence on modern society.	X = See key below IRM		RQ I						
4. Explain the major characteristics of western civilization.	X = See key below IRM		RQ and FE I						
POLI 201: Political Science									
1. Describe the major political philosophers, ideologies, and significant events of Western civilization.	X = See key below IRM		RA I						
2. Show how the major political philosophers made an impact on governmental processes and institutions of the world.	X = See key below IRM		RQ I						
3. Explain important political philosophical texts.	X = See key below IRM		RQ I						
4. Show an ability to argue, both in conversation and in writing, about political/philosophical questions.	X = See key below IRM		RQ I						
5. Apply benchmarking principles to studying political science and political organizations.	X = See key below IRM		RQ and FE I						
HLTH 201: Introduction to Public Health									
1. Explain the ecological approach to public health.	X = See key below IRM		RA and RQ I						
2. Summarize the global scope of public health, including developing countries.	X = See key below IRM		RQ and FE I						
3. Define the integrative approaches to global public health that are locally applicable.	X = See key below IRM		RA and FE I						
4. Explain the community-centric approach to public health.	X = See key below IRM		RA and FE I						
5. Define the importance of health and effective communication in the context of global environmental systems.	X = See key below IRM		RQ and FE I						
ESCI 201: Environmental Systems									
1. Explain the increasing impact of human population growth on all natural systems.	X = See key below IRM		RA I						
2. Define how natural systems work, including both biological and physical systems supporting life on planet earth.	X = See key below IRM		RA and RQ I						
3. Explain the issues surrounding the use and management of natural resources by society.	X = See key below IRM		RA I						
4. Define the principles of pollution control, toxicology, and risk dealing with environmental degradation.	X = See key below IRM		RQ I						
5. Summarize the economic, social, historical, and legal aspects of environmental issues.	X = See key below IRM		RQ and FE I						
ENGL 201: English I: Introduction to Composition									
1. Cite writing assignments using peer reviewed sources.	X = See key below IRM		RA and FE I						
2. Show appropriate use of standard English grammar and punctuation.	X = See key below IRM		RQ and FE I						
3. Demonstrate an ability to persuade, inform, and entertain in writing.	X = See key below IRM		RQ and FE I						
4. Construct a research-based essay with convincing arguments and appealing information.	X = See key below IRM		RA and FE I						
5. Demonstrate constructive criticism in writing.	IRM		I						
SPCH 201: Speech: Oral Communication									
1. Define the communication process and characteristics of this competence.	X = See key below IRM		RA and RQ I						
2. Define the role of perception in communication. Evaluate listening habits and practice effective listening skills.	X = See key below IRM		RQ I						
3. Apply nonverbal messages with accuracy and effectiveness.	X = See key below IRM		RA and RQ I						
4. Explain the role of communication in interpersonal relationships.	X = See key below IRM		RA and RQ I						
5. Articulate effective conflict management.	X = See key below IRM		FE and RQ I						
6. Apply effective group problem solving and practice role flexibility.	X = See key below IRM		RA and RQ I						
7. Describe an effective delivery style for public speaking situations.	X = See key below IRM		RQ I						
8. Define the need to self-monitor personal communication competence.	X = See key below IRM		RA and RQ I						
9. Develop skill in selecting and using a variety of communication strategies and responses based on situational context, goals, and human needs.	X = See key below IRM		RA and RQ I						
10. Demonstrate knowledge of social media options for interpersonal communication.	X = See key below IRM		FE and RQ I						

ENGL 202: English II: Reading and Writing Analytically									
1. Define the structure of information within the field of English Studies.	X = See key below IRM		RQ and RA R						
2. Apply key literary tools to locate relevant information for scientific writing.	X = See key below IRM		RQ and RA R						
3. Apply effective search strategies to access relevant information.	X = See key below IRM		RQ R						
4. Demonstrate critical thinking while evaluating information.	X = See key below IRM		RA R						
5. Contrast expository, analytical, and argumentative essays.	X = See key below IRM		RQ and RA R						
GBUS 301: Introduction to Global Business									
1. Explain the impact of the cultural component for businesses in the development of a global presence and competitiveness.	X = See key below IRM							RA and FE I	
2. Define 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. Identify organizational structures and core elements of organizations.	X = See key below IRM						RA and FE I		
5. List the strategies used to manage the international operations of an organization.	X = See key below IRM				RQ and FE I				
6. Summarize 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. Explain the importance of culture in the development of a global presence.	X = See key below IRM							RQ and FE I	
8. Summarize the basic strategies used to penetrate global markets.	X = See key below IRM	RQ and FE I							
9. List the basic principles modern international trade.	X = See key below IRM		RA and FE I						
10. Identify appropriate business models for working round the clock.	X = See key below IRM							RQ and FE I	
11. Explain the strategies used to optimize work schedules and time allocation when working globally.	X = See key below IRM						FE I		
12. Show 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. Define the fundamentals of globalization and their implications for global companies and industries.	X = See key below IRM	RQ and FE R							
2. Explain the strategies companies use to penetrate foreign markets.	X = See key below IRM			FE and RQ R					
3. Summarize the globalization of value chains as basic infrastructure for global business.	X = See key below IRM	RA and FE R							
4. List the basic principles used to manage global supply chains.	X = See key below IRM		RQ and FE R			RQ and FE R			
5. Explain 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. Explain how to leverage changing labor markets.	X = See key below IRM							FE and RQ R	
8. Summarize a strategy that can be used to inspire meaningful organizational change.	X = See key below IRM						RA and FE R		
9. Describe 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. Explain the legal and ethical fundamentals of business.	X = See key below IRM		RA and FE R						
2. Define the judicial system structure and functions.	X = See key below IRM			RQ and FE R					
3. Summarize the major constitutional clauses that regulate U.S. and foreign commerce for business.	X = See key below IRM		RA and FE R						
4. Explain 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. Identify conflict resolution techniques to increase opportunities and productive resolution.	X = See key below IRM					RA and FE R			
7. List the main elements of business conflict negotiation and resolution.	X = See key below IRM						RQ and FE R		
8. Show how to establish business continuity by minimizing legal risk through succession planning.	X = See key below IRM					RA and FE R			
9. Summarize 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. Define the conceptual and structural fundamentals of a business plan.	X = See key below IRM								RA and FE I
2. Explain the initial analytical components needed to design a business plan.	X = See key below IRM	RQ and FE R							RQ and FE I
3. Identify 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. Summarize organizational considerations for a socially responsible business.	X = See key below IRM					RQ and FE R			
5. Outline the final implementation tasks of a successful business plan.	X = See key below IRM			FE R					FE I
6. Explain web-based organizational structures.	X = See key below IRM		RA and FE R						
7. Define an e-commerce strategy when developing a business plan.	X = See key below IRM						RQ and FE R		RQ and FE I
8. Demonstrate creativity and a coherent vision when developing a business plan.	X = See key below IRM		RA and FE R						RA and FE I
9. Show 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. Explain conflict types, causes, and dispute resolution fundamentals.	X = See key below IRM					RA and FE R			
2. Define the basic principles of the mediation process and its legal role in ADR.	X = See key below IRM						RQ and FE R		
3. Outline 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. Define 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. Explain how to manage technology blending, trade and diplomacy disputes.	X = See key below IRM	RA and FE R							
7. Identify how competitive advantages are established in a global market.	X = See key below IRM			RQ and FE R					
8. Show 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. Explain how to improve communication and its role in ADR.	X = See key below IRM			FE R					
GBUS 402: Small Business Creation									
1. Define 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. Explain how to optimize resources of a small business.	X = See key below IRM		RA and FE R						
4. Summarize the value and potential of a multi-generational workforce.	X = See key below IRM					RQ and FE R		RQ and FE R	
5. Explain 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. Explain 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. List 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. Show 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. Describe 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. Explain the basic principles of accounting.	X = See key below IRM			RQ and FE I					
2. Define the roles of accounting in society.	X = See key below IRM			RA and FE I					
3. Explain 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. Summarize 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. Explain the role of the financial officer in managing the financial resources of the firm.	X = See key below IRM			RQ and FE R					
2. Express 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. List 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. Summarize the importance of critical analysis in financial operations.	X = See key below IRM			RQ and FE R					
7. Explain financial risk management for business continuity.	X = See key below IRM			FE R					
MGMT 301: Principles of Global Management									
1. Identify the tools available to managers of a digital organization.	X = See key below IRM				RA and FE I				
2. Summarize the basic principles of e-commerce.	X = See key below IRM			RQ and FE R					
3. Explain the behavioral and human resource practices of productive global organizations.	X = See key below IRM			RA and FE R					
4. List the basic strategies to champion change in an organization.	X = See key below IRM					RQ and FE R			
5. Define the characteristics of long-term organizations.	X = See key below IRM						FE R		
MGMT 302: International Managerial Leadership									
1. Explain the leadership characteristics for top performance.	X = See key below IRM				RA and FE R				
2. Show 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. Summarize 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. Identify 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. Explain how wisdom and data can be leveraged to improve human resources.	X = See key below IRM			RA and FE R					
2. Summarize the emotional, behavioral, and generational dynamics in the workplace.	X = See key below IRM			RQ and FE R		RQ and FE R			
3. Show how to manage virtual teams for distance collaboration.	X = See key below IRM			RA and FE R		RA and FE R			
4. Identify 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. Explain 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. Explain how to manage information strategically.	X = See key below IRM				RA and FE R		RA and FE R	RA and FE R	
2. Summarize how to establish a learning organization.	X = See key below IRM				RQ and FE R	RQ and FE R		RQ and FE R	
3. Show 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. Identify how to manage unexpected change in an organization.	X = See key below IRM				RQ and FE R	RQ and FE R		RQ and FE R	
5. Explain 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. Summarize how to manage safety and health in a global organization.	X = See key below IRM						RA and FE R		RA and FE R
2. Outline the regulatory laws designed to protect knowledge-based assets.	X = See key below IRM							RQ and FE R	RQ and FE R
3. Explain the basic rules for acquiring and protecting new technology.	X = See key below IRM							RA and FE R	RA and FE R
4. Show 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
5. List the 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. Explain the basic quality standards of organizations.	X = See key below IRM						RA and FE R		RA and FE R
2. Show how a supply chain can influence customer satisfaction.	X = See key below IRM				RQ and RA R				RQ and RA R
3. Identify 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. Summarize 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. Summarize 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. List the international environmental standards established by the ISO.	X = See key below IRM								RQ R
3. Explain how to manage the environmental quality of a global organization.	X = See key below IRM						RA R	RA R	RA R
4. Show how to minimize waste by using optimal resource management techniques.	X = See key below IRM						RQ R	RQ R	
5. Define 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. Explain causal loop, as well as stock and flow diagrams.	X = See key below IRM	RA and FE R	RA and FE R						
2. Define 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. Relate 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. Summarize the importance of simulations and decision-making.	X = See key below IRM					RA and FE R		RA and FE R	
5. Explain the importance of distance activity coordinators.	X = See key below IRM						FE R		FE R
GSYS 302: Visioning and Creativity									
1. Define creative leadership techniques.	X = See key below IRM						RA and FE R		RA and FE R
2. Explain leadership knowledge, vision and organizational change.	X = See key below IRM					RQ and FE R	RQ and FE R		
3. Summarize leadership vision in the global workplace and multicultural contexts.	X = See key below IRM	RA and FE R	RA and FE R				RA and FE R		
4. Define the characteristics of successful leaders from private and public sectors.	X = See key below IRM	RQ and FE R					RQ and FE R		
5. Contrast leadership styles and behaviors.	X = See key below IRM	FE and RA R					FE and RA R		FE and RA R
6. Explain how to monitor a organizational vision over time.	X = See key below IRM	FE and RA R					FE and RA R		FE and RA R
GSYS 303: Generational Dynamics									
1. Explain the global effects of population growth.	X = See key below IRM	RA and FE R							RA and FE R
2. Identify the cause and effects of generational dynamics in the workplace.	X = See key below IRM	RQ and FE R							
3. Define the areas where globalization and demographics affect organizations.	X = See key below IRM	RQ and FE R							RQ and FE R
4. Compare the characteristics of your generation to other generations.	X = See key below IRM								RA and FE R
5. Summarize the organizational preferences of Millennials.	X = See key below IRM	RQ and FE R	RQ and FE R						RQ and FE R

GSYS 401: Systems Thinking and Approach									
1. Explain how to integrate modes of system thinking into strategic planning and practice.	X = See key below IRM								RA and FE R
2. Define the concept of system re-design.	X = See key below IRM							RQ and FE R	
3. Describe the concept of interconnectedness.	X = See key below IRM		RQ and FE R					RQ and FE R	
4. Demonstrate how to ask "what-if" questions about possible future behaviors.	X = See key below IRM						FE and RA R	FE and RA R	
5. Summarize the models of decision-making that helps organizations effectively deal with change.	X = See key below IRM						RA and FE R		RA and FE R
6. Apply the systems approach.	X = See key below IRM						FE R	FE R	FE R
GSYS 402: Information Systems and Technology									
1. Define the components of a computer-based information system.	X = See key below IRM				RA and FE R				
2. Explain different types of information systems.	X = See key below IRM				RQ and FE R			RQ and FE R	
3. Summarize the IS development process.	X = See key below IRM				RA and FE R			RA and FE R	
4. Explain global management challenges associated with the use of computer-based information systems.	X = See key below IRM						RA and FE R		
5. Apply the principles of distance activity.	X = See key below IRM				FE R		FE R		
GSYS 403: Global Competitiveness									
1. Explain how management practices and processes can impact global competitiveness.	X = See key below IRM	RA and FE R							
2. Explain how must innovate to remain competitive.	X = See key below IRM						RA and FE R	RA and FE R	
3. Summarize how a competitive advantage is influenced by knowledge.	X = See key below IRM						RQ and FE R		
4. Explain how organizational culture influences competitiveness.	X = See key below IRM	RA and FE R						RA and FE R	
5. Summarize how to develop global skills.	X = See key below IRM	RA and FE R						RA and FE R	
ENTR 301: Introduction to Global Entrepreneurship									
1. Explain the role of entrepreneurship in modern business.	X = See key below IRM	RA and FE R		RA and FE R				RA and FE R	
2. List the personal characteristics of successful entrepreneurs.	X = See key below IRM	RQ and FE R			RQ and FE R				
3. Summarize the elements of a business plan and its role within a start-up business.	X = See key below IRM	RA and FE R		RA and FE R					
4. Define intellectual property in the context of global entrepreneurship.	X = See key below IRM			RQ and FE R					
5. Explain resource management in an entrepreneurial business.	X = See key below IRM						FE R		
6. Summarize the role of technology in distance collaboration and global entrepreneurship.	X = See key below IRM	RA and FE R			RA and FE R		RA and FE R		
7. Define the technologies typically used for distance collaboration in global organizations.	X = See key below IRM				FE and RQ R		FE and RQ R		
ENTR 401: Global Venture Development									
1. List the strategic steps a company should take before expanding globally.	X = See key below IRM								RA and FE R
2. Explain when an organization should go global and what factors have to be in place.	X = See key below IRM				RQ and FE R				RQ and FE R
3. Classify harmonized codes designated by the US government to categorize products.	X = See key below IRM		RA and FE R		RA and FE R				RA and FE R
4. Demonstrate how utilize data to categorize potential new global markets.	X = See key below IRM		RQ and FE R						RQ and FE R
5. Explain the two fundamental decisions a company must make before any international planning is done.	X = See key below IRM				RA and FE R				RA and FE R
6. Summarize how work team interact in a global venture.	X = See key below IRM		RA and FE R						RA and FE R
ENTR 402: E-commerce and Social Media									
1. Explain how to track reports, commentaries and queries related to the exploration of social media and e-business.	X = See key below IRM			RA and FE R	RA and FE R				
2. Construct a social media account for your business or project of interest.	X = See key below IRM				RA and FE R				
3. Build an e-commerce account for your business or project of interest.	X = See key below IRM				RE and FE R				
4. Explain the tools available to manage multiple social media and e-commerce platforms.	X = See key below IRM				RQ and FE R			RQ and FE R	
5. Summarize how social media can influence e-commerce.	X = See key below IRM				RQ and FE R			RQ and FE R	

MARK 301: Introduction to Global Marketing									
1. Define the key elements of a global marketing strategy.	X = See key below IRM			RA and FE R				RA and FE R	
2. Explain frameworks, concepts, models, and techniques for global marketing.	X = See key below IRM		RQ and FE R				RQ and FE R		
3. Summarize the marketing strategies commonly used in global organizations.	X = See key below IRM			RA and FE R				RA and FE R	
4. Explain the practical use of distance collaboration for global marketing.	X = See key below IRM		RQ and FE R				RQ and FE R		
5. Develop a global marketing plan that incorporates the use of web-based technology.	X = See key below IRM		RA and FE R	RA and FE R			RA and FE R		
MARK 302: Global Marketing Research									
1. Explain the effect of regional culture on market research.	X = See key below IRM		RA and FE R					RA and FE R	
2. Summarize how to design a market research proposal.	X = See key below IRM			RQ and RA R				RQ and RA R	
3. Explain how to position a brand.	X = See key below IRM			RQ and RA R				RQ and RA R	
4. Contrast quantitative and qualitative research.	X = See key below IRM			RA R					
5. Summarize how a focus group is designed.	X = See key below IRM							RQ R	
MARK 401: Global Advertising									
1. Compare the most common advertising strategies used by global organizations.	X = See key below IRM			RA and FE R				RA and FE R	
2. Define the basic principles and concepts in cross-cultural advertising.	X = See key below IRM			RQ and FE R				RQ and FE R	
3. Identify the type of data used in global advertising.	X = See key below IRM			RA and FE R			RA and FE R		
4. Summarize the characteristics of successful global advertising campaigns.	X = See key below IRM			RQ and FE R			RQ and FE R		
5. Explain how culture influences global advertising.	X = See key below IRM		RA and FE R	RA and FE R			RA and FE R		
PRAC 401: Practicum and Directed Research 1									
1. Define the major educational objectives for all BSGM courses.	X = See key below IRM	RA, RQ and FE R	RA, RQ and FE R	RA, RQ and FE R	RA, RQ and FE R	RA, RQ and FE R	RA, RQ and FE R	RA, RQ and FE R	RA, RQ and FE R
2. State the elements of a research/business plan proposal.	X = See key below IRM	RQ and FE R		RQ and FE R				RQ and FE R	RQ and FE R
3. Describe how to present a results-based research/business plan proposal.	X = See key below IRM		RA and FE R			RA and FE R			RA and FE R
4. Develop a business plan proposal with research data supporting your arguments and projections.	X = See key below IRM						RA, RQ and FE R	RA, RQ and FE R	RA, RQ and FE R
PRAC 402: Practicum and Directed Research 2									
1. Explain the major educational objectives for all BSGM courses.	X = See key below IRM	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M
2. Discuss the elements of a research/business plan.	X = See key below IRM	RQ and FE M		RQ and FE M			RQ and FE M	RQ and FE M	RQ and FE M
3. Execute a results-based research/business plan.	X = See key below IRM					RQ and FE M	RQ and FE M	RQ and FE M	RQ and FE M
4. Implement the approved Business Plan / Directed Research from course PRAC 401	X = See key below IRM	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE M	RA, RQ and FE 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