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 desitions and identify solutions in a global organization.	PLO3 - Describe the role of comparative advantage in global business environments.		PLOS - 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									
Explain the real number system.	X = See key below IRM		RA						
Solve linear equations and linear inequalities.	X = See key below		RA and RQ						
	IRM X = See key below		I RA						
Explain the concept of functions and their graphs.	IRM X = See key below		I RA and CS						
4. Solve linear equations.	IRM X = See key below		I RQand FE						
5. Demonstrate proficiency in exponents and polynomials.	IRM		1						
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		RA and RQ						
MATH 202: Algebra 2									
Explain how to analyze, graph and evaluate linear functions as applied to	X = See key below		RA and RQ						
business scenarios. 2. Demonstrate skill proficiency in performing algebraic operations on functions	IRM X = See key below		R RQ						
and determine inverses.	IRM		R						
Interpret the relationship between the properties and graphs of polynomial functions	X = See key below		RQ R						
Solve equations involving logarithmic and exponential functions, including	X = See key below		RQ and FE						
application problems.	IRM X = See key below		R RQ						
5. Show how to work with matrices using a graphing calculator.	IRM		R						
 Construct systems of equations from application problems and solve them using various techniques. 	X = See key below		RA and RQ R						
7. Show skill proficiency in polynomial, rational and radical relationships.	X = See key below		RQ						
	IRM X = See key below		R RQ						
8. Define conic sections and translations.	IRM		R R						
MATH 203: Quantitative Research Methods									
Explain the concept and method of research planning.	X = See key below IRM		RA R						
2. Demonstrate skill proficiency in experimental design, instrument development	X = See key below		RQ						
or selection, and sampling techniques.	IRM X = See key below		R RQ						
3. Explain the concept and basic techniques of data collection.	IRM		R						
4. Apply the techniques of data collection.	X = See key below IRM		RQ and CS R						
5. Contrast quantitaive and qualitative research methods.	X = See key below IRM		RA and FE R						
ARTS 201: Introduction to Art									
Demonstrate art history knowledge through a slide identification exam and an	X = See key below		RQ						
image analysis essay. 2. Explain the quality and conceptual success of a work of art in both Eastern and	IRM X = See key below		I RA						
Western traditions.	IRM		1						
3. Interpret various works in the arts and humanities.	X = See key below IRM		RQ I		-	-	-		
Explain the creative process and interpretive performance.	X = See key below		RQ and FE						
5. Show how to anticpate artistic trends.	X = See key below		RQ						
	IRM		1						
PHIL 201: Introduction to Philosophy and Ethics	X = See key below	1	RQ.	1		<u> </u>		T	
Explain the importance of personal and organizational ethics and values.	IRM		1			<u> </u>		<u> </u>	
Identify personal ethical perspectives and styles that form a basis for ethical decision-making.	X = See key below IRM		RQ.						
Contrast business ethics to social responsibility.	X = See key below		RQ.					<u> </u>	
	IRM X = See key below		I RQ						
Identify business ethics principles that are accepted worldwide. Explain basic ethical principles in the context of philosophy and a global	IRM X = See key below		I RQ				1		
environment.	IRM		I		†	†	†	1	1

HIST 201: World History								
Explain the political, social, economic and cultural history of the world's major	X = See key below	RA						
civilizations from the period covering human origins to the emergence of	IRM	1						
modernity at the beginning of the sixteenth century.								
Define the important influence of diverse societies on shaping our current cultural experiences and worldviews.	X = See key below IRM	RA and RQ						
3. Summarize the major human civilizations and their influence on modern	X = See key below	RQ						
society.	IRM	1						
4. Explain the major characteristics of western civilization.	X = See key below IRM	RQ and FE						
POLI 201: Political Science								
Describe the major political philosophers, ideologies, and significant events of	X = See key below	RA		I				I
Western civilization.	IRM	I						
Show how the major political philosophers made an impact on governmental processes and institutions of the world.	X = See key below IRM	RQ						
,	X = See key below	RQ						
Explain important political philosophical texts.	IRM	I						
Show an ability to argue, both in conversation and in writing, about political/philosophical questions.	X = See key below IRM	RQ						
Apply benchmarking principles to studying political science and political	X = See key below	RQ and FE						
organizations.	IRM	ı						
HLTH 201: Introduction to Public Health								
Explain the ecological approach to public health.	X = See key below	RA and RQ						
2. Summarize the global scope of public health, including developing countries.	X = See key below	RQ and FE						
3. Define the integrative approaches to global public health that are locally	X = See key below	RA and FE						
applicable.	IRM	DA === 4.55				-		
4. Explain the community-centric approach to public health.	X = See key below IRM	RA and FE						
Define the imporatance of health and effective communication in the context of global environmental systems.	X = See key below IRM	RQ and FE						
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ESCI 201: Environmental Systems	V. C	T		ı	T			ı
Explain the increasing impact of human population growth on all natural systems.	X = See key below IRM	RA I						
Define how natural systems work, including both biological and physical	X = See key below	RA and RQ						
systems supporting life on planet earth.	IRM	I RA						
Explain the issues surrounding the use and management of natural resources by society.	X = See key below IRM	KA I						
4. Define the principles of pollution control, toxicology, and risk dealing with	X = See key below	RQ						
environmental degradation. 5. Summarize the economic, social, historical, and legal aspects of environmental	IRM X = See key below	I RQ and FE						
issues.	IRM	I						
ENGL 201: English I: Introduction to Composition								
	X = See key below	RA and FE		I				I
Cite writing assignments using peer reiviewed sources.	IRM	1						
2. Show appropriate use of standard English grammar and punctuation.	X = See key below IRM	RQ and FE						
Demonstrate an ability to persuade, inform, and entertain in writing.	X = See key below	RQ and FE	<u> </u>					
	IRM	24 155						
Construct a research-based essay with convincing arguments and appealing information.	X = See key below IRM	RA and FE						
5. Demonstrate constructive criticism in writing.	IRM	i						
SPCH 201: Speech: Oral Communication								
Define the communication process and characteristics of this competence.	X = See key below	RA and RQ						
	IRM	I BO						
Define the role of perception in communication. Evaluate listening habits and practice effective listening skills.	X = See key below IRM	RQ I						
Apply nonverbal messages with accuracy and effectiveness.	X = See key below	RA and RQ						
	IRM X = See key below	I RA and RQ						
4. Explain the role of communication in interpersonal relationships.	IRM							
5. Articulate effective conflict management.	X = See key below	FE and RQ						
· · · · · · · · · · · · · · · · · · ·	IRM X = See key below	I RA and RQ						
Apply effective group problem solving and practice role flexibility.	IRM	I						
Describe an effective delivery style for public speaking situations.	X = See key below	RQ						
	IRM X = See key below	I RA and RQ						
8. Define the need to self-monitor personal communication competence.	IRM	I						
Develop skill in selecting and using a variety of communication strategies and concern based on situational context, solds and human people.	X = See key below	RA and RQ						
responses based on situational context, goals, and human needs. 10. Demonstrate knowledge of social media options for interpersonal	IRM X = See key below	I FE and RQ						
communication.	IRM	I I						
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ENGL 202: English II: Reading and Writing Analytically									
Define the structure of information within the field of English Studies.	X = See key below		RQ and RA						
Define the structure of information within the field of english studies.	IRM		R						
2. Apply key literary tools to locate relevant information for scientific writing.	X = See key below IRM		RQ and RA R						
Apply effective search strategies to access relevant information.	X = See key below		RQ						
	IRM X = See key below		R RA						
Demonstrate critical thinking while evaluating information.	IRM		R						
5. Constrast expository, analytical, and argumentative essays.	X = See key below IRM		RQ and RA R						
GBUS 301: Introduction to Global Business									
Explain the impact of the cultural component for businesses in the	X = See key below				1			RA and FE	
development of a global presence and competitiveness.	IRM							1	
Define the distinguished theories that support the analysis of modern international trade.	X = See key below IRM	RQ and FE							
Compare the advantages and disadvantages of regional economic integration.	X = See key below	RQ and FE							
3. Compare the advantages and disadvantages of regional economic integration.	IRM	I					RA and FE		
4. Identify organizational structures and core elements of organizations.	X = See key below IRM						KA and FE		
5. List the strategies used to manage the international operations of an	X = See key below					RQ and FE			
organization. 6.Summarize the fundamental economic, financial and political factors affecting	IRM X = See key below		RA and FE		+	I			
the global business and world-class organizations.	IRM		I						
7. Explain the importance of culture in the development of a global presence.	X = See key below IRM				-			RQ and FE	
Summarize the basic strategies used to penetrate global markets.	X = See key below	RQ and FE			<u> </u>				
o. Summarize the basic strategies used to penetrate ground markets.	IRM V - See key helow	Ī		RA and FE	<u> </u>				
9. List the basic principles modern international trade.	X = See key below IRM			KA and FE					
10. Identify appropriate business models for working round the clock.	X = See key below							RQ and FE	
11. Explain the strategies used to optimize work schedules and time allocation	IRM X = See key below						FE		
when working globally.	IRM						1		
 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									
Define the fundamentals of globalization and their implications for global	X = See key below	RQ and FE			1				
companies and industries.	IRM	R							
2. Explain the strategies companies use to penetrate foreign markets.	X = See key below			FE and RQ R					
3. Sumarize the globalization of value chains as basic infrastructure for global	X = See key below	RA and FE		n.					
business.	IRM	R	RQ and FE			RQ and FE			
4. List the basic principles used to manage global supply chains.	X = See key below IRM		RQ and FE			RQ and FE R			
Explain commercial diplomacy and negotiation tactics for global businesses.	X = See key below						FE		
Demonstrate the varying workplace trends for global and multinational	IRM X = See key below			RQ and FE			R		
businesses.	IRM			R					
7. Explain how to leverage changing labor markets.	X = See key below IRM		·	·	<u> </u>		· ·	FE and RQ R	
8. Summarize a strategy that can be used to inspire meaningful organizational	X = See key below						RA and FE		
change. 9. Describe world megatrends to establish leadership strategies for global	IRM X = See key below					RQ and FE	R		
business.	IRM				<u> </u>	R			
GBUS 303: Legal Issues for Global Businesses									
Explain the legal and ethical fundamentals of business.	X = See key below		RA and FE						
	IRM X = See key below		R	RQ and FE					
Define the judicial system structure and functions.	IRM			R					
Summarize the major constitutional clauses that regulate U.S. and foreign commerce for business.	X = See key below IRM		RA and FE R						
Explain tort fundamentals, including the lawful procedure in a personal or	X = See key below		ĸ	RQ and FE					
business legal case.	IRM			R					
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	X = See key below					RA and FE			
productive resolution.	IRM X = See key below				-	R	RQ and FE		
7. List the main elements of business conflict negotiation and resolution.	IRM						R		
Show how to establish business continuity by minimizing legal risk through succession planning.	X = See key below					RA and FE			
9. Summarize a basic risk or change management program for a global	X = See key below	RQ and FE			<u> </u>	iV			
organization.	IRM	R			ļ			FE	
 Interperet how to build global alliances based on internationally accepted legal principles. 	X = See key below IRM							R	
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GBUS 304: Business Plan Development 1									
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	X = See key below IRM			1		 	ļ	 	RA and FE
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. Explain the initial analytical components needed to design a business plan.	X = See key below IRM	RQ and FE							RQ and FE
3. Identify the planning components of a business plan and how to structure	X = See key below	К				RA and FE			
	IRM				-	RA and FE			
	X = See key below				-	RQ and FE			
4. Sumanze organizational considerations for a socially responsible business.	IRM				-				
Constitution that first live laws that have a first and a second of the color of th	X = See key below			FE		R			FE
	IRM			PE R					FE I
Explain web-based organizational structures.	X = See key below		RA and FE	N.				 	'
	IRM		RA and FE						
	X = See key below		ĸ				RQ and FE		RQ and FE
7. Define an e-commerce strategy when developing a business plan.	IRM						RQ and FE		RQand FE
Demonstrate creativity and a coherent vision when developing a business	X = See key below		RA and FE				К	4	RA and FE
olan			RA and FE						KA and FE
Charles and a section of the section	IRM		R				00455		
	X = See key below						RQ and FE		
	IRM			ļ	+	ļ	R		
 Construct a business idea with world-class standards to increase excellence and performance. 	X = See key below			<u> </u>	 	!	-	FE	4
and periormance.	IRM			L			L	R	
GBUS 401: Alternative Dispute Resolution									
Explain conflict types, causes, and dispute resolution fundamentals.	X = See key below				1	RA and FE			
Explain conflict types, causes, and dispute resolution fundamentals.									ļ
2 Define the basic education of the good?	IRM			ļ	+	R	00 - 155		
Define the basic principles of the mediation process and its legal role in ADR	X = See key below						RQ and FE		ļ
	IRM						R		
 Outline the arbitration process as a whole including its categories, roles, laws, and timeframes in ADR. 	X = See key below						RA and FE		
	IRM						R		
4. Define the principles of nonbinding evaluation and combined methods of	X = See key below							RQ and FE	
dispute resolution used outside of the court system.	IRM							R	
	X = See key below					FE			
the perfect ADR process that fits a client's needs.	IRM					R			
6. Explain how to manage technology blending, trade and diplomacy disputes.	X = See key below	RA and FE							
	IRM	R							
Identify how competitive advantages are established in a global market.	X = See key below			RQ and FE					
	IRM			R					
	X = See key below			RA and FE					
	IRM			R					
	X = See key below					RQ and FE			
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	X = See key below		FE						
	IRM		R						
GBUS 402: Small Business Creation			•	•	•	•			
	X = See key below	RA and FE							
	IRM	R							
	X = See key below					RQ and FE		RQ and FE	
	IRM					R		R	
	X = See key below		RA and FE						
	IRM		R						
Summarize the value and potential of a multi-generational workforce.	X = See key below					RQ and FE		RQ and FE	
	IRM					R		R	
5. Explain the leadership skills needed to run a small business in a turbulent or	X = See key below			RA and FE		RA and FE	RA and FE		
discontinuous environment.	IRM			R		R	R		
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CRUS 402: Rusiness Blan Development 2									
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	X = See key below	RQ and FE							R
Explain a competitive advantage within a business plan.	IRM	RQ and FE R		R					
Explain a competitive advantage within a business plan. Demonstrate how to use scenario planning and intuition to develop a			RQ and FE	R					RQ and FE
Explain a competitive advantage within a business plan. Demonstrate how to use scenario planning and intuition to develop a	IRM		RQ and FE R	R					RQ and FE R
Explain a competitive advantage within a business plan. Demonstrate how to use scenario planning and intuition to develop a usiness vision.	IRM X = See key below		RQand FE R	R RQ and FE		RQ and FE			
Explain a competitive advantage within a business plan. Demonstrate how to use scenario planning and intuition to develop a business vision. List the different strategies used to improve service quality and value for	IRM X = See key below IRM		RQ and FE R			RQ and FE R			
Explain a competitive advantage within a business plan. Demonstrate how to use scenario planning and intuition to develop a business vision. List the different strategies used to improve service quality and value for clients.	IRM X = See key below IRM X = See key below		RQ and FE R	RQ and FE			RA and FE	RA and FE	
Explain a competitive advantage within a business plan. Demonstrate how to use scenario planning and intuition to develop a business vision. S. List the different strategies used to improve service quality and value for clients. A Show how to incorporate virtual teams into a technology-based business.	IRM X = See key below IRM X = See key below IRM		RQ and FE R	RQ and FE			RA and FE R	RA and FE R	R
Explain a competitive advantage within a business plan. Demonstrate how to use scenario planning and intuition to develop a business vision. S. List the different strategies used to improve service quality and value for clients. Show how to incorporate virtual teams into a technology-based business strategy.	IRM X = See key below IRM X = See key below IRM X = See key below X = See key below		RQand FE R	RQ and FE					R RA and FE

	GBUS 404: Accounting									
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Company Comp		IRM				<u> </u>				
	Define the roles of accounting in society.			RA and FE						
Service to the property of the control of the contr	2. Euplain the key elements of a halance sheet income statement and a			CC and EE						
Company Comp				CSallure						
	Summarize the key elements of financial statements.	X = See key below		RQ and FE						
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March Marc	Apply effective techniques to communicate accounting information.									
Specimen and the Resource department outpy; this place is a specimen of the Resource outpy; the Specimen of Hermitian outpy; the Specimen of Hermitian outpy; the Specimen of Hermitian outpy; the Specimen		IRM		-						
The fact of the control of the contr	GBUS 405: Finance									
Total principle of the content money in and minimate an	Explain the role of the financial officer in managing the financial resources of	X = See key below		RQ and FE						
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Approximation on inclination for fireman analysis Constraint State										
Teach										
Committed on independent of the central stock of financial stocks of financial stock	5. Apply mathematical calculations for infancial analysis.									
Committee of the production of other behalfs stored in Florance of Storegoes and American	List basic principles of financial analysis	X = See key below		CS and FE						
Description Committee Co										
	Demonstrate an understanding of the ethical issues of financial decisions.									
A	Summarize the importance of critical analysis in financial operations.									
Section of the findings of clocked Management (Controlled Section Controlled Section Cont		IRM		R						
No. M. El Di Principhe el Circle Management 1. Semino de No. De Company de Comment 2. Semino de No. De Company de Comment 2	Explain financial risk management for business continuity.									
Service from the loads analysis to managers of a diginit expendant. All Services to be based prompted of commence. 1. Services for the commence. 2. Services the based prompted of commence. 2. Services for the commence. 2. Services for the commence. 3. Services for the comm		IKIVI		К						
Second communities Second	MGMT 301: Principles of Global Management									
Some the best prompter of the base prompter of the commence. So before the destroymorphism in the commence prediction of productive gridles of productive gridles of the best prompter of the commence of the	Identify the tools available to managers of a digital organization.					RA and FE				
A Let the place debugges to the processor of	2. Commenter the basis similar to a comment				00455	l l				
Explain the behavioral and human accounts protected or projection of programma accounts and production of projection of projec	2. Summarize the basic principles of e-commerce.				RQ and FE					
4. See that places designed to characteristics of long-time migraturations. 5. Selects that characteristics of long-time mi	Explain the behavioral and human resource practices of productive global				RA and FE					
Section the characteristics of large term opportunations. It is also will be added by the section of the performance. It Egolian the leadanthy characteristics for top performance. It Egolian the leadanthy characteristics for the leadanthy characte		IRM			R					
So Series the characteristics of targetim organizations. So Series the characteristics and characterist	List the basic strategies to champion change in an organization.							RQ and FE		
Mode of the protection Managerial Leadership 1. Explish the leadership characteristics for top prifemance, 2. Show how influent is used by mempere to adapt to unequeded challenges, and exposition in the protection of the prifemance of the prifem	5. Define the characteristics of long-term organizations	IIII						K	FF	
1. Explain the laudeship characteristics for top performance. 2. Show how hullution is used by managers to adapt to unexpected challenges. 3. Contract how lauders and managers establish strategics that an incipate little establish to the lauders and managers establish strategics that an incipate little establish to the lauders and practices designed to mispate discussed and managers establish strategics that an incipate little establish to the lauders and practices designed to mispate little establish to the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices and practices designed to mispate little establish strategic throates and practices to the performance and establish strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the per									R	
1. Explain the laudeship characteristics for top performance. 2. Show how hullution is used by managers to adapt to unexpected challenges. 3. Contract how lauders and managers establish strategics that an incipate little establish to the lauders and managers establish strategics that an incipate little establish to the lauders and practices designed to mispate discussed and managers establish strategics that an incipate little establish to the lauders and practices designed to mispate little establish to the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices designed to mispate little establish strategics that the laudership throates and practices and practices designed to mispate little establish strategic throates and practices to the performance and establish strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the performance and essales in a global strategic throates and practices to the per	MGMT 302: International Managerial Leadership									
Show how intuition is used by managers to adapt to unexpected challenges and opportunities. R		X = See key helow					RA and FF		l	l
IMM RAID OF TEACH PROVINCES OF T	1. Expans the leadership distributes for top performance.	IRM								
3. Contrast how leaders and managem establish strologies that anticipate 4. Summartee the leadership theories and paradicas designed to mitigate disciplation cause by livechroological change 5. See key below 6. Summartee the leadership theories and paradicas designed to mitigate disciplation cause by livechroological change 6. Hearthy the triviats and opportunities froing global businesses and organizations. MA 8. See key below 7. See key below 8. See key below 9. See key bel		X = See key below								
R		IRM	24 155							
issuptions cause by technological change. RM		IRM	KA and FE							
issuptions cause by technological change. RM	Summarize the leadership theories and practices designed to mitigate	X = See key below					R	R		
MGMT 303 international Human Resource Management Explain how wistom and data can be leveraged to improve human resources. RN	disruptions cause by technological change.		K				R		RQ and FE	
MCMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resource. 1. Explain how wisdom and data can be leveraged to improve human resource. 1. Explain how wisdom and data can be leveraged to improve human resource. 1. Explain how wisdom and data can be leveraged to improve human resource. 1. Explain how wisdom and data can be leveraged to improve human resource. 1. Explain how wisdom and data can be leveraged to improve human resource. 1. Explain how to manage virtual teams for distance collaboration; 1. Explain how to manage virtual teams for distance collaboration; 2. Summarize the emotional, and generational dynamics in the wind resource of the performance and results in a global resource. 3. Show how to manage virtual teams for distance collaboration; 4. Identify the forces used to drive performance and results in a global resource. 4. Identify the forces used to drive performance and results in a global resource. 5. Explain how to improve communication in the workplace to mitigate stress. 6. Explain how to improve communication in the workplace to mitigate stress. 7. Explain how to manage information strategically: 8. Explain how to manage information strategically: 8. Explain how to manage information strategically: 8. Explain how to establish a learning organization. 8. Explain how to establish a learning organization. 8. Explain the wind resource and results in a global resource. 8. And of E. Rad and FE. Rad Rad FE. R		IRM	K					RQ and FE R	R	
1. Explain how wisdom and data can be leveraged to improve human (RM) R R R R R R R R R R R R R R R R R R	5. Identify the threats and opportunities facing global businesses and	IRM X = See key below	FE and RQ				FE and RQ	RQ and FE R FE and RQ	R FE and RQ	
IRM RQANTE Summarize the emotional, behavioral, and generational dynamics in the workplace. RAMNE RAND RR	5. Identify the threats and opportunities facing global businesses and organizations.	IRM X = See key below	FE and RQ				FE and RQ	RQ and FE R FE and RQ	R FE and RQ	
2. Summarize the emotional, behavioral, and generational dynamics in the workplace workplace of distance collaboration. X = See key below RA and FE RA R	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management	IRM X = See key below IRM	FE and RQ				FE and RQ	RQ and FE R FE and RQ	R FE and RQ	
Morkfolace. IRM R R RAand FE RAAAD FE RA	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human	IRM X = See key below IRM X = See key below	FE and RQ	RA and FE			FE and RQ	RQ and FE R FE and RQ	R FE and RQ	
RM R R RQand FE RQand FE RAand FE RA RA R R R R R R R R R R R R R R R R	Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management I. Explain how wisdom and data can be leveraged to improve human resources.	IRM X = See key below IRM X = See key below IRM	FE and RQ R	R			FE and RQ R	RQ and FE R FE and RQ	R FE and RQ	
4. Identify the forces used to drive performance and results in a global Name of the performance of the performance and results in a global Name of the performance	Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the	IRM X = See key below IRM X = See key below IRM X = See key below X = See key below	FE and RQ.	R			FE and RQ R	RQ and FE R FE and RQ	R FE and RQ	
IRM FEAR R R 5. Explain how to improve communication in the workplace to mitigate stress. R R 6. Explain how to improve communication in the workplace to mitigate stress. R R 8. FEAR R 8.	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace.	IRM X = See key below IRM X = See key below IRM X = See key below IRM IRM IRM X = See key below	FE and RQ R	R RQ and FE R			FE and RQ R	RQ and FE R FE and RQ R R R RA and FE	R FE and RQ	
5. Explain how to improve communication in the workplace to mitigate stress. X = See key below RM R R R RA RA RE RA RA RA RA RE RA R	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration.	IRM X = See key below IRM X = See key below IRM IRM IRM IRM IRM X = See key below IRM IRM X = See key below IRM	FE and RQ R	R RQ and FE R			FE and RQ R	RQand FE R FE and RQ R R RA and FE R	R FEand RQ R	
RMM R R RAINT 401: Strategic Management 1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization. 3. Show how to establish goals that aligned with the mission of an Strategically. 4. Identify how to manage unexpected change in an organization. 4. Seekey below 5. Explain the strategic advantages of a diverse workforce RMM RAAND FE RAIND R	Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management	IRM X = See key below IRM X = See key below IRM IRM IRM IRM IRM X = See key below IRM IRM X = See key below IRM	FE and RQ	R RQ and FE R			FE and RQ R	RQand FE R FE and RQ R R RA and FE R	R FE and RQ R	
1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization. 3. Seek ey below 3. Show how to establish goals that aligned with the mission of an 4. Seek ey below 5. Explain the strategic advantages of a diverse workforce 7. Explain the strategic advantages of a diverse workforce 8. Rand FE RA R R. R R R. R R R R R R R R R R R R R	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce.	IRM X = See key below IRM IRM	FE and RQ	R RQand FE R RAand FE R			FE and RQ R R RQ and FE	RQand FE R FE and RQ R R RA and FE R	R FE and RQ R	
1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization. 3. Seek ey below 3. Show how to establish goals that aligned with the mission of an 4. Seek ey below 5. Explain the strategic advantages of a diverse workforce 7. Explain the strategic advantages of a diverse workforce 8. Rand FE RA R R. R R R. R R R R R R R R R R R R R	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce.	IRM X = See key below	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ	RQand FE R FE and RQ R R RA and FE R	R FE and RQ R	
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3. Show how to establish goals that aligned with the mission of an organization. X = See key below IRM R R R R R R R R R R R R R R R R R R	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce. 5. Explain how to improve communication in the workplace to mitigate stress. MGMT 401: Strategic Management 1. Explain how to manage information strategically.	IRM X = See key below IRM	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ R RA and FE	RQand FE R FE and RQ R R RA and FE R RQand FE R RQand FE	R FE and RQ R R RQ and FE RQ and FE	R
rganization. RM R R R R. 4. Identify how to manage unexpected change in an organization. X = Seekey below RQand FE RQand FE RR R R R R R R R R R R R	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce. 5. Explain how to improve communication in the workplace to mitigate stress. MGMT 401: Strategic Management	IRM X = See key below IRM	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ R RA and FE R RO and FE	RQand FE R FE and RQ R R R RA and FE R RQand FE R RQand FE	R FE and RQ R R RQ and FE RQ and FE	R
4. Identify how to manage unexpected change in an organization. X = See key below	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforcs. 5. Explain how to improve communication in the workplace to mitigate stress. MGMT 401: Strategic Management 1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization.	IRM X = See key below IRM	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ R RA and FE R RQ and FE R	RQand FE R FE and RQ R R RA and FE R RQand FE R RQand FE R	R FE and RQ R R RQ and FE RQ and FE	R RQand FE R
IRM R R R R R R R R R R	5. Identify the threats and opportunities facing global businesses and organizations. MCMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce. 5. Explain how to improve communication in the workplace to mitigate stress. MGMT 401: Strategic Management 1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization. 3. Show how to establish goals that aligned with the mission of an	IRM X = See key below IRM IRM X = See key below IRM IRM X = See key below IRM	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ R RA and FE R RQ and FE R RA and FE R RA and FE	RQand FE R FE and RQ R R RA and FE R RQand FE R RA and FE R RA and FE R	R FE and RQ R R RQ and FE RQ and FE	R RQ and FE R RA and FE
	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce. 5. Explain how to improve communication in the workplace to mitigate stress. MGMT 401: Strategic Management 1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization. 3. Show how to establish goals that aligned with the mission of an organization.	IRM X = See key below IRM	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ R RA and FE R RA and FE R RA and FE R RA and FE R	RQand FE R FE and RQ R R R RA and FE R RQand FE R R RA and FE R RA and FE R RA and FE R R RA and FE R	R FE and RQ R R RQ and FE RQ and FE	R RQ and FE R RA and FE R
IRM R R	5. Identify the threats and opportunities facing global businesses and organizations. MGMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce. 5. Explain how to improve communication in the workplace to mitigate stress. MGMT 401: Strategic Management 1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization. 3. Show how to establish goals that aligned with the mission of an organization.	IRM X = See key below	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ R RA and FE R RQ and FE R RA and FE R RA and FE R RO and FE R RO and FE R	RQand FE R FE and RQ R R R RA and FE R RQand FE R R RQand FE R RA and FE R RA and FE R RA and FE R RA and FE R R RA and FE R R RA and FE R R RQand FE R	R FE and RQ R RQ and FE R RA and FE R	R RQ and FE R RA and FE R
	5. Identify the threats and opportunities facing global businesses and organizations. MCMT 303: International Human Resource Management 1. Explain how wisdom and data can be leveraged to improve human resources. 2. Summarize the emotional, behavioral, and generational dynamics in the workplace. 3. Show how to manage virtual teams for distance collaboration. 4. Identify the forces used to drive performance and results in a global workforce. 5. Explain how to improve communication in the workplace to mitigate stress. MGMT 401: Strategic Management 1. Explain how to manage information strategically. 2. Summarize how to establish a learning organization. 3. Show how to establish goals that aligned with the mission of an organization. 4. Identify how to manage unexpected change in an organization.	IRM X = See key below IRM	FE and RQ R	R RQand FE R RAand FE R			FE and RQ R RQ and FE R FE and RQ R RA and FE R RQ and FE R RA and FE R RA and FE R RO and FE R RO and FE R	RQand FE R FE and RQ R R R RA and FE R RQand FE R R RQand FE R RA and FE R RA and FE R RA and FE R RA and FE R R RA and FE R R RA and FE R R RQand FE R	R FE and RQ R RQ and FE R RA and FE R	R RQ and FE R RA and FE R

MGMT 402: Risk Management and Security									
Summarize how to manage safety and health in a global organization.	X = See key below					RA and FE		RA and FE	
	ii ii ii					R	00 155	R	
Outline the regulatory laws designed to protect knowledge-based assets.	X = See key below						RQ and FE	RQ and FE	
Explain the basic rules for acquiring and protecting new technology.	X = See key below					+	RA and FE	RA and FE	
o. Explain the basic falce for adquiring and protesting from testinology.	IRM						R	R	
Show how to manage the risks facing global organizations.	X = See key below					RQ and FE	RQ and FE	RQ and FE	RQ and FE
	IRM					R	R	R	R
5. List the risks associated with global pandemics and strategies to mitigate	X = See key below					FE	FE	FE	
their effects.	IRM					R	R	R	
MGMT 403: Production and Operations Management	1								
Explain the basic quality standards of organizations.	X = See key below				1	RA and FE		RA and FE	
1. Explain the basic quality standards or organizations.	IRM					R		R	
Show how a supply chain can influence customer satisfaction.	X = See key below			RQ and RA		II.		RQ and RA	
	IRM			R				R	
3. Identify the emotional, technology and knowledge skills a workforce needs to	X = See key below			RA and CS		RA and CS		RA and CS	
achieve optimal performance.	IRM			R		R		R	
Demonstrate decision-making to improve customer service.	X = See key below					RQ	RQ		
	IRM					R	R		
5. Summarize how to manage unexpected change in the productions and	X = See key below					RA and FE	RA and FE		
operations of a global organization.	IRM	<u> </u>			<u></u>	R	R		ļ
MGMT 404: Sustainability									
Summarize the basic strategies for managing environmental resources of	X = See key below	RA and FE				RA and FE	RA and FE		
global organizations.	IRM	R		†		R	R		
List the international environmental standards established by the ISO.	X = See key below	RQ		1				RQ	
•	IRM	R						R	
Explain how to manage the environmental quality of a global organization.	X = See key below					RA	RA		RA
	IRM				<u> </u>	R	R		R
Show how to minimize waste by using optimal resource management	X = See key below					RQ	RQ		
techniques.	IRM					R	R		
Define the water and energy challenges facing global organizations.	X = See key below	FE and RQ					FE and RQ	FE and RQ	
	IRM	R					R	R	
GSYS 301: Introduction to Global Systems									
Explain causal loop, as well as stock and flow diagrams.	X = See key below	RA and FE	RA and FE		T	T	T		T
1. Explain oddan loop, do won do stock and now diagrams.	IRM	R	R		<u> </u>	+			
Define the commonly observed structures in global systems.	X = See key below		RQ and FE		RQ and FE			RQ and FE	
• · · · · · · · · · · · · · · · · · · ·	IRM		R		R			R	
Relate the scientific method to global business practices.	X = See key below		RQ and FE			RQ and FE	RQ and FE		
	IRM		R			R	R		
Summarize the importance of simulations and decision-making.	X = See key below				RA and FE		RA and FE		
	IRM				R		R		
Explain the imporatnce of distance activity coordinators.	X = See key below					FE		FE	
	IRM					R		R	
GSYS 302: Visioning and Creativity									
Define creative leadership techniques.	X = See key below					RA and FE		RA and FE	
	IRM					R		R	
Explain leadership knowledge, vision and organizational change.	X = See key below				RQ and FE	RQ and FE			
	IRM		Ì	İ	R	R			
Summarize leadership vision in the global workplace and multicultural	X = See key below	RA and FE	RA and FE			RA and FE			
contexts.	IRM	R	R			R			
Define the characteristics of successful leaders from private and public	X = See key below	RQ and FE				RQ and FE			
sectors.	IRM	R				R			
5. Contrast leadership styles and behaviors.	X = See key below	FE and RA				FE and RA		FE and RA	
C. Frankin have to a series in the contract of	IRM	R				R		R	
Explain how to monitor a organizational vision over time.	X = See key below IRM	FE and RA		 	1	FE and RA		FE and RA	
		К			<u> </u>	К		К	
	IKW								
	X = See key below	RA and FE	l		T			RA and FE	
GSYS 303: Generational Dynamics	X = See key below IRM	RA and FE R						RA and FE R	
GSYS 303: Generational Dynamics	X = See key below IRM X = See key below							RA and FE R	
GSYS 303: Generational Dynamics 1. Explain the global effects of population growth. 2. Identify the cause and effects of generational dynamics in the workplace.	X = See key below IRM X = See key below IRM	R RQ and FE R						R	
GSYS 303: Generational Dynamics 1. Explain the global effects of population growth. 2. Identify the cause and effects of generational dynamics in the workplace. 3. Define the areas where globalization and demographics affect	X = See key below IRM X = See key below IRM IRM X = See key below X = See key below	R RQand FE R RQand FE						R RQ and FE	
GSYS 303: Generational Dynamics 1. Explain the global effects of population growth. 2. Identify the cause and effects of generational dynamics in the workplace. 3. Define the areas where globalization and demographics affect organizations.	X = See key below IRM X = See key below IRM X = See key below IRM IRM IRM	R RQ and FE R						R RQ and FE R	
GSYS 303: Generational Dynamics 1. Explain the global effects of population growth. 2. Identify the cause and effects of generational dynamics in the workplace. 3. Define the areas where globalization and demographics affect	X = See key below IRM X = See key below	R RQand FE R RQand FE						RQ and FE RQ and FE RA and FE	
G5YS 303: Generational Dynamics 1. Explain the global effects of population growth. 2. Identify the cause and effects of generational dynamics in the workplace. 3. Define the areas where globalization and demographics affect organizations. 4. Compare the characteristics of your generation to other generations.	X = See key below IRM R RQand FE R RQand FE R RQand FE						R Q and FE R R RA and FE R		
GSYS 303: Generational Dynamics 1. Explain the global effects of population growth. 2. Identify the cause and effects of generational dynamics in the workplace. 3. Define the areas where globalization and demographics affect organizations.	X = See key below IRM X = See key below	R RQand FE R RQand FE	RQ and FE					RQ and FE RQ and FE RA and FE	

GSYS 401: Systems Thinking and Approach									
Explain how to integrate modes of system thinking into strategic planning	X = See key below								RA and FE
and practice.	IRM								R
Define the concept of system re-design.	X = See key below							RQ and FE R	
Describe 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	
Summarize the models of decision-making that helps organizations effectively	IRM X = See key below						R RA and FE	R	RA and FE
deal with change.	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									
Define the components of a computer-based information system.	X = See key below				RA and FE				
Explain different types of information systems.	IRM X = See key below				R RQ and FE			RQ and FE	
2. Explain different types of information systems.	IRM				R			R	
Summarize the IS development process.	X = See key below				RA and FE			RA and FE	
4 Final control of the Harmonian decided with the control of the Harmoni	IRM				R		DA 4 FF	R	
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				FE		FE		
	IRM				R		R		
GSYS 403: Global Competitiveness									
Explain how management practices and processes can impact global	X = See key below	RA and FE							
cometitiveness.	IRM	R	_						
Explain how must innovate to remain competitive.	X = See key below IRM					 	RA and FE R	RA ande FE R	
Sumarize how a competitive advantage is inlfuenced by knowledge.	X = See key below						RQ and FE	K	
	IRM						R		
Explain how organizational culture influences competitiveness.	X = See key below IRM	RA and FE						RA and FE	
Summarize how to develop global skills.	X = See key below	RA and FE						RA and FE	
o. Culturalized from the develop ground distinct.	IRM	R						R	
ENTR 301: Introduction to Global Entrepreneurship									
Explain the role of entrepreneurship in modern business.	X = See key below	RA and FE		RA and FE			RA and FE		
	IRM	R		R			R		
List the personal characteristics of successful entrepreneurs.	X = See key below	RQ and FE			RQ and FE				
Summarize the elements of a business plan and its role within a start-up	IRM X = See key below	R RA and FE		RA and FE	R				
business.	IRM	R		R					
Define intellectual property in the context of global entrepreneurship.	X = See key below			RQ and FE					
5 Freeling and the second state of the second	IRM X = See key below			R		FF			
Explain resource management in an entrepreneurial business.	IRM					R			
6. Summarize the role of technology in distance collaboration and global	X = See key below	RA and FE			RA and FE	RA and FE			
entrepreneurship.	IRM	R			R	R			
Define the technologies typically used for distance collaboration in global organizations.	X = See key below IRM				FE and RQ	FE and RQ			
ENTR 401: Global Venture Development									
					1		ı		RA and FE
List the strategic steps a company should take before expanding globally.	X = See key below IRM								RA and FE R
Explain when an organization should go global and what factors have to be	X = See key below				RQ and FE				RQ and FE
in place.	IRM		DA = 155		R				R
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
									RQ and FE
Demonstrate how utilize data to catagorize potetial new global markets.	X = See key below		RQ and FE						
	X = See key below IRM								R
	X = See key below				RA and FE				
Explain the two fundamental decisions a company must make before any	X = See key below IRM X = See key below IRM X = See key below		RQand FE R R		RA and FE				R RA and FE R RA and FE
Explain the two fundamental decisions a company must make before any international planning is done. Summarize how work team interact in a global venture.	X = See key below IRM X = See key below IRM		RQand FE R		RA and FE				R RA and FE R
Explain the two fundamental decisions a company must make before any international planning is done. Summarize how work team interact in a global venture.	X = See key below IRM X = See key below IRM X = See key below		RQand FE R R		RA and FE				R RA and FE R RA and FE
Explain the two fundamental decisions a company must make before any international planning is done. Summarize how work team interact in a global venture. ENTR 402: E-commerce and Social Media 1. Explain how to track reports, commentaries and queries related to the	X = See key below IRM X = See key below IRM X = See key below IRM IRM X = See key below IRM X = See key below		RQand FE R R	RA and FE	RA and FE				R RA and FE R RA and FE
Explain the two fundamental decisions a company must make before any international planning is done. Summarize how work team interact in a global venture. 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 X = See key below IRM IRM X = See key below IRM X = See key below IRM X = See key below IRM		RQand FE R R	RA and FE R	RA and FE R RA and FE RA and FE				R RA and FE R RA and FE
Explain the two fundamental decisions a company must make before any international planning is done. Summarize how work team interact in a global venture. 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 X = See key below		RQand FE R R	RA and FE R	RA and FE R				R RA and FE R RA and FE
5. Explain the two fundamental decisions a company must make before any international planning is done. 6. Summarize how work team interact in a global venture. 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. 2. Construct a social media account for your business or project of interest.	X = See key below IRM X = See key below IRM IRM X = See key below IRM X = See key below IRM X = See key below IRM		RQand FE R R	RA and FE R	RA and FE R R RA and FE R RA and FE				R RA and FE R RA and FE
5. Explain the two fundamental decisions a company must make before any international planning is done. 6. Summarize how work team interact in a global venture. 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. 2. Construct a social media account for your business or project of interest. 3. Build an e-commerce account for your business or project of interest.	X = See key below IRM IRM X = See key below IRM X = See key below IRM X = See key below IRM		RQand FE R R	RA and FE R	RA and FE R RA and FE R RA and FE R RA and FE R RE and FE R				R RA and FE R RA and FE
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MARK 301: Introduction to Global Marketing									
Define the key elements of a global marketing strategy.	X = See key below			RA and FE				RA and FE	
	IRM			R				R	
. Explain frameworks, concepts, models, and techniques for global marketing.	X = See key below		RQ and FE				RQ and FE		
, , , , , , , , , , , , , , , , , , , ,	IRM		R				R		
. Summarize the marketing startegies commonly used in global organizations.	X = See key below			RA and FE				RA and FE	
,,,,	IRM			R				R	
. Explain the practical use of distance collaboration for global marketing.	X = See key below		RQ and FE				RQ and FE		
, ,	IRM		R				R		
Develop a global marketing plan that incororates the use of web-based	X = See key below		RA and FE	RA and FE			RA and FE		
chnology.	IRM		R	R			R		
	100								
IARK 302: Global Marketing Research	·								
Explain the effect of regional culture on market research.	X = See key below		RA and FE					RA and FE	
***************************************	IRM		R					R	
Summarize how to design a market research proposal.	X = See key below			RQ and RA				RQ and RA	
	IRM			R			1	R	
Explain how to position a brand.	X = See key below			RQ and RA				RQ and RA	
	IRM			R				R	
Contrast quantitative and qualitative research.	X = See key below			RA			1		
·	IRM			R					
. Summarize how a focus group is designed.	X = See key below							RQ	
	IRM							R	
1ARK 401: Global Advertising									
. Compare the most common advertising strategies used by global	X = See key below		I	RA and FE		1		RA and FE	
rganizations.	IRM			R				R	
. Define the basic principles and concepts in cross-cultural advertising.	X = See key below			RQ and FE				RQ and FE	
	IRM			R				R	
. Identify the type of data used in global advertising.	X = See key below			RA and FE			RA and FE		
3 · · · · · · · · · · · · · · · · · · ·	IRM			R			R		
. Summarize the characteristics of sucesful global advertising campaigns.	X = See key below			RQ and FE			RQ and FE		
	IRM			B			R		
. Explain how culture influences global advertising.	X = See key below		RA and FE	RA and FE			RA and FE		
	IRM		R	R			R		
RAC 401: Practicum and Directed Research 1									
Define the major educational objectives for all BSGM courses.	X = See key below	RA, RQ and FE							
· · · · · · · · · · · · · · · · · · ·	IRM	R	R	R	R	R	R	R	R
State 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
Describe how to present a results-based research/business plan proposal.	X = See key below		RA and FE			RA and FE			RA and FE
	IRM		R			R			R
. Develop a business plan proposal with research data supporting your	X = See key below						RA, RQ and FE	RA, RQ and FE	RA, RQ and FE
rguments and projections.	IRM						R	R	R
					_				
RAC 402: Practicum and Directed Research 2									
Explain the major educational objectives for all BSGM courses.	X = See key below	RA, RQ and FE							
	IRM	M	M	M	M	M	M	M	M
Discuss 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
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
. Implement the approved Business Plan / Directed Research from course PRAC	X = See key below	RA, RQ and FE	RA. RQ and FE						
01	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