

International Business Major Learning Objectives

Student Learning Outcome 1: Global Perspective of Business

Graduates will demonstrate an understanding of the “global perspective” of business, including the influence of macro-factors on business such as the political, economic, socio-cultural, and legal environment.

Student Learning Outcome 2: Global Perspective and Intercultural Competency

Graduates will demonstrate a developed “global perspective” including intercultural knowledge, attitudes and skills.

Student Learning Outcome 3: International Business Functions

Graduates will demonstrate an understanding of international dimensions of business functions, including business law and ethics, economics, finance, marketing and management.