

San Diego State University
College of Business Administration
Master of Business Administration in International Business

Learning Goals and Outcomes

GOAL 1: To prepare business leaders to recognize new market opportunities in the global marketplace and to equip them with the required knowledge to successfully pursue these opportunities.

- SLO 1.1: Identify and analyze the cost and the market drivers of globalization.
- SLO 1.2: Evaluate the impact that changes in the international economic and financial environments have on international business practices.
- SLO 1.3: Undertake strategic (risk, cost, benefit) assessments of international business environments.

GOAL 2: Develop an understanding of how business functions and processes differ across national environments, acquire the necessary skills to evaluate effective international business practices.

- SLO 2.1: Apply concepts and decision models in organizational behavior, finance, economics, marketing, and production to make internationally-oriented business decisions.
- SLO 2.2: Compare and contrast the differences in governmental and non-governmental institutional and systems around the world and analyze their impact on international business practices.
- SLO 2.3: Acquire the knowledge to market products and services internationally.
- SLO 2.4: Compare and contrast effective and innovative managerial practices in cross-cultural and international settings.

GOAL 3: Understand cross-cultural concerns of a diverse workforce, consumers and foreign partners and to formulate, communicate and implement international business strategies for exploiting opportunities in the global marketplace.

- SLO 3.1: Apply theoretical, conceptual and analytical models to decision making in business contexts.
- SLO 3.2: Evaluate the benefits and drawbacks of various modes of entry into foreign markets to determine best entry choice.
- SLO 3.3: Identify similarities and differences between the national and international environment and cultures and analyze the need to modify business strategies to pursue opportunities in new markets.