

B.A. IN INTERNATIONAL BUSINESS

Program Learning Goals & Degree Learning Outcomes

Mission Statement

The International Business Program is committed to the investigation of international business theory and practice. Student learning is required in each of three distinct areas:

1. The study of the primary business disciplines of accounting, finance, information and decision sciences, management and marketing;
2. The acquisition of proficiency in one or more of the eleven languages offered at SDSU;
3. The study of the culture and practices of one of six regions of the world that corresponds to the language of the student's choice.

Students are provided with the knowledge, skills and experiences to foster an in depth understanding of the values and culture that provide the foundation for business practice throughout the world.

Program Learning Goals

Goal 1

Essential & Specialized Business Knowledge – Demonstrate an understanding of the major functional areas of business including international business concepts and trends and an ability to internationalize domestically developed business methods and practices.

DLO 1.1: Describe basic concepts in each major functional area of business.

DLO 1.2: Apply techniques and theories from various areas of business, to business situations.

DLO 1.3: Identify and describe the impact of the global economy on business decisions.

DLO 1.4: Assess domestic business methods and practices and illustrate how they can be applied to international situations.

Goal 2

Ethical Reasoning— Distinguish and analyze ethical problems that occur in business and society, and choose and defend ethical solutions.

DLO 2.1: Explain the various ethical dimensions of business decision making.

DLO 2.2: Explain the role of various affected parties in business decision making.

DLO 2.3: Assess the ethics of decision alternatives using different ethical decision rules.

DLO 2.4: Apply ethical decision-making rules to cases drawn from various business sub-disciplines.

Goal 3

Global and Cross-cultural Competency – Develop an appreciation of the history, culture, and business practices and protocols of an appropriate world region.

DLO 3.1: Assess the cultural differences inherent in doing business in foreign countries.

Goal 4

Effective Communication - Communicate effectively in both writing and orally and acquire appropriate second language proficiency.

DLO 4.1: Write coherent, organized and grammatically correct papers and correspondence.

DLO 4.2: Make effective oral presentations that are organized, persuasive, and engaging.

DLO 4.3: Speak, listen, read, and/or write at a baseline of the intermediate mid proficiency level or higher according to the proficiency guidelines of the American Council on the Teaching of Foreign languages.