

## SACS Undergraduate Major Assessment (FCBE)

Degree/Major: **BBA - International Business (INTLBUS)**

		Fair	Good	Exemplary	Measures	
		Did Not Meet Expectations, Limited Accomplishments	Met Expectations, Some Problems, Needs Improvement	Met Expectations, Considerable Expertise Shown With Project	Direct or Indirect Measurements and/or Measurement Links	
	Score:	1	2	3		
Learning Outcome 1:	Identify global factors affecting international business elements.	Identified global factors affecting two or fewer of the following international business elements: Economic, Cultural, Legal and Demographic.	Identified global factors affecting three of the following international business elements: Economic, Cultural, Legal, and Demographic.	Identified global factors affecting all of the following international business elements: Economic, Cultural, Legal, and Demographic.	Case analyses; essay; oral presentations; country reports	MGMT-4710 MGMT-4810
Learning Outcome 2:	Analyze global factors to determine their impact on international business.	Failed to include an analysis of impact of relevant global issues relative to international business; Erroneous analysis of impact.	Provided a limited analysis of impact of global factors relative to international business; Some inaccuracies in analysis of impact.	Provided a clear and accurate analysis of impact of global factors relative to international business; Accurate analysis report.	Case analyses; essay; oral presentations; country reports	MGMT-4710 MGMT-4810
Learning Outcome 3:	Apply global factors to an international business	Failed to provide an application of analysis to a specific international situation; Incorrect conclusions or recommendations made.	Provided limited application of analysis to a specific international situation; Weak conclusions or recommendations made.	Provided clear and comprehensive application of analysis to a specific international situation; Weak conclusions or recommendations made.	Case analyses; essay; oral presentations; country reports	MGMT-4710 MGMT-4810