Mission/Vision Statement
The International Business program at San Diego State University combines training across several functional disciplines to provide a comprehensive background in the skills required for international business success.

Goals & Student Learning Outcomes

I. 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.

   Student Learning Outcomes:
   SLO #1.1: Identify and analyze the cost and the market drivers of globalization.
   • Content Delivered in: FIN 654, MKT 769, MGT 790
   • Assessment Method: Embedded exam questions, case analyses and projects in required classes.
   SLO #1.2: Evaluate the impact that changes in the international economic and financial environments have on international business practices.
   • Content Delivered in: MGT 710, MKT 769, MGT 790
   • Assessment Method: Embedded exam questions, case analyses and projects in required classes.
   SLO #1.3: Undertake strategic (risk, cost, benefit) assessment of international business environments.
   • Content Delivered in: MGT 710, MGT 723, MGT 790
   • Assessment Method: Embedded exam questions, case analyses and projects in required classes.

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

   Student Learning Outcomes:
   SLO #2.1: Apply concepts and decision models in organizational behavior, finance, economics, marketing, and production to make internationally-oriented business decisions.
   • Content Delivered in: MGT 710, MKT 769, MGT 790
   • Assessment Method: Case analyses and projects in required classes.
   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.
   • Content Delivered in: MGT 710, FIN 654
   • Assessment Method: Case analyses and projects in required classes.
   SLO #2.3: Acquire the knowledge to market products and services internationally.
   • Content Delivered in: MKT 769, MGT 790
• **Assessment Method:** Case analyses and projects in required classes.  
  **SLO #2.4:** Compare and contrast effective and innovative managerial practices in cross-cultural and international settings.  
  • **Content Delivered in:** MGT 723  
  • **Assessment Method:** Case analyses and projects in required classes.

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

**Student Learning Outcomes:**  
  **SLO #3.1:** Apply theoretical, conceptual and analytical models to decision making in business contexts.  
  • **Content Delivered in:** MGT 723, MKT 769, MGT 790  
  • **Assessment Method:** Case analyses, projects, and embedded exam questions in required classes.  
  **SLO #3.2:** Evaluate the benefits and drawbacks of various modes of entry into foreign markets to determine best entry choice.  
  • **Content Delivered in:** MGT 723, MKT 769  
  • **Assessment Method:** Case analyses and projects in required classes.  
  **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.  
  • **Content Delivered in:** MGT 710, MGT 723, MKT 769  
  • **Assessment Method:** Case analyses, projects, and embedded exam questions in required classes.

**Assessment Timeline**

Timeline represents a three year cycle.

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## MSBA International Business Map

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