

MA-IB Assessment Matrix			Required Courses							
Learning Goal	Learning Objective	Assessment	Selection	GEB 5212	GEB 5215	MAN 6636	FIN 6638	GEB 6366	MAN 6958	MAN 6973
<b>Possess effective communication skills.</b>	Write business documents clearly, concisely, and analytically.	CEM: A writing assignment scored using a rubric.		I / R / A						
	Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids.	CEM: A final presentation scored using a rubric.			I / R / A					
	Demonstrate ability in languages other than English.	Selection: We will target 50% of our admissions as students with foreign language proficiency.	A							
<b>Demonstrate ability to critically analyze and question knowledge claims in a specialized industry.</b>	Analyze the nature of competition and macro-environmental changes, and the effect of these elements to evaluate claims in a specialized industry.	CEM: Final project case analysis will be evaluated using a scoring rubric.				I / R		I / R		A
<b>Possess a global perspective on business.</b>	Apply knowledge of strategies used for the multinational corporation to analyze and make recommendations for future growth and direction.	CEM: Final project case analysis will be evaluated using a scoring rubric.				I / R	I / R	I / R		R / A
	Apply cultural awareness and intercultural skills to adapt, innovate, and solve problems in unfamiliar environments.	Selection: We will target 50% of our admissions as students who have lived or studied outside their home country for a minimum period of 10 weeks.  Study tour: Successful completion of the 1-week immersive International Study Tour, passing the post-trip assignment.	A						A	