MIB Assessment Matrix				Required Courses						
Learning Goal	**Learning Objective**	**Assessment**	**Selection**	**GEB 5212**	**GEB 5215**	**MAN 6636**	**FIN 6638**	**GEB 6366**	**GEB 6930**	**MAN 6900**
Possess effective communication skills.	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**							
Demonstrate ability to critically analyze and question knowledge claims in a specialized industry.	Analyze the nature of competition and macro-environmental changes, and the effect of these elements to evaluate claims in a specialized industry.	CEM: International business simulation evaluated using a scoring rubric.				**I / R**		**I / R**		**A**
Possess a global perspective on business.	Apply knowledge of strategies used for the multinational corporation to analyze and make recommendations for future growth and direction.	CEM: International business simulation 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.	**A**							
		Global Immersion Experience: Successful completion of the one-week immersive international trip, passing the post-trip assignment.							**A**	