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
	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
Possess a global perspective on business.	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	