

INTERNATIONAL BUSINESS AND ECONOMICS, BACHELOR OF ARTS

Students may not declare this major after the Summer 2024 term.

College: Daniel L. Goodwin College of Business

Department: Business

Student Type: Traditional Undergraduate

Degree: Bachelor of Arts

Campus: Lisle Campus

Students prior to Fall 2024, please refer to original catalog of entry for appropriate academic requirements.

Objectives

Students in the International Business and Economics program will achieve the following student learning outcomes (SLO):

Student Learning Outcome 1: Students will demonstrate detailed familiarity with the impact of the global economy on US businesses and organizations, utilizing appropriate terminology and concepts.

Student Learning Outcome 2: Students will evaluate business issues from a transnational perspective, integrating multiple business disciplines, and be able to formulate business plans that incorporate appropriate response to cross-cultural differences and then communicate, and defend recommendations to decision-makers.

Student Learning Outcome 3: Students evaluate the impact of internationalization on company strategies and on the mode of entry chosen by a multinational organization.

Student Learning Outcome 4: Students will apply their knowledge on cultural values in critiquing the implementation of different management techniques in a different culture

Student Learning Outcome 5: Demonstrate proficiency in the functional areas of business, such as finance, accounting, marketing, operations, and human resources, as well as the capacity to synthesize and apply this functional knowledge.