FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
• Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
• Fill out the parts of the form specified in part B. You must do this before your request can move forward!
• Remember that your changes will not be implemented until the next catalog year at the earliest.
• If you have questions, please start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Rene Mueller Phone: 953-5394 Email: muellerr@cofc.edu

Department or Program: Marketing and Supply Chain Management School: Business

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☐ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
☐ Course Number
☐ Course Name
☐ Course Description
☐ Credit/Contact Hours
☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Reactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

The International Social Enterprise and Development (ISED) course creates a powerful dynamic between direct cultural exposure and academic study. Students will have to actively participate in an abroad experience that involves an international social enterprise. Structured academic analysis and reflection is a key component of the course. The service component must take place outside the United States. Though it is in its infancy as pedagogy, social enterprise and development has begun to play a key role in helping students to develop international knowledge, citizenship, and responsibility. Through international social enterprise and development (ISED), students broaden their knowledge and understanding of languages, cultures, and political and economic environments radically different from their own. They also gain increased compassion, a greater sensitivity to the needs of others, a deeper understanding of American and foreign values, and how the US is perceived.

Students learn more when they are actively engaged in the learning process. The School of Languages, Cultures, and World Affairs has a similar service learning course for their students (SPAN 400: Service Learning). However, the proposed course will have a business foundation to international social enterprises and development.

Course will allow the student the opportunity to apply their international business knowledge and skills in an overseas setting. This would normally be in their junior or senior year of study.

The method of instruction will be supervised pre-departure directed independent study augmented by overseas field work and documented post-study reflection.
D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

We do not expect the addition of this course to impact enrollment in other courses.

E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: School: Subject Acronym: Course number:

Credit hours: _ lecture _ lab _ seminar _ independent study
Contact hours: _ lecture _ lab _ seminar _ independent study

Course title:

Course description (maximum 50 words, exactly as it appears in the catalog):

Restrictions (pre-requisites, co-requisites, majors only, etc.):

Cross-listing, if any:

Is this course repeatable? [ ] yes [ ] no If yes, how many total credit hours may the student earn? ___

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: Marketing and Supply Chain Management School: Business Subject
Acronym: INTB Course Number: 390

Credit hours: _3_ lecture _ lab _ seminar _ independent study
Contact hours: _ lecture _ lab _ seminar _ independent study

Course title: International Social Enterprise and Development (ISED)

Course description (maximum 50 words, exactly as it appears in the catalog):

The International Social Enterprise and Development [3] (ISED) course will introduce students to the development, planning and managing of social enterprises. Students will have practical experience in a social enterprise and a full cultural immersion in a different country. Prior approval of the ISED proposal is required before course registration.

Restrictions (pre-requisites, co-requisites, majors only, etc.):
Prerequisites: Junior standing and/or permission of instructor
Cross-listing, if any (submit approval from relevant department):

Is this course repeatable?  □ yes  ❌ no  If yes, how many total credit hours may the student earn? _____

Is there an activity, lab, or other fee associated with this course?  □ yes  ❌ no

Note: All fees require approval from the Board of Trustees.

If this is a newly-created course, is it intended to be the equivalent of an existing course?  □ yes  ❌ no
If so, which course? _____________  Note: You must deactivate the course by submitting an additional Course Form.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.)
associated with your request.

No additional costs will be incurred with the addition of this course offering.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. To recognize and apply the concept of social enterprise and development in an international context.</td>
<td>Students in the final reflection paper will be required to review and summarize literature on social enterprise and development and apply it to their experience in their international project.</td>
</tr>
<tr>
<td>2. To explore the connection between businesses and the wider social environment of which they are a part.</td>
<td>Students will be required to read articles related to current businesses and how they apply social enterprises within their own business, and they later, must include it in the reflection and diary to see where they found the connection in their project.</td>
</tr>
<tr>
<td>3. To increase student’s community service under his/her social enterprise and development project.</td>
<td>Students will record daily the number of hours they dedicate to the project, which definitely will have an impact on the community.</td>
</tr>
<tr>
<td>4. To understand the increasing trend of social enterprise and how it is impacting world issues.</td>
<td>Students will have to rationalize the impact of social enterprises on world issues by their daily records in the diary and by adding a section in their final reflection paper.</td>
</tr>
</tbody>
</table>
How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

IB major has the learning goal to achieve foreign language and/or multicultural proficiency. This course will reinforce the area of study learned in the internationally focused minor, and the social project will be done abroad, in which there will be multicultural experiences. The proficiency will be measured with the assessment tools mentioned above.

Also, the major has as objective to demonstrate proficiency in both oral and written communications, which will be reinforced in this course, by assessing the writing of the final reflection paper and the journal.

Finally, IB has a student goal to demonstrate proficiency in the core business disciplines of all business areas. The social enterprise and development will reinforce this goal, by exploring the connection between businesses in general (all areas) and the wider social environment of which they are a part.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor or Change Major/Program Form as appropriate.

The course will be added to the Degree requirement of International Business Major as an Elective.

J. CHECKLIST.

☑ I have completed all relevant parts of the form.
☑ I have attached a cover letter that describes my request and lists all the documents I am submitting.
☑ (For new courses only) I have attached a syllabus.
☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.
☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.
K. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

_________________________________________ Date: ________________

2. Signature of Academic Dean:

_________________________________________ Date: ________________

3. Signature of Provost:

_________________________________________ Date: ________________

4. Signature of Curriculum Committee Chair:

_________________________________________ Date: ________________

5. Signature of Faculty Senate Secretary:

_________________________________________ Date: ________________

Date Approved by Faculty Senate: ________________
INSTRUCTOR: xxx
OFFICE: xxx
TELEPHONE: work 953-xxx; email xxxxx@cofc.edu

COURSE PREREQUISITES: Junior standing or permission of the instructor. Registration and approval of proposal must be done prior to the international service component.

COURSE DESCRIPTION: The International Social Enterprise and Development (ISED) course will introduce students to the development, planning and managing of social enterprises. Students will have practical experience in a social enterprise and a full cultural immersion in a different country. Prior approval of the ISED proposal is required before course registration.

COURSE OBJECTIVES:

- To recognize and apply the concept of social enterprise and development in an international context.
- To explore the connection between businesses and the wider social environment of which they are a part.
- To increase student’s community service under his/her social enterprise and development project.
- To understand the increasing trend of social enterprise and how it is impacting world issues.

SBE LEARNING GOALS RELEVANT TO THIS COURSE:

- Effective Communications: Students will write professional documents that are technically correct and concise and make effective presentations utilizing technological tools and ability utilizing relevant discipline specific knowledge.
- Ethical Awareness: Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge.
- Global Awareness: Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline specific knowledge.
- Problem Solving Ability: Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge.

ACADEMIC INTEGRITY AND THE COLLEGE HONOR CODE: All students are expected to adhere to the College of Charleston Honor Code. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Violations of the honor code will result in an automatic failure of this class. The following paragraphs contain additional information as per College of Charleston guidelines.
Incidents where the instructor determines the student’s actions are clearly related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Students should pay particular attention to the rules on plagiarism. Those found in violation of the honor code will receive an F in the course. All written work is to be turned in electronically to http://www.turnitin.com by 5 p.m. of due date. Late assignments will not be accepted.
READINGS:


GRADING POLICY:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-departure Paper</td>
<td>35pts</td>
</tr>
<tr>
<td>Daily diary</td>
<td>30</td>
</tr>
<tr>
<td>Reflection paper</td>
<td>40</td>
</tr>
</tbody>
</table>

Pre-departure Paper
This paper is required to be submitted no less than 2 weeks prior to the overseas social enterprise and development experience. In general, the pre-departure paper will include:

- Title of the international social enterprise/project
- Country background report (History, Culture and Economic Development of the Specific Country)
- An overview of the specific social problem (e.g. need for micro-financing, AIDS hospitals, etc.)
- You should include an economic feasibility analysis.
- Agency name and overview
- Student's social enterprise learning goals (knowledge and skills)
- Activities to be performed

Daily Diary
Students will keep a daily diary or blog (when possible). The diary (or blog) will describe daily events and relate the activities to learning objectives. The daily diary should relate to the required readings. Take photos! Students will require a minimum of 35 hours of fieldwork, which should be recorded in the daily diary.
Final Reflection Paper

Students will submit an end-of-project paper which analyzes the specific social problem from both a theoretical and applied perspective, includes the economic feasibility analysis, citing personal observations, texts, and contemporary media publications.

Classroom Format:

The material will be conveyed through a combination of reading assignments, limited lectures (due to the format of this course we plan to planning and daily journals during our visit), discussions, movies, case analyses and structured individual and group exercises.

Task groups are increasingly pervasive in all organizations today, and therefore will be the preferred experiential format for the class. As such, it is important for you to learn how to effectively participate in and to some extent manage a group, both inside and outside the classroom. You will have to plan and manage your project activities in order to complete a high quality project (effective) in a timely manner (efficient) according to quality and social guidelines (ethics).
Quesada, Gioconda

Subject: FW: INTB 390

From: Mack, Rhonda W
Sent: Thursday, October 18, 2012 2:23 PM
To: Quesada, Gioconda; Desplaces, David E; Pitts, Robert E
Cc: Mueller, Rene Dentiste
Subject: Re: INTB 390

It is after 2:00 now but we support the cross listing.
Rhonda

From: "Quesada, Gioconda" <QuesadaG@cofc.edu>
Date: Thu, 18 Oct 2012 14:04:16 -0400
To: "Desplaces, David E" <DesplacesD@cofc.edu>
Cc: Microsoft Office User <mackr@cofc.edu>, "Mueller, Rene Dentiste" <MuellerR@cofc.edu>
Subject: RE: INTB 390

David and Rhonda:

The curriculum committee meets Wednesday at 2 pm. I submitted the paperwork to Bob today, but if you think you can have the approval of the department for the crosslisting of INTB390 as ENTR390. We need approval from the Chair (Rhonda).
What are your thoughts?

Otherwise, when your department is ready, I can submit the change once INTB 390 is approved.

Gia
To Whom It May Concern:

I would like to request the approval of a new course (INTB 390: International Social Enterprise and Development-ISED) as an addition to the business electives of the International Business major. This course will introduce students to the development, planning and managing of social enterprises. Students will participate in an overseas social enterprise and development experience.

Attached you can find:

1. International Business Major Change Form
   a. To add the new course INTB 390
2. INTB 390 course form
3. INTB 390 Sample Syllabus
4. An Acknowledgement from Dr. Rhonda Mack (Chair of Management Department) for cross-listing INTB390/ENTR390.

If you have any additional questions, I would be happy to meet or answer them via email.

Gioconda Quesada
Associate Director, Global Business Resource Center
Associate Professor of Decision Sciences and International Business
School of Business
guesadag@cofc.edu
953-4276
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM

Instructions:
- Please fill out all of the portions of the form that are specified in section B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, please start by checking the detailed instructions on the website.
- Please feel free to contact the committee chair with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Gioconda Quesada  Phone: 953-4276  Email: quesadag@cofc.edu
School: Business  Department or Program: Marketing and Supply Chain Management

B. CATEGORY OF REVIEW. Please check all that apply, then fill out the specified parts of the form.

☒ Change Request (fill out all sections)
☐ Add an existing course to requirements or electives
☒ Add a new course to requirements or electives (attach completed course form for each)
☐ Delete courses from requirements or electives
☐ Add or modify concentration, emphasis, or track (Note that emphases under 18 hours will not be noted on the transcript. All concentrations, emphases, tracks, etc., with 18 hours or more are called “concentration” on the transcript.)

☐ Terminate Program (fill out C, F, G, and H)
☐ Terminate degree
☐ Terminate major
☐ Terminate emphasis, concentration, or track

C. RATIONALE AND EXPLANATION. Please describe the request you are making and explain why you are making it.

1. Add INTB 390-Social Enterprise and Development (SED) as a business elective (new course). This course will introduce students to the development, planning and managing of social enterprises. Students will learn the elements of economic development related to social enterprises. Prior approval of the SED proposal is required before course registration. This course will allow International Business students to have a broader number of electives in their curriculum. It also supports our initiatives for globalization of the curriculum by allowing students to study abroad and work on a project involving social enterprises that will broaden their social responsibility knowledge and how it is done in an international environment.
D. CURRICULUM. For revised programs, please attach the complete curriculum. Distinguish between required and elective courses, and note any prerequisites, co-requisites, sequencing, or other restrictions. Provide the catalog description and course list exactly as they should appear in the catalog. For each new course, submit the Curriculum Committee's Course Form and a sample syllabus.

**Major Requirements (remains unchanged)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 203</td>
<td>Financial Accounting (sophomore standing)</td>
</tr>
<tr>
<td>ACCT 204</td>
<td>Managerial Accounting (ACCT 203; sophomore standing)</td>
</tr>
<tr>
<td>DSCI 232</td>
<td>Business Statistics (MATH 104 or MATH 120)</td>
</tr>
<tr>
<td>ECON 200</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Macroeconomics (ECON 200)</td>
</tr>
<tr>
<td>ECON 303</td>
<td>Economics of Transportation and Geography (Junior standing, ECON 200, 201) or POLS 104 World Geography</td>
</tr>
<tr>
<td>FINC 303</td>
<td>Business Finance (junior standing, ACCT 203, 204, ECON 200, 201, MATH 104 or 250)</td>
</tr>
<tr>
<td>FINC 382</td>
<td>International Financial Markets (junior standing, ECON 200, 201, FINC 303)</td>
</tr>
<tr>
<td>INTB 314</td>
<td>Global Management and Technology (DSCI 232, MGMT 301, MATH 104 or 250, MATH 105 or 120)</td>
</tr>
<tr>
<td>INTB 409</td>
<td>Global Strategic Management (ACCT 203, 204, DSCI 232, ECON 200, 201, FINC 303, INTB 314, MGMT 301, MKTG 302, 326, MATH 104 and 105, senior standing)</td>
</tr>
<tr>
<td>MATH 104</td>
<td>Elementary Statistics (Math 101 or placement) or MATH 250 (Either Math 111 or instructor permission)</td>
</tr>
<tr>
<td>MATH 105</td>
<td>Calculus for Business and the Social Sciences (Math 101 or placement) or MATH 120 Introductory Calculus (Math 111 or placement)</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Management and Organizational Behavior (Junior standing)</td>
</tr>
<tr>
<td>MKTG 325</td>
<td>International Management (Junior standing, MGMT 301)</td>
</tr>
<tr>
<td>MKTG 302</td>
<td>Marketing Concepts (ECON 200, 201, junior standing)</td>
</tr>
<tr>
<td>MKTG 326</td>
<td>International Marketing (Junior Standing, MKTG 302, ECON 200, ECON 201)</td>
</tr>
</tbody>
</table>

**One elective chosen from:**

- BLAW 309 Legal Environment of International Business (junior standing and other prerequisites as required)
- BLAW 360 ST: Business Law (Junior Standing or other pre-requisites as required)
- ECON 310 International Economics (junior standing, ECON 200, 201, MATH 105 or MAT 120 or permission of the instructor)
- MGMT 308 Managing Diversity (junior standing)
- MGMT 310 International Human Resource Management (MGMT 307)
- MKTG 333 Purchasing/Supply Chain Management (junior standing)
- TRAN 312 Global Logistics (junior standing, ECON 200, 201)
- INTB 344 Internship in International Business
- INTB 390 Social Enterprise and Development (NEW COURSE)
- INTB 420 Independent Study
- INTB 499 Bachelor's Essay
- Other approved International Business elective
- Approved business travel study course

The international business degree program requires a study abroad experience. All International Business students are required to spend one semester or summer in a study abroad or overseas internship or earn a minimum of 6 credit hours to be arranged with the Program Director and with the provision of an alternative of exemption based on special circumstances.

An internationally focused minor must also be completed for this major. Select from: Global Logistics and Transportation; International, African, Asian, European, German, Italian, Japanese, Latin American and Caribbean or Russian studies; French and Francophone Studies; Italian, Spanish or German Language.
STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<tbody>
<tr>
<td>What will students know and be able to do when they complete the major or program?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. <strong>See Appendix</strong></td>
<td></td>
</tr>
<tr>
<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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</tbody>
</table>

Additional Outcomes or Comments:

E. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a minor, please describe the effect on all programs that will be impacted; if you are adding or changing a minor, please explain any overlap with existing programs at the College.

We do not expect these adjustments to impact existing programs and courses.
F. COSTS ASSOCIATED WITH THE REQUESTED ACTION. List all of the new costs or cost savings (including new faculty/staff requests, library, or equipment) associated with your request.

1. No additional costs will be incurred with the addition of INTB 390 course offerings.

G. CHECKLIST

☐ I have completed all relevant parts of the form.

☐ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ I have attached a Course Form for each newly-created or modified course.

☐ (For proposals that affect other departments in any way) I have attached an acknowledgement from the relevant department.

☐ I have provided the complete curriculum for the program, concentration, emphasis, etc., including the description and course list, exactly as it should appear in the catalog.
H. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

[Signature]
Date: 12/5/12

2. Signature of Academic Dean:

[Signature]
Date: 12/5/12

3. Signature of Provost:

[Signature]
Date: 1/7/13

4. Signature of Curriculum Committee Chair:

[Signature]
Date: 

5. Signature of Budget Committee Chair:

[Signature]
Date: 

6. Signature of Academic Planning Committee Chair:

[Signature]
Date: 

7. Signature of Faculty Senate Secretary:

[Signature]
Date: 

Date Approved by Faculty Senate: 


Page 5 of 7
Appendix

International Business Learning Goals and Assessment Methods
<table>
<thead>
<tr>
<th>Program Goal or Student Learning Outcome</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>How will the outcome be measured?</td>
<td></td>
</tr>
<tr>
<td>Who will be assessed, when, and how often?</td>
<td></td>
</tr>
<tr>
<td>How well should students be able to do on the assessment?</td>
<td></td>
</tr>
<tr>
<td>To achieve foreign language and/or multi-cultural proficiency through completion of an internationally focused minor</td>
<td>Degree Audit. Students cannot receive International Business degree without successfully completing an internationally-focused minor. (See catalog for minors available) Seniors will take a standardized test (ETS).</td>
</tr>
<tr>
<td></td>
<td>100% of International Business majors are assessed when they submit graduation application. They must have a passing grade two full-years of language courses or a passing grade in a proficiency test by the Language Department.</td>
</tr>
<tr>
<td></td>
<td>Currently, students only have to complete minor requirements with a grade of 2.0 or greater. Language proficiency assessment is required for students seeking Global Scholars designation. In ETS, goal is overall program score in the 90th percentile nationally.</td>
</tr>
<tr>
<td>To successfully complete a semester-long expatriate experience in a foreign country;</td>
<td>Program director audit</td>
</tr>
<tr>
<td></td>
<td>100% of International Business majors are assessed when they submit graduation application. The assessment is simple “yes” or “no”.</td>
</tr>
<tr>
<td></td>
<td>Successful completion of the expatriate assignment is currently the only assessment method used.</td>
</tr>
<tr>
<td>To demonstrate proficiency in the core business disciplines of accounting, finance, marketing, management, economics, and quantitative methods;</td>
<td>Major Field Test in Business administered through the Educational Testing Service</td>
</tr>
<tr>
<td></td>
<td>100% of all majors graduating in the Spring semester, every 3rd year.</td>
</tr>
<tr>
<td></td>
<td>Goal is for overall program to score in the 90th percentile nationally, and to achieve at least the 80th percentile for each sub-discipline. Assessment of individual performance on sub-disciplines is not yet possible through ETS.</td>
</tr>
<tr>
<td>To demonstrate proficiency in both oral and written communication through the preparation and presentation of international business projects.</td>
<td>Instructor and peer evaluation of student-prepared documents and presentations.</td>
</tr>
<tr>
<td></td>
<td>All core international business courses require completion of an international business project. (DSCI 314, MGMT 325, MKTG 326, FINC 382, INTB 409.)</td>
</tr>
<tr>
<td></td>
<td>See attached sample rubric</td>
</tr>
</tbody>
</table>