



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

INTERNATIONAL STUDIES- BUSINESS

MISSION STATEMENT

The mission of the International Studies Program is to graduate majors and minors with the knowledge and skills necessary to launch them on careers and/or graduate school in a globalized world. The major's strength and uniqueness in the university lies in its multi-disciplinarity and flexibility. It requires majors to take courses from three out of the four colleges, and offers emphases based in each of these colleges. It also requires majors to study abroad, and strongly encourages semester- and year-long programs in order to enhance intercultural knowledge and competence and promote global engagement.

The International Studies curriculum combines required courses in the humanities, social sciences, communication, and economics, with an emphasis tailored to the student's interests. Emphases in the major—foreign language and area studies, business, international economics, and public diplomacy—allow majors to take advantage of UW-W's curricular strengths while pursuing a personalized program. Majors work closely with the program coordinator to select a coherent set of courses from a broad range of options.

International Studies graduates with an emphasis in business will be prepared for careers that require foreign language capabilities and expertise in business. Majors complete one of the business minors; the most popular options for International Studies majors are international business, general business, marketing, and management (human resources).

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon completion of the International Studies- Business major, students will meet the following student learning outcomes:

- **[Knowledge of human cultures]** Demonstrate a broad knowledge of international political, geographic, economic, social, and cultural issues.
- **[Intercultural knowledge and competence, Global engagement]** Demonstrate intercultural knowledge and competence gained through an academic education abroad experience.
- **[Inquiry and analysis]** Demonstrate competence in inquiry and analysis in area of emphasis through the completion of a business minor.
- **[Written communication]** Communicate effectively in writing.
- **[Oral communication]** Demonstrate competence in public speaking.
- **[Intercultural competence and knowledge]** Demonstrate written and oral proficiency in a foreign language by successfully completing at least two years of courses in a single language.
- **[Critical and creative thinking]** Demonstrate critical thinking skills.