



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

INTERNATIONAL BUSINESS

MISSION STATEMENT

The International Business degree enables students to develop an understanding of the various functional areas of international business while preparing them for positions in multinationals, global international institutions, and small businesses. Necessary skills are developed through specialized international courses in economics, finance, management, HR, law, marketing, and accounting.

The goal of the major is to develop students' ability to operate in a global world through the development of skills and abilities that will allow them to manage multinationals, as well as turning around small local companies to become global players.

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.

International Business major graduates will be able to:

- Be proficient in a foreign language
- Be experienced international travelers
- Apply firm content knowledge in functional business areas
- Communicate effectively
- Apply business principles to international markets