



University of Maryland University College

**Baccalaureate Degree Program in Global Business and Public Policy
Department of Business and Professional Programs**

PROGRAM ASSESSMENT PLAN
Program Outcomes and Learning Assessment Criteria

Summer 2007

Baccalaureate Degree Program in Global Business and Public Policy

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PROGRAM OVERVIEW

The Bachelor of Global Business and Public Policy is an innovative and integrated major which is designed for students interested in acquiring solid skills, knowledge, and expertise in the combined global business and public policy disciplines to capitalize on growing private and public sector opportunities in a rapidly globalized economy. The program of study focuses on core required course work encompassing global business, managing in the public sector, business and government, cross cultural management, global markets, and global finance and policy. Other areas of supplemental emphasis include the global manager and public policy, international business law, global markets and human rights, international trade and national security, international development policy, global ethics, and corporate governance. A degree in Global Business and Public Policy prepares graduates for career opportunities in all major private and public economic sectors, including domestic and global business, corporations federal, state, and local governments, and intergovernmental and non-governmental domestic and international organizations. The Global Business and Public Policy degree also provides students with an excellent academic background to pursue graduate, law, and other professional degrees of higher learning and achievement.

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PROGRAM OF STUDY

The program of study for the Baccalaureate Degree Program in Global Business and Public Policy is as follows:

GENERAL EDUCATION REQUIREMENTS

Communications	12 credit hours
Arts and Humanities	6 credit hours
Behavioral and Social Sciences	6 credit hours
Biological and Physical Sciences	7 credit hours
Mathematics	3 credit hours
Interdisciplinary or Emerging Issues	7 credit hours

CROSS-CURRICULAR PERSPECTIVE REQUIREMENTS

Historical Perspective	3 credit hours
International Perspective	3 credit hours
Civic Responsibility Perspective	3 credit hours

REQUIRED COURSES

BMGT 340	Business Finance	3 credit hours
ACCT 220	Principals of Accounting I	3 credit hours
ACCT 221	Principals of Accounting II	3 credit hours
BMGT 364	Management and Organization Theory	3 credit hours
MRKT 310	Marketing Principals and Organization	3 credit hours
BMGT 392	Global Business Management	3 credit hours
BMGT 366	Managing in the Public Sector	3 credit hours
BMGT 456	Multinational Management	3 credit hours
BMGT 482	Business and Government	3 credit hours

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PROGRAM OF STUDY (continued)

BMGT 454	The Global Manager and Public Policy or	
MRKT 454	Global Marketing	3 credit hours

MINOR AND ELECTIVE COURSES

28 credit hours

Minor and/or elective courses are to be taken in the last 60 hours along with required major courses. Refer to the current [UMUC School of Undergraduate Catalog](#) for minor and/or elective courses.

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DEVELOPMENT OF PROGRAM OUTCOMES

The table below identifies the curricular influences that support the program outcomes specific to the Baccalaureate Degree Program in Global Business and Public Policy.

SOURCES/ RESOURCES PROVIDING CURRICULAR FOUNDATION FOR PROGRAM OUTCOMES Baccalaureate Degree Program in Global Business and Public Policy		
SOURCE	DESCRIPTION	WEB ADDRESS OR DOCUMENT NAME (if applicable)
Core Learning Areas of the UMUC School of Undergraduate Studies	<p>All UMUC degree programs are required to imbed identified Core Learning Areas into the program of study. The Core Learning Areas are:</p> <ul style="list-style-type: none"> • Written Communication (COMM) • Technology Fluency (TECH) • Information Literacy (INFO) • Quantitative Literacy (QUAN) • Critical Thinking (THIN) • Scientific Literacy (SCIE) <p>The expanded definition for each Core Learning Area was considered in creating the respective program outcome.</p>	UMUC <u>Institutional Plan for the Assessment of Student Learning</u>
Association to Advance the Collegiate Schools of Business (AACSB)	Program is designed to meet AACSB standards although there has been no formal recognition by this body.	
Accreditation Standards from the International Assembly for Collegiate Business Education. (IACBE)	Program is designed to meet IACBE standards although there has been no formal recognition.	

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PROGRAM OUTCOMES

The program outcomes specific to the Baccalaureate Degree Program in Global Business and Public Policy are delineated below. The program outcomes describe the expectations for all graduates of the Baccalaureate Degree Program in Global Business and Public Policy.

CORE LEARNING AREA	PROGRAM OUTCOMES Baccalaureate Degree Program in Global Business and Public Policy
	Upon completion of the Baccalaureate Degree Program in Global Business and Public Policy, graduates will be able to:
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+
	Use written communication skills to express ideas effectively in a variety of formats including, but not limited to, problem summaries, case briefs and analyses, reports, critiques, and research related to global business and public policy.*
TECH	Evaluate technological concepts related to computers and components of information systems.+
	Apply effective use of technology skills to access a broad range of online resources to research, monitor and analyze relevant environmental variables to maximize managerial decision-making from the perspective of the organization.*
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+
	Utilize appropriate online and related electronic technology skills to access, analyze, synthesize, and apply information to facilitate relevant research in the global business and public policy area.*
QUAN	Apply mathematical and numerical reasoning skills.+
	Apply quantitative methods, including statistical and numerical skills to analyze relevant data and evaluate strategic solutions to enhance managerial decision-making.*
THIN	Develop effective business strategies and managerial decision-making based on analytic reasoning and credible evidence incorporating high ethical and legal standards in a culturally diverse and globalized environment.*
SCIE	Identify key concepts and principles of natural sciences.+
	Incorporate the scientific approach to problem-solving and decision-making in the global business and public policy area.*

+ Denotes a program outcome specific to core skills, knowledge, and values gained from completion of the general education requirements. This program outcome is common across all UMUC baccalaureate degree programs.

* Denotes a program outcome specific to core skills, knowledge, and values gained from completion of requirements in the baccalaureate degree program. This program outcome is unique to each UMUC baccalaureate degree program.

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ALIGNMENT OF PROGRAM OUTCOMES WITH LEARNING OBJECTIVES AND ASSESSMENT METHODS

The following grid aligns the program outcomes of the Baccalaureate Degree Program in Global Business and Public Policy with: 1) learning objectives from the designated program coursework and 2) specific methods used to assess student learning within the degree program.

CURRICULAR ALIGNMENT			
Baccalaureate Degree Program of Global Business and Public Policy			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
COMM	Create written communication appropriate for the purpose and which meets standards of style and grammatical correctness.+	Plan and write a research-based essay that makes effective use of resources found in databases available from UMUC's Office of Information and Library Services as well as resources located through Web search engines. (WRTG 101)	Research Paper
		Research, compile, and document relevant, credible information and use it to support ideas presented in your writing. (WRTG 393)	Research Paper
Collect, select, analyze, interpret, and organize data, and use it appropriately in business communications, including a long formal report. (WRTG 394)		Research Paper	
Conduct a systematic audience analysis and apply it to a report, essay, or research paper. (WRTG 391)		Research Paper	
	Use written communication skills to express ideas effectively in a variety of formats including, but not limited to, problem summaries, case briefs and analyses, reports, critiques, and research related to global business and public policy.*	Complete a written analysis of a significant problem(s) or issue(s) facing a company in its global business operations or objectives. (BMGT 392)	Project (Course/Chapter)

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CURRICULAR ALIGNMENT			
Baccalaureate Degree Program of Global Business and Public Policy			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
TECH	Evaluate technological concepts related to computers and components of information systems.+	Analyze issues faced by information system professional, including security, ethical, and privacy problems. (IFSM 201)	Exam (Course/Chapter)
	Apply effective use of technology skills to access a broad range of online resources to research, monitor and analyze relevant environmental variables to maximize managerial decision-making from the perspective of the organization.*	Identify, research and analyze major variables which impact the competitive viability of the firm to operate internationally or penetrate foreign markets. (BMGT 392)	Project (Chapter/Course)
INFO	Address recognized research needs by retrieving, evaluating, and using information appropriately.+	Select relevant print and electronic sources to answer research questions. (LIBS 150)	Exam (Course/Chapter)
	Utilize appropriate online and related electronic technology skills to access, analyze, synthesize, and apply information to facilitate relevant research in the global business and public policy area.*	Conduct on line research to analyze a significant environmental problem or issue facing a company in its global business operations or foreign entry strategies. (BMGT 392).	Project (Course/Chapter)
QUAN	Apply mathematical and numerical reasoning skills.+	Solve linear, quadratic, higher-order polynomial, fractional, radical, exponential, logarithmic, and absolute value equations and inequalities. (Math 107)	Exam (Course/Chapter)
		Develop problem solving skills. (MATH 105 or MATH 106)	Exam (Course/Chapter)
	Apply quantitative methods, including statistical and numerical skills to analyze relevant data and evaluate strategic solutions to enhance managerial decision-making.*	Apply and integrate quantitative methods to assess relevant variables in a host country's environment to determine the investment feasibility of a prospective global enterprise. (BMGT 392)	Project (Course/Chapter)

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CURRICULAR ALIGNMENT			
Baccalaureate Degree Program of Global Business and Public Policy			
CORE LEARNING AREA	PROGRAM OUTCOMES	LEARNING OBJECTIVE(S) AND CORRELATING COURSEWORK	METHOD(S) OF ASSESSMENT
THIN	Develop effective business strategies and managerial decision-making based on analytic reasoning and credible evidence incorporating high ethical and legal standards in a culturally diverse and globalized environment.*	Analyze alternative corporate strategies from ethical and legal perspectives encompassing issues in the functional and corporate governance areas of business. (BMGT 496)	Case Study
SCIE	Identify key concepts and principles of natural sciences.+	Recognize the differences and the interrelationships among physics, chemistry, the earth sciences, and astronomy. (NSCI 100)	Exam (Course/Chapter)
	Incorporate the scientific approach to problem-solving and decision-making in the global business and public policy area.*	Explain the significance of DNA in determining the composition, characteristics, reproduction, and behavior of an organism. (BIOL 101)	Exam (Course/Chapter)
		Apply scientific methods of inquiry to analyze selected production, marketing, technological, environmental and other related issues in the functional areas of global business and public policy. (BMGT 392)	Project (Course/Chapter)

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