

Standing Requirements

Program Mission Statement

The mission of the Global Business and Supply Chain Management program is to prepare students with the knowledge of the global context of business with the understanding and critical skills in global logistics and supply chain management. The program is designed for certificate opportunities in global business, supply chain and program management providing graduates with the tools to immediately take leadership roles as a global logistics and supply chain manager in the aviation and non-aviation business, government and not-for-profit sectors. Through a challenging, experiential and team-based curriculum, the courses are taught by internationally-experienced faculty focused on the rising role of emerging markets and the complexity of global supply chain issues. Emphasis is placed on technological change, the interdisciplinary nature of supply chain management and the growing importance of the security of the supply chain.

As part of the curriculum, students will participate in industry outreach field studies and networking events, guest lectures by industry professionals and trade education conferences. Students will also get first-hand consulting experience in providing global marketing plans and global business-expansion strategies for companies expanding overseas. In addition, students are highly encouraged and receive course credit to supplement their classroom experience with industry internships and study abroad opportunities.

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ERAU University Mission Statement

Our mission is to teach the science, practice and business of aviation and aerospace, preparing students for productive careers¹ and leadership roles in service around the world.²

Our technologically enriched, student-centered environment³ emphasizes learning through collaboration and teamwork,⁴ concern for ethical and responsible behavior,⁵ cultivation of analytical⁶ and management abilities,⁷ and a focus on the development of the professional skills needed for participation in a global community.⁸ We believe a vibrant future for aviation and aerospace rests in the success of our students. Toward this end, Embry-Riddle is committed to providing a climate that facilitates the highest standards of academic achievement⁹ and knowledge discovery,¹⁰ in an interpersonal environment that supports the unique needs of each individual.¹¹ Embry-Riddle Aeronautical University is the world's leader in aviation and aerospace education. The University is an independent, non-profit, culturally diverse institution providing quality education and research in aviation, aerospace, engineering and related fields leading to associate's, baccalaureate's, master's and doctoral degrees.

Program Alignment to University Mission

Select all that apply.

- ¹Preparing students for productive careers
- ²Preparing students for leadership roles in service around the world
- ³Technologically enriched environment
- ⁴Emphasize learning through collaboration and teamwork
- ⁵Concern for ethical and responsible behavior
- ⁶Cultivate analytical abilities
- ⁷Cultivate management abilities
- ⁸Develop the professional skills needed for participation in a global community
- ⁹Facilitating the highest standards of academic achievement
- ¹⁰Facilitating knowledge discovery
- ¹¹Providing an interpersonal environment that supports the unique needs of each individual

Standing Requirements

Program Outcomes

PC_BS Global Business and Supply Chain Management

Outcome

Outcome	Mapping
PC_BSGBSCM_PO_01 Demonstrate extensive knowledge of the core Global Business principles and competencies	No Mapping
PC_BSGBSCM_PO_02 Demonstrate extensive knowledge of the core Supply Chain principles and competencies	No Mapping
PC_BSGBSCM_PO_03 Demonstrate extensive knowledge of the core Project Management principles and competencies	No Mapping
PC_BSGBSCM_PO_04 Demonstrate extensive knowledge of the core Business principles and competencies (accounting, economics, management, quantitative business analysis, finance, marketing, legal/social and information systems) with above average proficiency in international issues	No Mapping
PC_BSGBSCM_PO_05 Apply core business knowledge through consulting and/or professional industry performance	No Mapping

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PC_BS Global Business and Supply Chain Management

PC_BS Global Business Curriculum Map

Courses and Activities Mapped to PC_BS Global Business and Supply Chain Management

	Outcome				
	PC_BSGBSCM_PO_01 Demonstrate extensive knowledge of the core Global Business principles and competencies	PC_BSGBSCM_PO_02 Demonstrate extensive knowledge of the core Supply Chain principles and competencies	PC_BSGBSCM_PO_03 Demonstrate extensive knowledge of the core Project Management principles and competencies	PC_BSGBSCM_PO_04 Demonstrate extensive knowledge of the core Business principles and competencies (accounting, economics, management, quantitative business analysis, finance, marketing, legal/social and information systems) with above average proficiency in international issues	PC_BSGBSCM_PO_05 Apply core business knowledge through consulting and/or professional industry performance
Courses and Learning Activities					
BA 335 International Business	M	I		P	I
BA 340 International Accounting	P			I	I
BA 341 Global Logistics and Supply Chain Mgt.	P	M		P	P
BA 342 International Finance	P			I	
BA 441 Global Entrepreneurship and Trade	P	I	P	I	P
BA 442 Global Marketing	P	P	I		P
SIS 365 Project Management			M	I	P
BA 437 Strategic Management and Consulting Capstone				M	M
Legend : I Introduced P Practiced M Mastered					

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PC_BS Global Business and Supply Chain Management

PC_BS Global Business and Supply Chain Management Assessment Schedule

Courses and Activities Mapped to PC_BS Global Business and Supply Chain Management

	Outcome				
	PC_BSGBSCM_PO_01 Demonstrate extensive knowledge of the core Global Business principles and competencies	PC_BSGBSCM_PO_02 Demonstrate extensive knowledge of the core Supply Chain principles and competencies	PC_BSGBSCM_PO_03 Demonstrate extensive knowledge of the core Project Management principles and competencies	PC_BSGBSCM_PO_04 Demonstrate extensive knowledge of the core Business principles and competencies (accounting, economics, management, quantitative business analysis, finance, marketing, legal/social and information systems) with above average proficiency in international issues	PC_BSGBSCM_PO_05 Apply core business knowledge through consulting and/or professional industry performance
Courses and Learning Activities					
2018-19 Assessment Cycle	✓	✓	✓	✓	✓
2019-20 Assessment Cycle	✓	✓	✓	✓	✓
2020-21 Assessment Cycle	✓	✓	✓	✓	✓
2021-22 Assessment Cycle	✓	✓	✓	✓	✓
2022-23 Assessment Cycle	✓	✓	✓	✓	✓

Legend : ✓ = Aligned

2017-2018 Assessment Cycle

Assessment Plan

Measures

PC_BS Global Business and Supply Chain Management

Outcome

Outcome: PC_BSGB_PO_05 Business Competencies

Demonstrate knowledge (and ability to apply that knowledge analytically) in the following business specialization areas: accounting, economics, management, finance, quantitative business analysis, information systems, marketing, legal/social environment, and international issues.

▼ **Measure:** GSS
Program level Indirect - Survey

Details/Description:	Graduating students will be asked to assess their perception of their development and understanding of basic knowledge in business competencies
Criterion for Success:	All graduating GB students will rate their development and understanding at the 90% or above
Timeframe of Data Collection: Key/Responsible Personnel:	Fall, 2017 and Spring, 2018

▼ **Measure:** Major Field Test (MFT) Exam
Program level Direct - Exam

Details/Description:	Administer MFT to graduating GB seniors in the capstone course, BA 437.
Criterion for Success:	Students will achieve an average (or better)

	"overall" percentile score relative to the national mean percentile of all participating schools.
Timeframe of Data Collection:	Each semester in the capstone course (BA 437), to be combined into a single AY cohort and analyzed one a year, in the spring.
Key/Responsible Personnel:	BA 437 faculty will administer the exam and provide a report to the Program Chairs.

Outcome: PC_BSGB_PO_01 Effective Communication

Students will demonstrate an ability to communicate effectively on an international business topic, in both digital and oral forms.

Marked obsolete by David Roach on 05/24/2018 4:09:20 pm EDT

▼ Measure: BA 335 Final Country Analysis Project - Oral Skills Course level Direct - Student Artifact

Details/Description:	In BA 335, students prepare a country analysis presentation on an emerging market country including review of a book chapter, key indices and current news updates.
Criterion for Success:	Students will earn greater than an 80% pass rate on their Final Country Analysis Project.
Timeframe of Data Collection:	Each semester BA 335 International Business is offered.
Key/Responsible Personnel:	BA 335 Instructor shall administer the assessment and provide the results to the Program Chairs.

Supporting Attachments:

 Country Final Presentation Rubric.docx (Word Document (Open XML))

Country Analysis Rubric

 Sample Presentation (India) (PowerPoint Presentation (Open XML))

Sample student presentation

Outcome: PC_BSGB_PO_02 Basic International Business Knowledge

Students will recognize, understand and apply fundamental knowledge of international business .

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▼ **Measure:** 1. IB Pre and Post-Test

Course level Direct - Exam

Details/Description: Students will take a pre and post-test in BA 335 to measure their increase in ability to recognize, understand and apply fundamental IB knowledge after taking the course.

Criterion for Success: 90% of students in the course will increase their score by 50% or greater from the pre to post-test

Timeframe of Data Spring, 2018

Collection:

Key/Responsible Dr. Thomas Drape

Personnel:

▼ **Measure:** GSS

Program level Indirect - Survey

Details/Description: Graduating students will be asked to assess their perception of their development and understanding of basic knowledge in global business, global marketing, international finance, international accounting and global trade.

Criterion for Success: All graduating GB students will rate their development and understanding at the 70% or above

Timeframe of Data Fall, 2017 and Spring, 2018

Collection:
Key/Responsible
Personnel:

▼ **Measure:** Learning Outcome Mastery Survey
Course level Indirect - Survey

Details/Description:	Measure of students' assessment of the coverage and their mastery of the Learning Outcomes listed in the Master Course Outline and Course Syllabus for BA 335
Criterion for Success:	At least 80% of the students will respond "Extensive" or "Moderate" ability and understand of the learning objectives covered during the course.
Timeframe of Data Collection:	Fall, 2017
Key/Responsible Personnel:	Dr. Thomas Drape

▼ **Measure:** MFT Exam - International Issues CPC Area
Other level Direct - Exam

Details/Description:	In the Capstone Course (BA 437), graduating seniors take the Major Field Test (M.F.T.) The M.F.T. exam covers 11 specialization areas including International Issues.
Criterion for Success:	Students will score 10% above the national percentile relative to the national mean percentile of all participating schools in the "international issues" specialization area.
Timeframe of Data Collection:	Each semester in the capstone course (BA 437), to be combined into a single AY cohort and analyzed one a year, in the spring.

Key/Responsible
Personnel:

BA 437 faculty will administer the exam and
provide a report to the Program Chairs.

Outcome: PC_BSGB_PO_03 Information Literacy and Decision-Making

Students will analyze, integrate and make decisions given limited information through primary and secondary research.

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▼ **Measure:** BA 340 Research Paper
Course level Direct - Student Artifact

Details/Description:

International accounting research paper collecting
and analyzing country-specific accounting
information.

Criterion for Success:

Over 80% pass rate.

Timeframe of Data

Spring, 2018


Collection:


Key/Responsible

Dr. Cindy Greenman

Personnel:

Supporting Attachments:

 BA 340 Research Paper - Criterion Results.docx (Word Document (Open XML))

 BA 340 Research Paper Instructions (Word Document (Open XML))

▼ **Measure:** Consulting Evaluations
Program level Direct - Other

Details/Description:

All clients will rate the consulting teams on their
information literacy and decision-making ability.

Criterion for Success:	All clients will perceive the skill of the consulting teams to be at or better than an average consultant
Timeframe of Data Collection:	Every semester in BA 437.
Key/Responsible Personnel:	Professor Rick Gibson

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