

Curriculum Map of Core Courses to Learning Goals - International Business

Spring 2012

Business Core	Fundamental Relationships among Marketing Mix Elements Applied Internationally	Recognition of Uncontrollable Factors in the Pursuit of Achieving Int'l Goals	Application of the Factors that Influence Currency Exchange Rates	Evaluation of Potential Production, Service or Marketing Locations Worldwide
IBM 200-02		I		
IBM 300	I, A	I, A	I	I
IBM 414	D	D	D	
IBM 416	D			D
IBM 480	M, A	M, A	D	

I - Introduction

D - Development

M - Mastery

A - Assessment data collected