Bachelor of Business Administration and Bachelor of Science in international business

Program information

College	College of Business		
Department or school	Management Programs		
Degree abbreviation	B.B.A. &B.S.	**CIP code**	52.1101
Program website	blob:https://outlook.office.com/07570def-593d-4e00-ab62-7e7c7e1d938d		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate so students, families, employers and the community can see what each program commits to providing its graduates.

Program mission

The major in International Business attracts high-quality students and prepares them to contribute effectively to their organizations and community in a global business environment.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

This program's goals are accomplished through an active partnership with the business community while the program continuously enhances the quality and impact of international business education.

About the program

The major in International Business attracts high-quality students and prepares them to contribute effectively to their organizations and community in a global business environment. This program's goals are accomplished through an active partnership with the business community while the program continuously enhances the quality and impact of international business education. The B.B.A. program is available in person or fully online.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☐ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☐ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Students will demonstrate general knowledge of international business

How students show it
exam

Where it is assessed
MAN 3600 International Business

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☐ **Other forms of communication:** visual, media, performance or exhibit work
- ☐ **Team/collaborative communication:** contributing to group projects and shared goals

Students will demonstrate oral and written communication skills

How students show it
Written assignment and oral presentation

Where it is assessed
GEB 3213 Business Communication

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

- ☒ **Analytical skills:** weighing evidence, comparing ideas and judging arguments
- ☐ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal
- ☐ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Students will demonstrate the application of concepts, models and tools of strategic analysis and apply them to competitive situations

How students show it
Capstone assignment

Where it is assessed
MAN 4720 Global Policy and Strategy

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

Assessment methods may change over time.