

Undergraduate International Business Program

Learning Goals

Mission Statement

Our mission is to foster a dynamic and collegial environment that serves our two most important goals: the creation of knowledge, and the education of future business leaders. We produce rigorous and relevant research that enriches the understanding and practice of business. We develop graduates whose professional expertise, skills and leadership are enhanced by a unique understanding of the global marketplace. Through our service and our achievements in research and education, we contribute to the welfare of our main constituents: our students, alumni, university, state and business partners.

Learning Goals

1. Our students will develop an in-depth capacity in a functional area of business.
2. Our students will develop a strong understanding of the global dimensions of business.
3. Our students will develop excellent communication skills in more than one language.
4. Our students will develop an appreciation of the impact of culture on the conduct of business.
5. Our students will gain exposure to living in a second culture.