

**GRADUATE SCHOOL OF BUSINESS
MSIMC PROGRAM LEARNING GOALS ASSESSMENT RUBRIC**

MSIMC Goal 4: Global Perspective and Diversity Awareness

Graduates will have a global perspective by recognizing international business issues and appreciating diversity, including culture, race, religion, and gender.

Objective 1: To understand the kind of issues that arise in international business and the means for effectively addressing these issues.

Objective 1: Traits	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
Identification of Global Factors	No or incomplete identification of some or all of the following relevant global factors: Economic, Cultural, Legal, Political, demographic	Some identification of most of the relevant factors	Clear and some detailed identification of relevant factors.
Analysis of Global Factors	No analysis of impact of relevant global issues; Erroneous analysis of impact	Some analysis of impact of global factors; some inaccuracies in analysis	Clear, accurate and somewhat detailed analysis of impact of relevant global factors
Application of Analysis to Management Situation	No application of analysis to specific management situation; incorrect conclusions or recommendations made	Some application of analysis to specific management situation, weak conclusions or recommendations made	Clear application of analysis to specific management situation; valid conclusions and good recommendations given

Objective 2: To be aware of how differences in culture, race, religion, gender, and other kinds of diversity impact business decisions, domestically and internationally.

Objective 2: Traits	Below Expectations (1)	Meets Expectations (2)	Exceeds Expectations (3)
Awareness of Diversity	Limited awareness of how differences impact business decisions	Basic awareness of how differences impact business decisions	High level awareness of how differences impact business decisions