**GLOBAL ENVIRONMENT OF BUSINESS**

**GENERAL EDUCATION ASSESSMENT PLAN**

**GENERAL EDUCATION AREA LEARNING OBJECTIVES**

**Behavioral and Social Sciences:**

The purpose of the general education program at UCA is

* to help students develop intellectual skills, practical skills, and emotional and aesthetic sensitivities--that is, to prepare them to think, to feel, and to act competently in a complex, diverse, and constantly changing world; and
* to help students understand the values inherent in their culture and to be aware of other cultural traditions, values, and beliefs.

Objectives for students completing the Behavioral and Social Sciences requirement are:

* to be able to use a variety of theories to explain human behavior;
* to be able to describe how the study of human behavior is founded on empirical/scientific observation;
* to be able to recognize the effects of the environment on individual behavior or recognize the effects of social institutions and processes on human interaction.

Upon completion of the General Education (GE) program, students will have had the opportunity and encouragement to develop thoughtful perspectives. They will have been exposed to and encouraged to explore both the cultural diversity that defines many human differences and the connections that suggest common human concerns.

Students will be able to recognize the effect of social institutions and processes on human interaction. They will gain insight into the benefits of international trade and trends in globalization, especially including the cultural aspects of globalization.

**Learning Objective:** Students will be able to identify cultural/global perspectives among stakeholders

**Course(s) Assessed:** ECON 2310

**Measure**: ECON 2310 students will take a series of quizzes related to global business.

**Benchmark (meet):** The mean number of points for all ECON 2310 students will be equal to or greater than 70% of the total points that could possibly be earned on the Blackboard quizzes.

**Frequency:** Every semester ECON 2310 is offered.