

**Goal 5: Global Perspective
Assessment Rubric**

Courses: RPS 3000, MKT 3160, MGT 3090, ECON 3500, and ACCT 4300

UG Goal 5: Global Perspective: Our students have a global perspective on business (vision-related).

Objective 5.1: Our students can identify components of the business environment (economic, political, regulatory, legal, technological, social and cultural) throughout the world and understand their differences and similarities between global, regional, national and local levels.

Objective 5.2: Our students can adapt business strategies and tactics to make them suitable to address challenges and opportunities in markets throughout the world.

ABILITY	Below Expectations	Meets expectations	Exceeds Expectations
Recognizing Economic and Political Aspects of Different Global Business Environments	Student does not attempt to or fails to recognize the economic and political aspects of different global business environments.	Student recognizes a few economic and political aspects of different global business environments.	Student recognizes most economic and political aspects of different global business environments.
Recognizing Regulatory and Legal Aspects of Different Global Business Environments	Student does not attempt to or fails to recognize the regulatory and legal aspects of different global business environments.	Student recognizes a few regulatory and legal aspects of different global business environments.	Student recognizes most regulatory and legal aspects of different global business environments.
Recognizing Technological Aspects of Different Global Business Environment	Student does not attempt to or fails to recognize the technological aspects of different global business environments.	Student recognizes a few technological aspects of different global business environments.	Student recognizes most technological aspects of different global business environments.
Recognizing Social and Cultural Aspects of Different Global Business Environments	Student does not attempt to or fails to recognize the social and cultural aspects of different global business environments.	Student recognizes a few Social and cultural aspects of different global business environments.	Student recognizes most Social and cultural aspects of different global business environments.

Adapting business strategies and tactics to global challenges and opportunities	Student fails to detail any business strategies and/or tactics that can be adapted to global challenges and opportunities.	Student details a few business strategies and tactics that can be adapted to global challenges and opportunities.	Student detail smany business strategies and tactics that can be adapted to global challenges and opportunities.
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