

Learning Goal		① Business Ethics			② Fundamental Knowledge of Discipline				③ Intercultural Communication Skills			④ Global Perspectives		
Learning Objectives		①a. To identify basic theories and principles of business ethics.	①b. To illustrate the significance of business ethics.	①c. To analyze ethical problems and propose a solution.	②a. To demonstrate an understanding of basic business concepts.	②b. To demonstrate a satisfactory level of writing and presentation skills.	②c. To apply appropriate analytical tools (qualitative and/or quantitative) to examine business problems.	②d. To demonstrate problem solving skills.	③a. To demonstrate understanding of the impact of culture on communication behaviors.	③b. To communicate effectively in a multicultural setting.	③c. To demonstrate competency in at least one second language.	④a. To demonstrate understanding of the impact of globalization.	④b. To give examples of how business environment's differ across countries.	④c. To recognize global issues in business management.
Subject														
International Logistics			O		O							O	O	O
Consumer Behavior			O		O					O			O	O
E-Commerce					O							O	O	O
International Marketing					O	O		O	O			O	O	O
Marketing Research			O		O	O	O			O				
Product Development					O		O							O
Promotion and Sales Management						O				O				O
Supply Chain Management					O		O							O
Brand Management			O		O	O			O	O		O	O	O
Service Management					O		O							O