

APM Curriculum Alignment Matrix (Strategic Management Organization)

Learning Goal		① Business Ethics			② Fundamental Knowledge of Discipline				③ Intercultural Communication Skills			④ Global Perspectives		
Learning Objectives	Subject	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 environments differ across countries.	④c. To recognize global issues in business management.
Service Management					O		O							
Entrepreneurship			O		O								O	
Supply Chain Management					O		O						O	
Family Business Management			O		O									
International Transactions											O	O	O	
Strategic Management						O	O	O					O	
Brand Management			O		O				O	O	O	O	O	
Advanced Organizational Behavior									O	O			O	
Advanced Human Resource Management				O					O	O		O	O	