

MONTANA LOG STRUCTURES (MLS)
A CASE STUDY TO EVALUATE THE INTERNATIONAL LEARNING OUTCOME
- Study case

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ABSTRACT

AACSB International (AACSB) is the primary and most prestigious Accrediting body for Business Schools worldwide. AACSB requires its accredited member schools to adopt specific Learning Goals and Outcomes. AACSB encourages a Global/International mindset. Most accredited schools have Learning Outcomes that consist of some Global/International goals. Evaluations to ascertain if these goals are being met are required twice in every five-year period. This Case study is a testing instrument that can be used to evaluate these goals.

Keywords: AACSB, MLS, International learning outcome

1. INTRODUCTION

AACSB International (AACSB) requires accredited schools to fulfil certain conditions to receive accreditation. One of the many conditions that business schools are required to have is a clear vision/mission statement and from these statements are derived many others. The curriculum and course structure is designed to best meet the mission of the school. Among one of the many goals of most business schools is for graduating students to have a global mindset so that students are aware of the global nature of business and have the skills to be successful operate in such a world. Many learning goals are designed around this global mindset objective. One example of such a learning goal and learning outcomes is:

LEARNING GOAL: *International/Global Mindset*

Students should be knowledgeable about globalization and cultural differences for businesses.

Learning Outcome 1: Global Issues: Students should be able to identify global issues and explain their implications.

Learning Outcome 2: Markets and Operations: Students should be able to specify appropriate factors for consideration when assessing international markets and operations.

Learning Outcome 3: Cultural Differences: Students should be able to recognize the significance of cultural differences in business practice.

Once adopted, periodic evaluations to ascertain if these goals are being met are required. A testing instrument to evaluate these goals is a challenge. The reason being that students are at different levels of international experience, for example, International Business majors and other business school majors. This case study is designed to evaluate learning goals that are like the ones stated above and many schools will find this case study useful either as a testing instrument to test the achievement of the goals or as a simple case study assignment. This case is suitable for all business majors. Even though this case study is specific to the conditions unique to Japan and China, one of the advantages of using such a case study is that it is short but comprehensive and requires the application of economics and general