

PROPOSAL NUMBER: 99- 103  
(9798-242)

# CURRICULUM PROPOSAL FORM

**DEADLINES:**

REGULAR COURSE PROPOSALS: OCTOBER 23, 1998 FOR FALL, 1999 AND FEBRUARY 19, 1999 FOR SPRING, 2000  
 SHORT-TERM COURSE PROPOSALS: DECEMBER 11, 1998 FOR FALL, 1999 AND MARCH 26, 1998 FOR SPRING 2000

**PROPOSAL TITLE:** International Business and Society

**SPONSOR/S:** College of Business MBA Curriculum Committee

**DEPARTMENT:** MBA 0506.502

**CHECK ALL THAT APPLY:**  
 UNDERGRADUATE       GRADUATE

**COLLEGE:** Business

**If LAS:**     History/Humanities  
                   Math/Sciences  
                   Social/Behavioral Sciences

\* \* \* \* \*

**TYPE OF PROPOSAL (Check ALL that Apply)**

<input type="checkbox"/> General Education	<input type="checkbox"/> New Course (NOT Gen. Ed.)
<input type="checkbox"/> <u>New Course in</u> <u>Bank</u>	<input type="checkbox"/> Name Change (Dept., School, Major)
<input type="checkbox"/> Existing course, Add To <u>Bank</u>	<input type="checkbox"/> Changes in Degree Requirements
<input type="checkbox"/> Multicultural/Global Designation	<input type="checkbox"/> <u>Changes Involve Gen. Ed. requirements</u>
<input type="checkbox"/> Writing Intensive Designation	<input checked="" type="checkbox"/> Minor Changes to Existing Courses
<input type="checkbox"/> New Minor/Concentration/Specialization	<input type="checkbox"/> Course is NOT General Education
<input type="checkbox"/> New Major/Degree Program	<input type="checkbox"/> Course IS General Education
<input type="checkbox"/> Short Term Course Proposal	

*See attached for signature*

**DEPARTMENT**  
(SIGNATURE INDICATES APPROVAL)

\_\_\_\_\_ DEPT. CURRICULUM CHAIR / DATE      \_\_\_\_\_ DEPT. CHAIRPERSON / DATE

**COLLEGE CURRICULUM COMMITTEE**  
 DATE OF OPEN HEARING (if necessary) 1/21/99

APPROVED  
 NOT APPROVED

COMMENTS:

*Phillip Lewis*      1/21/99  
 SIGNATURE                      DATE

**ACADEMIC DEAN (& GRADUATE DEAN, for New Graduate Programs Only)**

APPROVED  
 NOT APPROVED

COMMENTS: *See attached*

\_\_\_\_\_  
 SIGNATURE (Academic Dean)      DATE

\_\_\_\_\_  
 SIGNATURE (Graduate Dean)      DATE



**UNIVERSITY CURRICULUM COMMITTEE**

DATE OF OPEN HEARING (if necessary) 2/14/99 (course held only)

APPROVED

NOT APPROVED

COMMENTS:

Academic Review 3/2/99  
SIGNATURE DATE

**SENATE**

Date announced at Senate 1/26/99

Voted upon at Senate:            **Approved**            **Not Approved**            **Date:**

**EXECUTIVE VICE PRESIDENT/PROVOST**

APPROVED

NOT APPROVED If no, reasons are as follows:

STUDENT CREDIT HOURS \_\_\_\_\_ FACULTY LOAD HOURS \_\_\_\_\_ EQUALIZED CREDIT HOURS \_\_\_\_\_

OFFICIAL COPY & APPROVAL SHEET FILED (DATE): \_\_\_\_\_

DATE/SIGNATURE EXECUTIVE VICE PRESIDENT/PROVOST [Signature]

**REGISTRAR**

DATE APPROVED COURSE DESCRIPTION RECEIVED \_\_\_\_\_

HEGIS TAXONOMY & COURSE NUMBER ASSIGNED \_\_\_\_\_

DATE/SIGNATURE OF REGISTRAR Robert A. Kulbat 3/31/99

**NOTIFICATION FORWARD:**

SENATE CURRICULUM COMMITTEE CHAIRPERSON

DEPARTMENT CHAIRPERSONS

ACADEMIC DEAN(S)

REGISTRAR

SPONSOR(S)

7/1/99 3/31/99

**SENATE CURRICULUM COMMITTEE  
MINOR CURRICULAR CHANGE FORM**

PROPOSAL TITLE: International Business and Society

UNDERGRADUATE

GRADUATE

CREDIT HOURS

SPONSOR(S): College of Business MBA Curriculum Committee

DEPARTMENT: MBA

TELEPHONE: 256-4024

**CHECK:**

CHANGES IN APPROVED MINORS, SPECIALIZATIONS, CONCENTRATIONS

CATALOG DESCRIPTIONS, TITLES, AND/OR PREREQUISITES

SMALL CHANGES IN COURSE CONTENT OF EXISTING COURSES WHICH DO NOT SUBSTANTIALLY VARY THE CURRICULUM

CHANGES IN HEGIS NUMBER

**STEP #1 (DEPARTMENT)**

Date Approved: 2/20/98

Date NOT Approved \_\_\_\_\_

[Signature] 2/20/98  
Dept. Curriculum Chairperson signature/date

[Signature] 2/20/98  
Dept. Chairperson signature/date

**STEP #2 (COLLEGE)**

Recommend To Approve/date: 2/20/98

Recommend NOT To Approve/date: \_\_\_\_\_

Comments: \_\_\_\_\_

[Signature]  
College Curriculum Chairperson Signature  
/date

**STEP #3 (ACADEMIC DEAN)**

Recommended

NOT Recommended

[Signature]  
Dean of College Signature/date

**STEP #4 (CURRICULUM COMMITTEE)**

SCC# 9798-248  
2-20-98

APPROVED:

NOT APPROVED:

\_\_\_\_\_  
Curriculum Committee Chairperson Signature/date

**STEP #5 EXECUTIVE VP/PROVOST**

Approved \_\_\_\_\_

NOT Approved \_\_\_\_\_

\_\_\_\_\_  
Signature /Date

GISTRAR'S SIGNATURE/DATE:

**COLLEGE OF BUSINESS**  
**PROPOSAL FOR MINOR CURRICULAR CHANGE**  
**INTERNATIONAL BUSINESS AND SOCIETY**

**1. Details**

- a. Course Title: International Business and Society
- b. Sponsors: College of Business MBA Curriculum Committee
- c. Credit Hours: 3 credit hours
- d. Course Level: Graduate
- e. Prerequisites: Completion of, or concurrent with, the Integrative Managerial Skills Course.
- f. Suggested time and scale of implementation: One section to be offered each semester or year beginning of the spring of 1999.
- g. Curricular Effect: Required of all MBA students.
- h. Adequacy of the present staff, resources, space needs, and any other requirements for implementation: There will be no changes in need for resources.
- i. Recommended Library Resources: No new resources will be required.
- j. Short term Evaluations: Assessment will be done each semester the course is taught. Faculty teaching will conduct learning outcome assessment and effect change as needed.

**2. Rationale**

The course requires minor revision in light of the rapid internationalization of the business environment and changes in the key structures, institutions, and issues pertaining to global business over the last ten years.

A major consideration for focusing on the international dimensions of business activity is the rapid globalization of economies through regional trade agreements and global trade regimes like the WTO, increasing factor mobility on a global scale, and the necessity of having a presence in key markets. The growth of American corporate involvement abroad and the increasing participation of foreign companies in the US economy have caused managers to develop a worldwide view of their operations. In effect they think and act as global business people, while trying to balance local considerations, in order to reap the global opportunities constantly opening up. The graduate business student must have an

understanding of the international dimensions of business and their impact on key stakeholders.

### 3. **Essence of the Course**

#### a. Objectives

As a result of this course students will:

1. Understand trade theories.
2. Become sensitized to the local impact, on key stakeholders, of global events and trends.
3. Be exposed to current patterns of international trade and investment flows.
4. Understand differences in political economies among nations.
5. Understand the importance of cross-cultural literacy.
6. Understand the institutional structures that have evolved to facilitate global trade and investment.
7. Develop an appreciation of the global presence and competitive interaction of firms of all sizes.
8. Identify elements of international accounting, finance, human resources, marketing, and operations.

#### b. Topic outline contents

Course topics will include:

- a. Patterns of global trade and investment flows.
- b. Economic theories of international trade.
- c. Frameworks for analysis of variations in national political economies.
- d. Frameworks for understanding national cultural differences  
Typology of strategies and structures for firms that compete Internationally.
- e. Role of international institutions like the World Bank, IMF, WTO, and international currency and capital Markets.
- f. International Finance: international cash management, protection against host country inflation, remittance policies, import and export financing, financing subsidiaries in host countries.
- g. International Management: recruitment and selection of international executives, compensation policies, foreign nationals managing subsidiaries, policy towards host country employees, operations issues.
- h. International Marketing: target market identification, product adaptation, pricing, selling, promotion, and advertising; physical distribution including transport and

warehousing, choice of channels within the target market, market research.

c. Evaluation and Grading

Students in this course will be evaluated on a combination of short papers, research projects, oral presentations, case analyses, participation in classroom activities, exercises, and discussion, and examinations.

d. Course Evaluation

Assessment of learning outcomes with respect to course objectives will be conducted on a regular basis.

4. **Consultation**

The proposal presented here was developed by a committee formed of all specializations in the College of Business. The Committee studied practices of schools comparable in size and mission to Rowan.

## **OVERVIEW OF MINOR COURSE REVISION INTERNATIONAL BUSINESS AND SOCIETY**

The revisions to this course were minor in nature and preserved the spirit and primary objectives of the course. The language used to describe the objectives and topics has been modified to reflect the current frames of reference and terminology in the subject area. Minor alterations have been made to the topics in keeping with the shift in emphasis within the discipline.

The rapid globalization of economies has been accompanied by an equally rapid evolution of new regional and global institutions that govern international trade and investment flows. The course revisions incorporate these changes. In addition, the current debate about the impact of globalization, on key stakeholders, is also utilized to provide the context for developing the appropriate frameworks for analyses. Hence, a greater emphasis is placed on viewing global business phenomena through multiple frameworks and perspectives.

## **CATALOGUE DESCRIPTION**

### **INTERNATIONAL BUSINESS AND SOCIETY**

This course addresses numerous aspects of the increasingly global business environment and their implications for business organizations and key stakeholders. Frameworks for comparing political, legal, social, economic, and governmental differences across nations are utilized. Macro issues include trade theories, trade regimes, roles of governments and global institutions. Strategies and structures adopted by various types of international firms and their functional approaches to international finance, management, and marketing are also included.

Prerequisite: Completion of, or concurrent with, Integrative Managerial Skills

*OSOL. 51E*