



PROPOSAL SCC #99/00- 112

CURRICULUM PROPOSAL FORM 1999-2000

NON-GENERAL EDUCATION PROCESS A

***DEADLINES:** ~~Deadline~~ dates for 1999/2000 submissions: Regular proposals: October 22, 1999 to be implemented in Fall 2000; Short-Term proposals: December 10, 1999 to be implemented in Fall, 2000; Regular proposals February 18, 2000 to be implemented in Spring, 2001; March 24, 2000 for short-term courses to be implemented in Spring 2001.

0506.310 330

PROPOSAL TITLE: NEW COURSE, "MANAGING INTERNATIONAL BUSINESS" *per EE 10/6/00*

SPONSOR(S): JOOH LEE

DEPARTMENT: MANAGEMENT AND MANAGEMENT INFORMATION SYSTEMS

COLLEGE: BUSINESS

IF LAS CHECK ONE: History/Humanities Math/Sciences Social/Behavioral Sciences

Check one: Undergraduate Graduate

THE ATTACHED *NON-GEN-ED* PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

New non-gen-ed course

Short-term non-gen-ed course

Minor curricular changes (fewer than three) to:

- existing non-gen-ed course
- non-gen-ed degree requirements
- major
- minor, specialization, concentration, track, certificate program

DEPARTMENT
(Signature indicates approval)

John Kulin 12-21-00
Dept. Curriculum Chair / Date

John Lee
Dept. Chairperson / Date

ACADEMIC DEAN

Approved Not Approved Comments:

Dean's Signature/Date *David J. ... 2/10/00*

COLLEGE CURRICULUM COMMITTEE

Date of open hearing (if necessary) 3/23/00 Approved Not Approved
Comments:

Signature of College Chair/Date: Richard [unclear] 3/22/00

UNIVERSITY CURRICULUM COMMITTEE

Date Received/Processed 4/17/00
Comments: Course approved. And sponsor must file for M/G separate

Curriculum Chair Signature [unclear] Date Announced At Senate 4/15/00

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): _____ Executive VP/Provost Signature/Date [unclear] 5/23/00

REGISTRAR

Date Approved Course Description Received 5/25/00 Hegis Taxonomy & Course Number Assigned 0506.390

Registrar Signature/Date Robert A. Kubat 5/25/00

NOTIFICATION FORWARD

Senate Curriculum Committee Chairperson

Academic Dean(s)

Department Chairpersons

Registrar

Tim [unclear]
____ Sponsor(s)

New Course Proposal

Rowan University

College of Business

Management Department

Course Title: Managing International Business 0506.330
 Sponsors: Jooh Lee, Ph.D., Professor of Management
 Credit Hours: 3
 Course Level: Undergraduate, Junior Level (300)
 Curricular Effect: Required for Management and MIS Specializations
 Applied to Gen. Ed. M/G Course
 Prerequisites: Macroeconomics (2204.101), Microeconomics (2204.102),
 Organizational Behavior (0506.300)

Suggested time and scale of implementation:

Initial offering Spring 2001
 Multiple sections would be offered (at least 2 per academic year)

Adequacy of present staff and resources:

Several current faculty in Management and other departments are capable of teaching this course.
 This course could be housed in the Management Department, and listed with a Management hegis number (0506.3xx).

No additional resources would be required if the course is required by Management/MIS majors

Rationale: The effects of globalization are evident in virtually every aspect of life and are particularly important for Business organizations. Business (Management and MIS) students will benefit by having a better awareness of the global business environment.

Essence of the Course:

The course will provide students with an overview of the political, social, economic, and cultural contexts for the conduct of international trade and investment. Problems and issues arising out of large, and small, business organizations engaging in international operations will also be examined.

Content Modules:

- Scope of the Global Economy
 - Size & growth of key national and regional economies
 - Patterns of trade and FDI flows
- Trade Theories
- Global Institutional Structure
 - History and role of key institutions like the WTO, IMF, World Bank
- Capital and Currency Markets
 - Evolution of global capital markets
 - History and evolution of exchange rate systems
- Differences across Nations and Regions
 - Frameworks that describe differences in political economy
 - Frameworks that describe cultural differences
- Trends in Regional Economic Integration
 - Levels of regional economic integration
 - Size and role of major trade blocs
- Strategies and Structures of MNEs
 - Modes of market entry and strategic alliances
 - Strategic typologies
 - Types of structures; matching structure to strategy
- Functional Issues Arising from International Operations
 - Exporting, Importing, Countertrade
 - Global Marketing and R&D
 - Global manufacturing and supply chains
 - Issues in global HRM
 - Accounting in International Business

Representative Text:

Charles W. L. Hill, *International Business: Competing in the Global Marketplace*, 3rd Ed., 2000.

Evaluation of Students:

Students will be evaluated through a combination of examinations as well as written and oral presentations of case studies and/or independent research projects that analyze international business operations.

Course Evaluation:

In addition to regular student evaluations, a variety of outcomes assessment measures will be used to assess student learning. This course will be fully reviewed following the first offering.

Catalog Description:

Undergraduate course:

3 s.h.

0506.3~~xx~~⁰ Managing International Business

Prerequisites: Macroeconomics (2204.101), Microeconomics (2204.102),
Organizational Behavior (0506.300)

Students will learn about the evolution and current environment for international trade and investment and understand the challenges and issues facing business organizations with international operations. They will apply these insights to the analysis of actual business decision-making situations by means of case studies and research projects.