CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

COURSE MODIFICATION PROPOSAL

Courses must be submitted by November 3, 2008, to make the next catalog (2009-2010) production

DATE (CHANGE DATE EACH TIME REVISED): OCTOBER 30TH, 2008 REV 12.16.08

PROGRAM AREA(S): BUSINESS AND ECONOMICS

Directions: All sections of this form must be completed for course modifications. All documents are stand alone sources of course information.

1. Course Information.
   [Follow accepted catalog format.] (Add additional prefixes if cross-listed)

<table>
<thead>
<tr>
<th>OLD</th>
<th>NEW</th>
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<tbody>
<tr>
<td>Prefix</td>
<td>MGMT</td>
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<tr>
<td>Hours</td>
<td>3 hours lecture per week</td>
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<td>Hours blank</td>
<td>0 hours blank per week</td>
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   Prerequisites: None
   Consent of Instructor Required for Enrollment
   Corequisites: 

   Catalog Description (Do not use any symbols): Identification and analysis of management systems in cross-border environments. Explores the impact of economic, social, cultural, and political variables on the conduct of profit-making business. Extensive use of case analysis, and performance of a country study project.

   General Education Categories
   Lab Fee Requested
   Course Level: Undergraduate
   (Student’s choice)

   Graded
   Repeatable for up to 3 units
   Total Completions
   Multiple
   Enrollment in same semester

   Lab Fee Requested
   Course Level: Undergraduate
   (Student’s choice)

   Graded
   Repeatable for up to 3 units
   Total Completions
   Multiple
   Enrollment in same semester

2. Mode of Instruction (Hours per Unit are defaulted)

<table>
<thead>
<tr>
<th>Mode of Instruction</th>
<th>Existing</th>
<th>Proposed</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>3</td>
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<tr>
<td>Seminar</td>
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<td>Lab</td>
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<td>Activity</td>
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<td>Field Studies</td>
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<td>Indep Study</td>
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3. Course Attributes:

9.15.08 km2
General Education Categories: All courses with GE category notations (including deletions) must be submitted to the GE website: http://summit.csuci.edu/geapproval. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)
- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

B (Mathematics, Sciences & Technology)
- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)
- C-1 Art
- C-2 Literature Courses
- C-3a Language
- C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)

UDIGE/INTD Interdisciplinary
Meets University Writing Requirement
Meets University Language Requirement

American Institutions, Title V Section 40404:
- Government
- US Constitution
- US History
Refer to website, Exec Order 405, for more information: http://senate.csuci.edu/comm/curriculum/resources.htm

Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

4. Justification and Requirements for the Course. [Make a brief statement to justify the need for the course]

OLD
This course is an elective course for the Bachelor of Science program in Business and a required course for the Management option within the Bachelor of Science in Business. An understanding of international business is essential for business students in today's interdependent global world. This course will provide business students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operation. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

NEW
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5. Learning Objectives. (List in numerical order)
OLD
Upon completion of the course, the student will be able to:
1. explain the differences in economic social, political, and cultural variables among countries
2. evaluate various trade theories and determine the gains from trade and investment
3. distinguish between various trade policies and their economic

NEW
Upon completion of the course, the student will be able to:
1. explain the differences in economic social, political, and cultural variables among countries
2. evaluate various trade theories and determine the gains from trade and investment
3. distinguish between various trade policies and their economic
impacts
4. develop competencies in global strategy formulation, including strategic alliances and the integration of all functional areas in a global context
5. develop communication and teamwork skills through case analysis and group projects

6. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD
I. Introduction
   Globalization
   Differences in Political Economy
   Differences in Culture

II. The Global Trade and Investment Environment
   Trade Theory and Policy
   Foreign Direct Investment
   Economic Integration

III. The Global Monetary System
   Foreign Exchange Markets
   International Monetary Systems

IV. The Strategy and Structure of International Business
   Strategy and Organization
   Entry Strategy and Alliances

V. International Business Operations
   Exporting and Importing
   Manufacturing Management
   Human Resources Management
   Accounting and Financial Management

NEW
I. Introduction
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   Differences in Culture

II. The Global Trade and Investment Environment
   Trade Theory and Policy
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III. The Global Monetary System
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IV. The Strategy and Structure of International Business
   Strategy and Organization
   Entry Strategy and Alliances

V. International Business Operations
   Exporting and Importing
   Manufacturing Management
   Human Resources Management
   Accounting and Financial Management

Does this course content overlap with a course offered in your academic program? Yes ☑ No ☒
If YES, what course(s) and provide a justification of the overlap. ________

Does this course content overlap a course offered in another academic area? Yes ☑ No ☒
If YES, what course(s) and provide a justification of the overlap. ________

Overlapping courses require Chairs’ signatures.

7. Cross-listed Courses (Please note each prefix in item No. 1)
   A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
   B. List each cross-listed prefix for the course: ________
   C. Program responsible for staffing: ________

8. References. [Provide 3-5 references]

OLD
NEW


9. Tenure Track Faculty qualified to teach this course.
   Jaye Smith, Jun Zhao, Paul Rivera

10. Requested Effective Date or First Semester offered: Fall 2009

11. New Resource Requested: Yes ☐ No ☒
   If YES, list the resources needed.
   A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.) ☐
   B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.) ☐
   C. Facility/Space/Transportation Needs: ☐
   D. Lab Fee Requested: Yes ☐ No ☒ (Refer to the Dean’s Office for additional processing)
   E. Other. ☐

12. Indicate Changes and Justification for Each. [Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]

   | Course title | Course Content |
   | Prefix/suffix | Course Learning Objectives |
   | Course number | References |
   | Units | GE |
   | Staffing formula and enrollment limits | Other |
   | x Prerequisites/Corequisites | Reactivate Course |
   | Catalog description | |
   | Mode of Instruction | |

   Justification: This course examines the strategies and structures of international businesses and assess the special roles of an international business's various function. Without a basic understanding of organization and management functions (which is the focus of Mgmt 307), students will not be able to fully understand the contents covered in this course. Changing the course number to Mgmt 410 and adding Mgmt 307 as prerequisite will help students achieve the learning objectives more effectively.

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ☐ No ☒
   If, YES attach a program update or program modification form for all programs affected.
   Priority deadline for New Minors and Programs: October 6, 2008 of preceding year.
   Priority deadline for Course Proposals and Modifications: November 3, 2008.
   Last day to submit forms to be considered during the current academic year: April 15th.

Jun Zhao
October 30th, 2008

Proposer(s) of Course Modification
Type in name. Signatures will be collected after Curriculum approval.

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Type in name. Signatures will be collected after Curriculum approval.
**Approval Sheet**

**Course:**
If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

<table>
<thead>
<tr>
<th>Chair Position</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>Program Chair</td>
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<td>General Education Chair</td>
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<td>Center for Intl Affairs Director</td>
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<td>Center for Integrative Studies Director</td>
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<td>Center for Multicultural Engagement Director</td>
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<td>Center for Civic Engagement and Service Learning Director</td>
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<td>Curriculum Chair</td>
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<tr>
<td>Dean of Faculty</td>
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