

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 of 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)

OLD	NEW
Prefix MGMT Course# 310 Title Management of International Business Units (3) 3 hours lecture per week <input type="text"/> hours blank per week	Prefix MGMT Course# 410 Title Management of International Business Units (3) 3 hours lecture per week <input type="text"/> hours blank per week
Prerequisites: None Consent of Instructor Required for Enrollment Corequisites: <input type="text"/>	<input checked="" type="checkbox"/> Prerequisites: Mgmt 307 Consent of Instructor Required for Enrollment Corequisites: <input type="text"/>
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. Graded <input type="text"/>	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. Graded <input type="text"/>
General Education Categories <input type="text"/> <input type="text"/> Lab Fee Requested	General Education Categories <input type="text"/> <input type="text"/> Lab Fee Requested
Course Level: <input checked="" type="checkbox"/> Undergraduate <input type="text"/> Post-bac/Credential <input type="text"/> Graduate	Course Level: <input checked="" type="checkbox"/> Undergraduate <input type="text"/> Post-bac/Credential <input type="text"/> Graduate
Repeatable for up to <input type="text"/> units Total Completions <input type="text"/> <input type="text"/> Multiple Enrollment in same semester	Repeatable for up to <input type="text"/> units Total Completions <input type="text"/> <input type="text"/> Multiple Enrollment in same semester

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

Hegis Code(s) _____
(Provided by the Dean)

Existing

Proposed

	<u>Existing</u>				<u>Proposed</u>				
	Units	Hours Per Unit	Benchmark Enrollment	Graded	Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture	3	1	25	<input checked="" type="checkbox"/>	3	1	25	<input checked="" type="checkbox"/>	<input type="text"/>
Seminar	<input type="text"/>	1	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	1	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
Lab	<input type="text"/>	3	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	3	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
Activity	<input type="text"/>	2	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	2	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
Field Studies	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
Indep Study	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>
Other blank	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>

3. Course Attributes:

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.

- Requirement for the Major/Minor
- x Elective for the Major/Minor
- Free Elective

NEW

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- x Elective for the Major/Minor
- Free Elective

Submit Program Modification if this course changes your program.

5. Learning Objectives. (List in numerical order)

Upon completion of the course, the student will be able to:

OLD

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

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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

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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

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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

Hill, Charles, W. L., *International Business: Competing in the Global Marketplace*, 4th edition. McGraw-Hill 2003.
Donald Ball, Wendell H. McCulloch, Paul L. Frantz, Michael Geringer, and Michael S. Minor, *The Challenge of Global Competition*, 8th edition, 2002, McGraw Hill
Michael R. Czinkota, Ilkka A. Ronkainen, and Michael H. Moffett, *International Business*, 6th edition, 2002, SouthWest Publishing

NEW

Hill, Charles, W. L., *International Business: Competing in the Global Marketplace*, 6th edition, McGraw -Hill 2007.
Ricky W. Griffin and Michael W. Pustay, *International Business*, 4th edition, Prentice Hall, 2007

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.]

- | | | | |
|-------------------------------------|--|--------------------------|--------------------------------|
| <input type="checkbox"/> | Course title | <input type="checkbox"/> | Course Content |
| <input type="checkbox"/> | Prefix/suffix | <input type="checkbox"/> | Course Learning Objectives |
| <input checked="" type="checkbox"/> | Course number | <input type="checkbox"/> | References |
| <input type="checkbox"/> | Units | <input type="checkbox"/> | GE |
| <input type="checkbox"/> | Staffing formula and enrollment limits | <input type="checkbox"/> | Other <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | Prerequisites/Corequisites | <input type="checkbox"/> | Reactivate Course |
| <input type="checkbox"/> | Catalog description | | |
| <input type="checkbox"/> | 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 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 achive 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

Date

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.

Program Chair		
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Signature

Date

Program Chair		
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Signature

Date

Program Chair		
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Signature

Date

General Education Chair		
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Signature

Date

Center for Intl Affairs Director		
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Signature

Date

Center for Integrative Studies Director		
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Signature

Date

Center for Multicultural Engagement Director		
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Signature

Date

Center for Civic Engagement and Service Learning Director		
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Signature

Date

Curriculum Chair		
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Signature

Date

Dean of Faculty		
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Signature

Date