

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
COURSE MODIFICATION PROPOSAL

Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester to make the next catalog (2011-12) production

DATE (CHANGE DATE EACH TIME REVISED): 10.12.10 REV 11.22.10

PROGRAM AREA(S): BUS

Directions: All of sections of this form must be completed for course modifications. Use **YELLOWED** areas to enter data. All documents are stand alone sources of course information.

1. Course Information.

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

OLD

Prefix BUS Course# 570 Title COMPETING IN A GLOBAL ENVIRONMENT Units (6)
3 hours seminar per week
6 hours activity per week

X Prerequisites: Completion of all other MBA Core courses

Consent of Instructor Required for Enrollment

Corequisites:

Catalog Description (Do not use any symbols):

Acknowledging the global environment in which business operates, this course addresses management concerns for maximum organizational effectiveness in international business. Topics include international market identification, trade practices and policy, legal issues in business, international currency markets, joint ventures, international business strategy, and global management. Intercultural management issues, negotiation, and cross-cultural differences will also be addressed.

Graded

General Education

Categories

Lab Fee Requested

CR/NC

X A - F

Repeatable
for up to units
Total
Completions

Course Level:

Undergraduate

Post-bac/Credential

X Graduate

Optional
(Student's
choice)

Multiple
Enrollment in
same semester

NEW

Prefix BUS Course# 570 Title COMPETING IN A GLOBAL ENVIRONMENT Units (6)
3 hours seminar per week
6 hours activity per week

X Prerequisites: Completion of all other MBA Core courses

Consent of Instructor Required for Enrollment

Corequisites:

Catalog Description (Do not use any symbols):

Addresses management concerns for maximum organizational effectiveness in international business. Topics include international market identification, trade practices and policy, legal issues in business, international currency markets, joint ventures, international business strategy, and global management. Intercultural management issues, negotiation, and cross-cultural differences will also be addressed. Uses a computer based business simulation exercise.

Graded

General Education

Categories

Lab Fee Requested

CR/NC

X A - F

Repeatable for
up to units
Total
Completions

Course Level:

Undergraduate

Post-bac/Credential

X Graduate

Optional
(Student's
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Multiple
Enrollment in same
semester

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

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

Existing

Proposed

	Units	Hours Per Unit	Benchm ark Enrollme nt	Grad ed		Units	Hour s Per Unit	Benchm ark Enrollme nt	Grade d	CS No. (filled out by Dean)
Lecture		1			Lecture		1			
Seminar	3	1	25	X	Seminar	3	1	25	X	
Lab		3			Lab		3			
Activity	3	2	25	X	Activity	3	2	25	X	
Field Studies					Field Studies					
Indep Study					Indep Study					
Other blank					Other blank					

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 is the capstone course of the MBA program. The manager of the 21st Century will have to understand the global context in which business operates. With the increased globalization of American industry, overseas business has become a more significant part of many firms' total operations. This core course in the MBA program will provide an understanding of the global economic, political, and cultural environment in which multinational corporations operate, with an emphasis on the Pacific Rim. It will develop competencies in global strategy formulation, including strategic alliances and the integration of all functional areas in a global context, through the use of an international operations simulation. Along with a strong emphasis on international trade and finance, marketing, and accounting, the course will seek to improve the inter-cultural managerial, teamwork, and negotiation skills of the students.

NEW

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X Requirement for the Major/Minor

Elective for the Major/Minor

Free Elective

X Requirement for the Major/Minor

Elective for the Major/Minor

Free Elective

Submit Program Modification if this course changes your program.

5. Student Learning Outcomes. (List in numerical order. You may wish to visit resource information at the following website: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

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

OLD

1. Explain the differences in economic, social, political, and cultural variables between countries
2. Evaluate various trade theories and policies and determine the gains from trade and investment
3. Describe various exchange rate theories and forecast foreign exchange rates
4. Predict the consequences of balance of payments disequilibrium on the national economy and the business environment
5. Develop competencies in global strategy formulation, including strategic alliances and the integration of all functional areas in a global context
6. Develop communication and teamwork skills through case analysis and group projects

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

NEW

1. Explain orally and in writing the differences in economic, social, political, and cultural variables between countries (1,2,3,4,5,6)
2. Predict the consequences of trade theories, exchange rates, and balance of payments on the national economy and the business environment. (1,2,3,4,5,6)
3. Develop and present orally and in writing competencies in global strategy formulation, including strategic alliances and the integration of all functional areas in a global context. (1,2,3,4,5,6)
4. Develop communication and teamwork skills through case analysis, group projects and completion in a computer based business simulation exercise. (1,2,3,4,5,6)

*Program Learning Goals: 1) Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct and collaboration skills. 2) Demonstrate orally and in writing analytical and integrative skills in making business decisions. 3) Demonstrate an understanding of the global operating environment of business. 4) Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments. 5) Demonstrate an understanding of relevant disciplines. 6) Demonstrate leadership skills in a variety of situations and settings

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

OLD

Part I. Global Perspectives

Political, Economic, & Cultural Environment
International Monetary & Trade Systems
Comparative Advantage & Trade Policy
Regionalism & Trade Negotiations
Legal & Political Issues in Global Business

Part II. International Finance & Accounting

Foreign Exchange Rates
Global Financial Markets
Currency Futures, Options, & Risk Management
Global Accounting Standards & Taxation

Part III. International Marketing & R&D

Global Market Entry & Assessment
Global Distribution
Global Sourcing

Part IV. International Operations

International Portfolio Management
Joint Venture Management
Trade Procedures & Practices
International Negotiation

Part V. Inter-cultural Management Issues

NEW

Part I. Global Perspectives

Political, Economic, & Cultural Environment
International Monetary & Trade Systems
Comparative Advantage & Trade Policy
Regionalism & Trade Negotiations
Legal & Political Issues in Global Business

Part II. International Finance & Accounting

Foreign Exchange Rates
Global Financial Markets
Currency Futures, Options, & Risk Management
Global Accounting Standards & Taxation

Part III. International Marketing & R&D

Global Market Entry & Assessment
Global Distribution
Global Sourcing

Part IV. International Operations

International Portfolio Management
Joint Venture Management
Trade Procedures & Practices
International Negotiation

Part V. Inter-cultural Management Issues

Part VI. Global Strategy & Structure

Global Business Strategy
Global Marketing Strategy
Comparative Management

Part VI. Global Strategy & Structure

Global Business Strategy
Global Marketing Strategy
Comparative Management

Part VII. Emerging Economies/Pacific Rim**Part VII. Emerging Economies/Pacific Rim**

Does this course content overlap with a course offered in your academic program? Yes ☐ No ☒ X

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 ☒ X

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**

Ball, Donald A. & Wendell H. McCulloch, Jr Michael Geringer, Paul L. Frantz, Michael S. Minor. International Business: The Challenge of Global Competition. 9th edition. McGraw Hill; 2004.

Bartlett, Christopher and Sumantra Ghoshal. What Is a Global Manager? Harvard Business Review. Sept. 1992.

Bartlett, Christopher A. and Sumantra Ghoshal. Transnational Management: Text, Cases, and Readings in Cross-Border Management. 4th McGraw-Hill;2002.

Baron, David P. Integrated Strategy, Trade Policy, and Global Competition. California Management Review. 39 (1997): 2, 145-169.

Gannon, Martin J. Understanding Global Cultures: Metaphorical Journeys Through 17 Countries. Thousand Oaks: Sage;1994.

Hall, Edward T. Beyond Culture. NY: Doubleday; 1976.

Hill, Charles W. International Business: Competing in the Global Marketplace. 4th edition. McGraw-Hill; 2003.

Hofstede, Geert. Cultures and Organizations: Software of the Mind. London: McGraw-Hill; 1991.

Meier, Gerald. The International Environment of Business. Oxford; 1998.

Porter, Michael E. The Competitive Advantage of Nations. NY:Free Press; 1990.

Robin, J Grazia letto-Gillies, and Howard Cox. Global Business Strategy. Thomson Business Press. 1997.

Shenkar, O, and Yadong Luo, International Business, Wiley, 2004.

Simulation

Thorelli, Hans. INTOPIA: International Operations Simulation/Mark 2000.

web site: <http://php.indiana.edu/~thorelli/>

Wolfe, Kalidonis and Joseph, The Global Business Game Player's Manual, Southwestern College Publishing , 2003

NEW

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 Wolfe, Kalidonis and Joseph, The Global Business Game Player's Manual, Southwestern College Publishing , 2003

9. Tenure Track Faculty qualified to teach this course.

10. Requested Effective Date or First Semester offered:

11. New Resource Requested: Yes No X
 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 | X <input checked="" type="checkbox"/> Course Learning Outcomes |
| <input 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"/> Prerequisites/Corequisites | <input type="checkbox"/> Reactivate Course |
| X <input checked="" type="checkbox"/> Catalog description | |
| <input type="checkbox"/> Mode of Instruction | |

Justification: Updated Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes No X
 If, YES attach a program update or program modification form for all programs affected.
 Priority deadline for New Minors and Programs: October 4, 2010 of preceding year.
 Priority deadline for Course Proposals and Modifications: October 15, 2010.
 Last day to submit forms to be considered during the current academic year: April 15th.

William Cordeiro

Date

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

Approval Sheet

Course: [REDACTED]

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		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for Intl Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Civic Engagement and Service Learning Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
Dean of Faculty		
	Signature	Date