

Approval Chart for Curriculum Changes

A = Approval I = Information*

Course Number BUSA 419 and MKTG 419 _____ or Degree Plan(s) _____

State the requested change and reason. A memo may be attached if more space is necessary.

Request that BUSA 419 International Business and MKTG 419 International Marketing be included as possible courses which satisfy the new cultural competency requirements in the university general education requirements.

These courses would continue to be required (students select from one of them) in the business majors (ACCT, FIN, MGMT, MKTG and IS) degree plans in that section of the degree plans entitled "Business Foundations". The degree plans would be annotated as showing that these 3 hours also meet the university requirements for cultural competency. The course student learning outcomes are described in an attachment.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL**								
	Change to a Course	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	Title (description unchanged)	A	A	A	I			I	--	I
2.	Description (not affecting content)	A	A	A	I			I	--	I
3.	Content (substantive change)	A	A	A	I			A	--	A
4.	Number of hours (lecture, lab, contact)	A	A	A	A			A	--	A
5.	Course number within the hundred	A	A	I	I			I	--	I
6.	Course number beyond the hundred	A	A	A	A			A	--	A
7.	Prerequisites	A	A	A	I			I	--	I
8.	Course fee(s)	A	--	A	--			A	--	I
9.	From U to G <i>or</i> G to U	A	A	A	A			A	--	A
10.	Cross list with another dept: U or G level	A	A	A	A			A	--	A
11.	Department of record	A	A	A	A			A	--	A
12.	Open or close a course	A	A	A	A			A	--	A
13.	New course — See Adams Center for packet. This change includes combining or splitting a course(s).	A	A	A	A			A	--	A

* Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

** In most cases, approval by only one council is necessary.

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

Approval Chart for Curriculum Changes

A = Approval

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	Change to a Degree Plan	Dept./School	College Academic	Deans	COUNCIL			Provost	Faculty	President	Board of Trustees
					UGEC	UUAC	GRAD				
1.	University Requirements — Require or change a specific course from a menu within a degree plan	A	A	I		I		I	--	I	--
2.	University Requirements — Substitute an existing course for a university requirement within a degree plan	A	A	A		A		A	--	A	--
3.	University Requirements — Add a course to or drop a course from the University Requirements	A	A	A		A		A	A	A	--
4.	University Requirements — Change in approved course content	A	A	A		A		A	--	A	--
5.	Major — Revision of major ♦ ‡	A	A	A		A		A	--	A	
6.	Major — Adopt or change admission requirements	A	A	A		A		A	--	A	--
7.	Major — Add or discontinue	A	A	A		A		A	A	A	I
8.	GPA — Revise major or cumulative requirement	A	A	A		A		A	A	A	--
9.	Minor — Revise course selection	A	A	A		I		I	--	I	--
	Minor — Add or discontinue	A	A	A		A		A	--	A	--
10.	Degree — Add or discontinue	A	A	A		A		A	A	A	I
11.	Any change to a graduate degree program*	A	A	A		A		A	--	A	--

♦ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

‡ Program or course changes applying only to a Teacher Education degree will be reviewed by the Teacher Education Council and then forwarded to the UUAC.

* All graduate degree plan changes must go through the Graduate Council.

Revised 11-2-11

Approval Chart for Academic Information Changes

	Change to the Catalog	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
1.	General requirements for graduation including course requirements that are common to all majors for all degrees*	--	--	--		A		A	A	A	--
2.	Admission requirements	--	--	--		A		A	A	A	--
3.	Policies governing academic probation and suspension	--	--	--		A		A	A	A	--
4.	Requirements for graduating with honors	--	--	--		A		A	A	A	--
5.	Other academic policy changes	--	--	--		A		A	--	A	

* The UUAC approved the clarification that "general requirements for graduation" means the seventeen items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 3-2-11

Student Learning Outcomes (SLOs) for BUSA 419 and MKTG 419

(Documentation related to request to consider existing courses BUSA 419 and MKTG 419 as meeting the requirements for inclusion in the general education cultural competency course electives.)

1. BUSA 419 International Business

Course Description

Examines the enterprise as it functions in and relates to the international environment. It begins with the history and theory of international trade, studies each business discipline in a global setting, and ends with a section on trends and strategies employed by major global corporations.

Student Learning Outcomes

Students will:

1. Intellectual Capital

- Global Business Savvy – understand the complexities, risks and opportunities of multinationals through case analysis.
- Cognitive Complexity – develop and demonstrate necessary analytical skills to anticipate and appreciate global management processes.
- Cosmopolitan Outlook – appreciate the changing demands of global business and economic conditions.

2. Psychological Capital

- Passion for Diversity – demonstrate an understanding of the various factors that impact global business decisions.
- Quest for Adventure – develop the ability to make decisions in a case environment with incomplete data and simulated risk.
- Self-Assurance – identify personal values and management style preferences as a result of global case scenarios.

3. Social Capital

- Intercultural Empathy – recognize various country values and their impact on the foreign business environment.
- Interpersonal Impact – evaluate the human elements impacting a business situation to determine the best course of action.
- Diplomacy – identify negotiation and management styles by geographic region.

4. Spiritual Capital

- Spiritual intelligence – discern God's will, voice and work in the world.

- Kingdom vision – exchange capitalism for tent-making kingdom principles.
- Heart alignment – exchange the American dream for God's value system and heart.

2. MKTG 419 International Marketing

Course Description

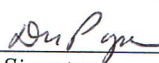
Emphasizes the issues, problems, and decisions facing managers of international marketing, the complex environment in which international marketing occurs, and ways of integrating and coordinating marketing programs in diverse markets.

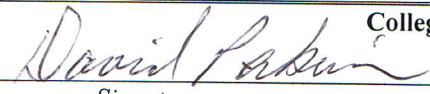
Student Learning Outcomes

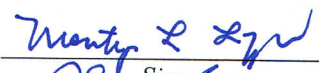
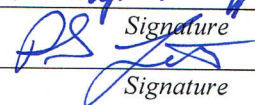
Students will:

1. Recognize cultural differences in various global regions and their effect on the conduct of international business and be able to analyze these cultural differences in terms of opportunities and inherent risk in conducting marketing activities and in segmenting global markets.
2. Develop insights about how and where products are purchased and used by consumers in other countries.
3. Understand how to compete in international markets and the need for "global team" organizational structures designed to manage global companies and opportunities
4. Become more of a global citizen, and learn the economic and marketing aspects/outcomes of globalization.
5. Develop strategies and plans for a product launch, market entry and implementation for a company in a foreign country.
6. Gain exposure and perspective to the challenge of managing international marketing operations in a domestic US corporation.
7. Utilize and apply tools, frameworks and techniques to conduct opportunity assessments, identify high potential regions, size markets and develop channel pricing strategy.

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
<u></u> Signature	<u>3-29-12</u> Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
<u></u> Signature	<u>3-29-12</u> Approval date
_____ Signature	_____ Approval date

Dean(s)	
<u></u> Signature	<u>3/29/12</u> Approval date
<u></u> Signature	<u>3/29/12</u> Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date