

Abilene Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond In Writing

Course Number: **BUSA 311 - Global Business Foundations**

or Degree Plan(s):

This application is to add BUSA 311 to the Cultural Literacy menu. NOTE: This is a new course that was approved by AUAC on March 19, 2025.

		Dept./School	College	Dean	T&C	AUAC/Grad	Provost
	Campus-Level Academic Review¹						
	Change to a Course Include signatures from all chairs/program directors for cross-listed courses. ¹						
1.	Title (description unchanged)	A	A	A	I	I	I
2.	Description (not affecting content)	A	A	A	I	I	I
3.	Course term(s)	A	I	A	I	I	I
4.	Content (change of course outcomes)	A	A	A	I	I	A
5.	Number of credit hours	A	A	A	A	A	A
6.	Course number within the hundred	A	A	I	I	I	I
7.	Course number beyond the hundred	A	A	A	A	A	A
8.	Prerequisites	A	A	A	I	I	I
9.	Course restriction (e.g., majors only, junior standing)	A	A	A	A	A	A
10.	Level change (U to G or G to U)	A	A	A	A	A	A
11.	Cross list course	A	A	A	A	A	A
12.	Department of record	A	A	A	A	A	A
13.	Open or close a course	A	A	A	A	A	A
	Change to a Degree Plan						
14.	Educational Program — Revise	A	A	A	A	A	A
15.	Educational Program — Adopt/revise admission requirements	A	A	A	A	A	A
16.	GPA — Revise program-required GPA	A	A	A	A	A	A
17.	Minor — Revise	A	A	A	A	A	A

		Dept./School	College	Dean	TEC	AUAC/Grad	Provost	Campus Faculty	Senior VPAA	President
	Full Review									
	Change to Catalog Information (for Campus)									
18.	General requirements for Bachelor's and Associate Degrees	-	-	-	-	A	A	A	A	I
19.	Policies governing academic probation and suspension	-	-	-	-	A	A	A	A	I
20.	Requirements for graduating with honors	-	-	-	-	A	A	A	A	I
	Change to a Degree Plan									
21.	Educational Program — Add or Discontinue ²³	A	A	A	A	A	A	A	A	I
22.	Educational Program — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I
23.	Minor — Add or Discontinue	A	A	A	A	A	A	-	A	I
24.	Minor — Discontinue (Provost-proposed)	R	-	R	A	A	A	-	A	I
25.	Degree — Add or Discontinue	A	A	A	A	A	A	A	A	I
26.	Degree — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I

		Dept./School	College	Dean	AUAC	Provost	UGEC	University Faculty	Senior VPAA	President
	Change to General Education Requirements for Undergraduates (System)									
27.	Change course outcomes of an included course	A	A	A	A	A	A	-	A	I
28.	Add or drop a required course from the General Education Requirements	A	-	A	-	A	A	A	A	I
29.	Add or drop a course from a menu within the General Education Requirements	A	-	A	-	A	A	-	A	I
30.	Comprehensive revision of General Education Requirements	-	-	-	-	A	A	A	A	I

Notes

² Any change to a cross-listed course requires the signature of both department chairs or program directors overseeing the course to ensure that the courses stay in sync. This includes courses taught at other campuses (e.g. BIBL 101 and BIBO 101).

³ For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible. Master's programs must include a minimum of 30 hours, and doctoral programs must include a minimum of 30 hours beyond the master's.

⁴ When a department/school or dean proposes closing a program, approval routing follows the typical process beginning with the department/school. An administrative proposal by the provost or senior vice president for academic affairs would follow the "provost-proposed" routing on the chart.

Updated 8/1/2023

Department/School(s)


Phil Vardiman (Mar 26, 2025 14:10 CDT)

Mar 26, 2025

Chair Signature

Date

Chair/Program Director Signature

Date

College Academic Council(s)


Arisoa Randrianasolo (Mar 26, 2025 15:23 CDT)

Mar 26, 2025

Chair Signature

Date

Chair Signature

Date

Dean(s)



Mar 27, 2025

Signature

Date

Signature

Date

Teacher Education Council

Signature

Date

**Campus Academic Council:
Abilene Undergraduate or Abilene Graduate**

Signature

Date

Provost

Signature

Date

University General Education Council

Signature

Date

University Faculty

Abilene Faculty Senate Chair signature

Date

Dallas Faculty Council Chair signature

Date

Senior Vice President for Academic Affairs

Signature

Date

President

Signature

Date

Application for Cultural Literacy Menu

Guidelines For All General Education Courses

1. All general education courses must be 100-level or above.
2. General education courses should present a breadth of knowledge, not focusing on skills, techniques, and procedures specific to a particular occupation or profession.
3. Individual courses will fulfill only a single general education requirement.
4. Courses free of prerequisites are preferred. Applications to add courses with prerequisites must provide additional evidence that the course contributes to a student's breadth of knowledge and is not specific to a particular occupation or profession.
5. Each course may appear on a maximum of two menus that accept applications (arts and humanities, cultural literacy, life and physical sciences, and social and behavioral sciences).

Cultural Literacy Description

Courses within this domain provide students opportunity to develop informed discourse and understand the interconnectedness of diverse peoples. Additionally, students will courageously interrogate their own internal processes about diversity and equity. Courses satisfying this menu will assist students to 1) explore global, historical, and cultural experiences of diverse populations, and 2) interrogate one's internal and external views and values for greater selfawareness.

Instructions

Complete this form and submit it with a course syllabus and approval chart to the University General Education Council. Faculty submitting an application should be prepared to perform annual assessment for their course. The assessment will be conducted with the rubric included in this course application.

Subject code, course number, and title of course:	BUSA 311: Global Business Foundations
Terms offered:	Spring
Catalog description:	This preparatory course equips students with essential consulting skills, cultural insights, and international business knowledge. Topics include effective consulting practices, understanding local contexts, and navigating challenges in developing countries, ensuring students are well-prepared to make a positive impact.
Course prerequisites:	no prerequisites

Cross-listed courses: *Note: Many gen ed courses are cross-listed between the Abilene and Dallas campuses.	none
Other general education menus on which the course appears or you are applying for:	none

Description of Menu Fit

Please describe how your class fits into the Cultural Literacy Menu (200 words or less). The course description, this statement, and the course syllabus together should demonstrate that a substantial portion of the course content (about half) is dedicated to issues involving the three relevant outcomes listed below.

BUSA 311 is an in-person classroom course that is designed to give students an overall introduction to international business while focusing specifically on the country the students will be visiting in the summer. (It is followed in the summer by BUSA 312, which is a consulting course that involves student travel to the client's location.) To prepare for the travel-based course, students in BUSA 311 will learn about the general and professional culture of their target country. They will also practice utilizing cross-cultural consulting and interpersonal skills. Significant time will be dedicated to recognizing and understanding the value that our cross-cultural clients bring to the information-gathering and the solution-creation processes.

Prerequisites

If the course has prerequisites, provide evidence that the course contributes to a student's breadth of knowledge. Also provide evidence that the course content is not specific to a particular occupation or profession (200 words or less).

There is no prerequisite for BUSA 311.

Learning to effectively work with clients and organizations in other cultures is relevant to many occupations and professions as the world has become more global and there is even a change in the demographic makeup of the population of Texas, with the Hispanic/Latino group passing the white (non-Hispanic) group as a percent of the population. The percentage of Texans who are Asian (non-Hispanic) and Black (non-Hispanic) has also increased in the past 10 years. Understanding how to work cross-culturally within an organization is a valuable skill in any profession ([USA Facts](#), [Comptroller.Texas.Gov](#))

Relevant Outcomes

At a minimum, a course applying to the Cultural Literacy menu must use at least one topic or activity listed below each of the mapped outcomes:

- B1: Demonstrate competent discourse in global, historical, and cultural experiences of diverse populations.
 - Account for and explain divergent perspectives on cultural phenomenon (e.g., female face-coverings in Islamic communities, “nepotism” in collectivistic contexts, aesthetic values in a certain historical period, etc.).
 - Demonstrate how social and historical contexts shape a community’s worldview or cultural commitments.
 - Study or write a case study of inculturation, ritual, or morality that emerges from a specific cultural context.
 - Identify underlying values, ideologies, perspectives, and attitudes that account for external cultural practices and products of a specific culture, particularly as these are expressed through its language.
 - Through measurable assessments, compare the cultural perspectives of another culture with those of a student’s own culture and reflect through adequate speech (oral or written) on how this knowledge prepares them to be culturally sensitive professionals.
- B2: Understand the interconnectedness of human experience with a posture of humility while celebrating difference.
 - Reflect on a specific issue(s) considering the notion of cultural humility or ethnorelativity.
 - Evaluate appreciatively the music, ritual, art, theatre, or religious expression of a different culture.
 - Engage in and reflect upon a special event or celebration that highlights a different cultural background.
 - Requires students to attend and actively participate in an event honoring or presenting one or more aspects of a racial/cultural group that they do not identify with and respond to that event by a writing assignment or another medium.
 - Study and evaluate an accepted institutional or association statement on culture, race, or diversity (e.g., [UN Declaration on Cultural Diversity](#), [American Anthropological Association Declaration on Anthropology and Human Rights](#), etc.) and reflect upon it from a discipline-specific and/or faith perspective.
 - Require students to both recognize and demonstrate their respect for differences along at least two of the following axes of difference: gender, class, religion, sexuality, disability, age, or a major cultural difference (e.g.,

- race, ethnicity, individualism-collectivism, high-low power distance orientation, high-low uncertainty avoidance, etc.).
 - Analyze attitudes and practices of working with those of differing cultural perspectives (at the micro, mezzo, and macro levels) with a presence of humility while learning, communicating, offering help, and making decisions in professional practice and settings.
 - Create a rationale (moral, ethical, religious) for maintaining an interpersonal stance that is other-oriented (open to the other) in relation to aspects of cultural identity that are most important to a person or persons of a different cultural perspective.
 - Reflect upon the cultural dimensions of complex challenges of human interconnections (e.g., changing relations within and between human communities, changing relations with ecological and climatic conditions, shifts in technology, migration, environmental degradation, new technologies, etc.).
- B3: Interrogate one's internal and external views and values for greater selfawareness.
 - Reflect upon one's social location regarding race and at least two of the following: gender, class, sexuality, disability, age.
 - Create a framework to discuss and demonstrate critical reflection up cultural differences in the workplace
 - Feature personal reflections which involves diverse cultural perspectives not typical of mainstream North American culture.
 - Feature personal reflections on the intersection of biography (identifying the origins of the content of their reflections) and social inequality/injustice on race, gender, sexuality, social class, disability, and/or age
 - Require students to read/listen/view content created by one or more persons whose work connects social inequality with personal experience.
 - Examine systems of privilege and oppression that shape students' perspectives, values, and behavior, with a focus on race, gender, sexuality, social class, disability, and/or age.
 - Require students to examine critically their social location regarding race as a system of inequality and at least two of the following: gender, sexuality, disability, age as systems of inequality.
 - No less than 50% of course content focuses on one or more of the following: cultural difference, power, privilege, structural and institutional inequality.
 - No less than 40% of course content features diverse sources of knowledge integrated throughout the semester, including but not limited to indigenous, spiritual, community-centered, or otherwise marginalized knowledges.

- No less than 40% of the course content focuses on structural and institutional social change in one or more of the following contexts: campus, community, state, nation, global region, or global system.
- Provide an account of why it is important not be neutral regarding power relations and cultural hegemony, especially white supremacy, and all forms of racism.

From the lists above, indicate which topic or activity fulfills this course's connection to each learning outcome.

Outcome	Topic or Activity
<i>Outcome B1</i>	<i>Demonstrate how social and historical contexts shape a community's worldview or cultural commitments.</i>
<i>Outcome B2</i>	<i>Analyze attitudes and practices of working with those of differing cultural perspectives (at the micro, mezzo, and macro levels) with a presence of humility while learning, communicating, offering help, and making decisions in professional practice and settings.</i>
<i>Outcome B3</i>	<i>Feature personal reflections which involve diverse cultural perspectives not typical of mainstream North American culture.</i>

Assessment

Ideally, assessment will occur within one or two exams/assignments. Please indicate which exams or assignments will be used for each outcome. These artifacts may be the same as the activities listed in the Relevant Outcomes section. Provide assignment prompts if available.

Area to Be Assessed	Assessment Artifact
<i>Outcome B1</i>	<i>At least two of the following assignments:</i> <i>BUSA 311 assignment: Describe the specific effects of globalization on business operations and strategies within a chosen country.</i> <i>BUSA 311 assignment: Evaluate the influence of political, economic, cultural, technical, legal, and ecological factors on business performance in a selected international market, providing case-specific examples.</i> <i>BUSA 311 assignment: Identify and analyze two recent global events and explain their direct or indirect impact on business operations in a particular international context.</i>

	<i>BUSA 311 assignment: Discuss the potential implications of these events for business strategy and decision-making.</i>
<i>Outcome B2</i>	At least two of the following assignments: <i>BUSA 311 assignment: Conduct a self-assessment to identify personal cultural biases and perspectives.</i> <i>BUSA 311 assignment: Develop a reflective essay discussing how your cultural understanding affects your approach to international business scenarios, including a specific plan for culturally sensitive engagement.</i> <i>BUSA 311 assignment: Research and compile an analysis of one of the following areas and present it to your classmates: cultural norms, business etiquette, legal regulations, or economic conditions relevant to your in-country experience.</i> <i>BUSA 311 assignment: Participate in a simulation or role-play to practice preparedness for potential communication challenges in the country to which you are traveling.</i>
<i>Outcome B3</i>	<i>BUSA 311 assignment: Reflect on the role that cultural sensitivity and client collaboration play in developing and implementing solutions in a different cultural context.</i>

Please use the following rubric to perform assessment each year.

Student Learning Outcome B1

Students will be able to:	Shortcomings	Meets Expectations	Points of Excellence
Demonstrate competent discourse in global, historical, and cultural experiences of diverse populations.	Shows little to no understanding of two or more of the areas of different experiences of diverse populations.	Conversant in experiences of diverse populations.	Demonstrates exceptional depth of understanding in discourse in all three areas of different experiences of diverse populations.

Student Learning Outcome B2

Students will be able to:	Shortcomings	Meets Expectations	Points of Excellence
Understand the interconnectedness of the human experience with a posture of humility.	Shows little to no understanding about connections among people and/or expresses cultural superiority.	Able to express understanding about connections among people and express that one's own culture or experiences are not superior to others.	Clearly expresses understanding about a connected, shared human experience and clearly expresses humility of perspective on human experiences.

Celebrate difference among people.	Unable to express value in the differences among individuals and/or cultures.	Able to express value in the differences among individuals and/or cultures.	Expresses persuasive advocacy for valuing human difference.
---	---	---	---

Student Learning Outcome B3

Students will be able to:	Shortcomings	Meets Expectations	Points of Excellence
Interrogate one's internal and external views and values for greater selfawareness.	Unable to acknowledge having a unique cultural viewpoint and/or unable to analyze the factors that contribute to it.	Expresses selfexamination of a cultural viewpoint and expresses a conclusion about any potential individual blind spots due to that perspective.	Clearly expresses a thorough self-examination of one or more cultural viewpoints, expresses a conclusion about any potential individual blind spots due to that perspective, and expresses a plan for growth.

BUSA 311: Global Business Foundations

SYLLABUS – Spring 2025

1.5 CREDIT HOURS



ACU Mission: To educate students for Christian service and leadership throughout the world.

COBA Mission: To educate business and technology professionals for Christian service and leadership throughout the world.

Professor Contact Information

Professor: Dr. Mark Phillips, Professor of Management

Phone: 325.674.2993

Email: mark.phillips@acu.edu

Office: COBA # 243

Office hours by appointment

Class Meetings

Days/Times: MWF 12:00-12:50

Dates: March 17 – May 2

Also: May 8 12:00-1:45

Location: TBD

About the Course

This preparatory course equips students with essential consulting skills, cultural insights, and international business knowledge. Topics include effective consulting practices, understanding local contexts, and navigating challenges in developing countries, ensuring students are well-prepared to make a positive impact.

As followers of Christ, we recognize that all people are created by God. Part of the prep work involved in this class focuses on understanding and appreciating various cultures along with fostering an understanding that there are many good ways to approach business, life, family, etc. and that we have much to learn about life, business, and our Christian faith from people in different cultures.

Students taking this class need to be interested in a hands-on group project that will require critical thinking, flexibility, and assimilation of skills learned across various business classes.

This course will be interactive and highly applied in nature; it will require you to work hard, both individually and in groups. High performance in this course requires participation and preparation in all aspects of the course. Throughout this course, please keep an open mind, think outside the box, and intellectually challenge your peers.

Learning Objectives

Learning Objectives	Related Assignment(s)
Explain the impact that globalization and other environmental factors (e.g. political, economic, cultural, technical, legal, ecological) can have on businesses in a specific international context. <i>Maps to Cultural Literacy LO B1.</i>	Online/in-person discussions, Assignments Examples: Describe the specific effects of globalization on business operations and strategies within a chosen country. Evaluate the influence of political, economic, cultural, technical, legal, and ecological factors on business performance in a selected international market, providing case-specific examples.
Analyze how past and current world affairs affect the business environment in a specific global context. <i>Maps to Cultural Literacy LO B1.</i>	Online/in-person discussions, Assignments Examples: Identify and analyze two recent global events and explain their direct or indirect impact on business operations in a particular international context. Discuss the potential implications of these events for business strategy and decision-making.
Assess your Christian worldview and culture in the context of global business and explain how your Christian worldview and cultural understanding impact your approach to "helping" in an international context. <i>Maps to Cultural Literacy LO B3.</i>	Online/in-person discussions, Assignments Examples: Conduct a self-assessment to identify personal cultural biases and perspectives. Develop a reflective essay discussing how your cultural understanding affects your approach to international business scenarios, including a specific plan for culturally sensitive engagement.
Compile background information and practice skills needed for your in-country experience. <i>Maps to Cultural Literacy LO B2.</i>	Online/in-person discussions, Assignments Examples: Research and compile an analysis of one of the following areas and present it to your classmates: cultural norms, business etiquette, legal regulations, or economic conditions relevant to your in-country experience. Participate in a simulation or role-play to practice preparedness for potential communication

	challenges in the country to which you are traveling. Reflect on the impact that local culture and socio-economic conditions will have on the sustainability and viability of proposed consulting solutions and their eventual social impact in the client's context.
--	---

Course Work, Grades, and Assignments

Course Work: Culture Smart book for the country being visited in the travel course. Various titles and authors. *Example:* Koutnik, J. and Culture Smart! (2012). Costa Rica - Culture Smart!: The Essential Guide to Customers & Culture. London: Kuperard Publishers. ISBN: 978-1857336658

Grades: All grades will be given on a 100-point scale.

Final grades will be determined as follows: A = 90 or higher; B = 80 – 89; C = 70 – 79; D = 60 – 69; F = below 60.

Assignments: Class assignments and the percentage of the final grade represented by each assignment are listed below. Detailed descriptions of the assignments are included on Canvas.

Assignment	Percent of final grade
Individual assignments	60%
Team assignments	30%
Participation and professionalism	10%

Attendance, Constructive Engagement, Class Conduct

Attendance: This course is designed to give you the skills necessary to be a good consultant, to engage with your international clients in a culturally appropriate way, and to be a prepared and ready team member. Since class attendance and participation are essential for achieving those goals, you are expected to be in class. If you are seriously ill or have an emergency, please work with us to create alternative arrangements.

Tardies: Since this class is preparing you to be a business consultant, you should engage in professional behavior, including coming to class on time. Habitual tardiness will adversely impact the Participation and Professionalism portion of your grade.

Constructive Engagement: Beyond mere attendance, this is the practice of actively engaging with your professors, classmates and any class guests with thoughtful contributions. Below are elements we will consider in evaluating constructive engagement:

- Are you a good listener?
- Do your comments show evidence of thorough analysis?
- Do you help to ask constructive questions of other students that help to deepen everyone's understanding?
- Are you willing to share ideas and information in a collegial fashion?
- Do your comments build on earlier comments to advance the discussion or are you merely repeating earlier comments that do not fit into the current discussion?
- Do your comments incorporate concepts presented in readings and earlier discussions?
- Do you make your points succinctly?

Class Conduct: You are expected to abide by the following as a part of participating in this team-oriented course:

- Be present at and on time for all scheduled events and ready to take notes
- Be courteous towards all class participants and special guests
- Be dressed in appropriate attire (as communicated by your professors) for all project related activities

Late Work

Given the nature of the course, no late work will be accepted. If you have any concerns about meeting assignment deadlines, please contact us as soon as possible.

Course Schedule

This schedule is subject to change. A more detailed class schedule will be provided (and kept up to date) in Canvas. It is your responsibility to access Canvas and check due dates for various assignments.

Week	Day	Chapter	Topics
Weeks 1-4	Monday	various	Global Business
	Wednesday	3	Culture
	Friday	15	Missional Mindset
Weeks 5-7	Monday	various	Global Business
	Wednesday		Consulting Skills
	Friday		Specific Country Focus
Week 8	Thursday		Bringing it all together

Week	Chapter	Global Business Topics
1	1	Reasons to go global
2		Impact of history on the current business environment in the country or countries in which the group will be working (in the companion travel course)
3	14	International marketing
4	2,5	The role of government in international business
5	9	Entrepreneurial climate

6	8	Regionalization
7	5,6	Finance
8	7	Bringing it all together & final trip prep

Academic Accommodations

If you have a documented disability and want to request academic accommodations, contact the ACU Student Disability Services Office (a part of Alpha Academic Services). To receive accommodations must be registered with Disability Services and complete a specific request for individual classes. Call 325.674.2667 for an appointment with the Director of Disability Services. Here is a [link to ACU's website accessibility statement](#).

Title IX

Here is a [link to ACU's Title IX information](#) with links to the Title IX policy and information on how to get help or report an incident.

Academic Integrity Policy

We support ACU's Academic Integrity Policy and process located at: <https://acu.edu/office-of-the-provost/academic-integrity-process/>

This important policy offers examples of academic infractions and a process for assigning consequences and voicing appeals. Ignorance of this policy is never an excuse. Individual instructors will define course specific definitions, however, in general you should avoid:

- Plagiarism: Copying or even paraphrasing words or ideas from another source (including current or past students) without giving adequate credit.
- Lying: Inventing data or sources or making false attributions about the origin of material or offering a deceptive reason for an absence or delay in the completion of academic work.
- Cheating: Facilitating or participating in any process that circumvents the intent of any exam, test, quiz, paper, or assignment.

Any dishonest act observed or reported will be investigated and may be subject to the following outcomes:

- A zero for the assigned work
- A grade reduction for the course
- A failing grade for the course
- Dismissal from the university