

Appendix A: BUSA 311

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 form is for the development of a new 1.5 hour course, BUSA 311: Global Business Foundations. All of the supporting materials will accompany this application.

		Dept./School	College	Dean	TEC	AIAC/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	TBC	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 Jan 27, 2025
Phil Vardiman (Jan 27, 2025 13:15 CST)

Chair Signature

Date

Chair/Program Director Signature

Date

College Academic Council(s)

Arisoa Randrianasolo Feb 2, 2025
Arisoa Randrianasolo (Feb 2, 2025 14:38 CST)

Chair Signature

Date

Chair Signature

Date

Dean(s)

Laura Phillips Feb 3, 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

Abilene New Course Application

You may delete the preceding instructional pages before submitting application.

Course ID (<i>Subject Code and Number</i>)	BUSA 311
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1. Systems and Catalog Information Complete each item.

A	Course Developer	Laura Phillips
B	Course Instructor	Mark Phillips
C	Course Title	Global Business Foundations
D	Course Abbreviation for Banner if title is more than 30 characters	
E	College	COBA - Business Administration ▾
F	Department or School	MGTS - Management Sciences ▾
G	Number of Credit Hours	1.5 ▾
G1	Number of Lecture Contact Hours	1.5 ▾
G2	Number of Lab Contact Hours	0 ▾
H	Is the course for a fixed or variable number of credit hours?	Fixed ▾ If variable, explain rationale:
I	Is the course repeatable for additional credit?	No ▾
J	Maximum total number of credit hours a student can earn for this course	1.5
K	Course Schedule Type	Lecture (LEC) ▾ See Schedule Type definitions in the Reference section.
L	Number of Faculty Workload Hours	1.5 ▾
M	Grading Mode	Standard ▾
N	Maximum Enrollment	45

O	Catalog Description (50 words or less)	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.
P	List any prerequisites (course/s, test scores, class standing, major, etc.)	N/A
Q	List any corequisites (these <i>must</i> be taken at the same time; note that a single requirement cannot be both a prerequisite <i>and</i> a corequisite)	N/A
R	If the course is cross-listed, specify the subject code and course number of the other course	N/A
S	Does this course require any additional student course fees?	No ▾ If yes, attach a completed course fee form .
T1	Will the course be offered in fall terms?	No ▾
T2	Will the course be offered in spring terms?	Yes, every year ▾
T3	Will the course be offered in summer terms?	No ▾
U	First semester this course will be offered under new Course ID. <i>May not be earlier than the coming fall semester.</i>	Spring 2026
V	Is this course required for a program(s)?	No ▾ If yes, submit a separate completed curriculum proposal to change the program(s).

W	Should the addition of this course be retroactively applied to the degree plan it supports? <i>This is rare, and rationale should explain compelling extenuating circumstances.</i>	No - If yes, provide rationale:
X	Has this course been offered as a Special Topics course? <i>New courses are not required to be taught as Special Topics courses prior to approval.</i>	No - If yes, provide course ID, term, and enrollment:
Y	List any courses in which the content overlaps the proposed course. (Course ID and Name). <i>Attach a statement from the instructor/dept chair of the existing course justifying the new offering.</i>	BUSA 423, BUSA 419

2. Curriculum

- A. Explain any effects of this course on any degree plans. If the addition of the course alters program requirements, submit a separate [Approval Chart for Curriculum Change](#) to update the program.
 - a. This course, when combined with BUSA 312: Global Business in Action, will be included as an option in the International Courses menu within the Business Foundations core.
- B. Justify the addition of this course to the current curriculum, explaining the gap it meets.
 - a. Historically, the preparation for each of COBA's summer societal impact courses (all of which so far have been international trips) has been done by the faculty members sponsoring the course trip. The course content has been uneven as has the student preparation. Moving forward, COBA will be expanding our slate of summer societal impact courses. We would like for all of the students to receive thorough and consistent preparation for these experiential summer courses.
 - b. In addition, we have created a curriculum for the prep course that covers the basic topics of international business. Currently, it is difficult for finance and accounting majors to participate in the summer societal impact courses/trips because they do not need an upper level marketing or management course. The proposed structure of the combined prep and experiential courses would allow this combination of two 1.5-hour classes to fulfill the 3-hour international course required for all business majors.

3. Course Design

- A. Audience and Course Goal
 1. Describe the intended audience, including prerequisite skills.
 - i. This course is intended for undergraduate students who have an interest in utilizing their business skills to make a positive impact on society, specifically helping to increase access to educational and/or economic opportunities.

Students must complete a study abroad application and be accepted into the course. Different programs may have varying requirements for application.

2. State the overarching course goal(s) in performance terms.
 - i. The course is interactive in nature and will require students to work hard, both individually and in groups. The course will prepare students for the summer experiential course for which they have been accepted. Students pursuing a degree from the College of Business Administration must earn a grade of "C" or better in the course.

B. Student Learning Outcomes and Measurements

	Student Learning Outcome	Example assignments for measurement
1	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.
2	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.
3	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.
4	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.

C. Text and Resources

Give the full publication information of the textbook/s and other required resources and outside readings. For **combined undergraduate/graduate** courses, make two lists:

A. 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

AND

B. Selected readings chosen by the professor. Readings will vary with the current business climate and the countries to which the student groups will be traveling. For example, US policies on trade and tariffs will be different in the next four years than they were the last four years.

4. Supporting Documentation

Required of all applications		
1	Approval Chart for Curriculum Changes	See attachment A
2	Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.	See attachment B
4	Library — Submit new course application and syllabus to the Library dean's office. Attach the Library's memo.	See attachment C
Attach if applicable		
5	Content Overlap — Include one document for each course you listed in Section 1Y. Attach statement from instructor/dept chair of existing course justifying the new offering.	See attachment D
6	Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location(s).	N/A
7	Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.	N/A
8	Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.	N/A
9	Justification — Attach any documents to which you refer in Section 2B.	N/A

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.
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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

Abilene Christian University Library

M E M O R A N D U M

Date: December 5, 2024
To: Dr. Laura Phillips
From: Mark McCallon, Associate Dean for Library Information Services
RE: Course Application for BUSA 311 – Global Business Foundations

After reviewing the course application and syllabus, the library can adequately support the proposed course. Please contact Mark McCallon (mccallonm@acu.edu), Librarian Liaison for COBA, if additional resources are needed for the course. Thank you for letting us examine the course proposal

Attachment D Content Overlap

The content in this course overlaps with content in both BUSA 423: Social Enterprise Consulting and BUSA 419: International Business. The overlap is intentional as each of these classes can fulfill the international requirement for business majors and we want all of our students who receive credit for the international requirement to have a common foundational knowledge of the core topics. We have multiple options because, even though any of the three can be used to fulfill the international requirement, these courses have differing purposes.

BUSA 419 is the traditional International Business course that students take in Abilene as a full-semester course or when they study abroad in a hub site program.

BUSA 423 is a full-semester consulting class in which the students consult for an international client. In order for students to be prepared to consult internationally in a culturally-appropriate manner, their prep work needs to include the foundational international business concepts. These basic topics, combined with their in-country travel experience and the creation of a project deliverable for the client is academically equivalent to the residential international business course. The courses must be unique, however, because BUSA 423 includes assignments and activities related to business consulting. This course also includes international travel to the client as well as provides ample time in the second half of the semester for students to complete and present their consulting project.

BUSA 311 (this new course) also has a unique purpose. Structurally this course is almost identical to the first half of BUSA 423, but in this case the travel portion of the experience occurs in the summer and is, therefore, a separate course (BUSA 312: Global Business in Action). Students will have to complete both BUSA 311 and BUSA 312 to receive credit for the international requirement of their business degree.

Each course is designed to teach our students the foundations of international business. How those concepts are implemented in the course and the way students demonstrate their knowledge varies across the different course models and justifies the different course numbers.



November 22, 2024

Abilene Christian University
Associate Professor
Department of Management Sciences
Mabee Business Building (MBB) 279
(325) 674-2037
lcp05a@acu.edu

Re: Global Business Foundations (BUSA 311)

Dear Dr. Phillips,

Thank you for submitting Global Business Foundations (BUSA 311) for to us for review. I have reviewed it based on the ACU Syllabus Guidelines. I found the syllabus to meet all aspects of the checklist.

Please note that this letter is intended as a reference, which will be read by the department chair and council members, who may also have questions or comments of their own. If you have any questions, please feel free to let me know.

Please also let me know if we can help in the design and facilitation of this course. Sincerely,

Dr. Scott E. Hamm,

Assistant Director, Adams Center