# http://www.ric.edu/webcommunications/images/SealWithText_Small_Black.pngUNDERGRADUATE CURRICULUM COMMITTEE (UCC)PROPOSAL FORM

## Cover page roll over blue text to see further important [instructions](#instructions): please read.

**N.B. DO NOT USE HIGHLIGHT, JUST DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL**

**ALL numbers in section (A) need to be completed, including the impact ones.**

|  |  |  |
| --- | --- | --- |
| A.1. [Course or program](#Proposal) | **MGT 345 Managing in the world’s regions** |  |
| [Replacing](#Ifapplicable)  | **MGT 345 International Business** |  |
| A.2. [Proposal type](#type) | **Course: | revision**  |  |
| A.3. [Originator](#Originator) | **Paul Jacques** | [Home department](#home_dept) | **Management and Marketing** |
| A.4. [Rationale](#Rationale) | **A revised version of MGT 345 (as per this proposal) would like to being offered and piloted in Summer 2, 2017. The course revisions will be consistent with those agreed by the International Business task force led by Dr. Kemal Saatcioglu in the School of Management and whose findings were disseminated to the Dean of the School of Management January 27, 2017. This course revision reflects a merger of two existing courses, MGT342 (Comparative Management) and MGT345 (International Business). In their most recent forms, there was a significant content overlap between the two courses and this revision streamlines and integrates the content of both resulting in a single, 3 credit hour course that will fulfill learning objectives of a revised, multi-disciplinary undergraduate minor in International Business that will be submitted next year, as well as be available for other Management majors and minors. The new revised course will have a new title, description, and prerequisite more suited to the new course, and we are changing when it will be offered.** |
| A.5. [Date submitted](#date_submitted) | **4/25/2017** | A.6. [Semester effective](#Semester_effective) | **Summer 2, 2017** |
| A.7. [Resource impact](#Resource) | *[Faculty PT & FT](#faculty" \o "Need to hire new full-time or part-time faculty? This is where you indicate if this proposal will be affecting FLH in your department/program.)*:  | **Course can be taught with existing faculty as MGT 345 is an existing course.**  |
|  | [*Library*:](#library) | **No impact.** |
|  | [*Technology*](#technology) | **No impact.** |
|  | [*Facilities*](#facilities): | **One classroom would be needed for one evening per week during the semester.**  |
| A.8. [Program impact](#prog_impact) | **This course will constitute one of a series of courses that will: a) be available to General Management Majors as a restricted elective and b) constitute an element of the “soon to be proposed” minor in International Business.**  |
| A.9. [Student impact](#student_impact) | **This course will allow students majoring in Management an additional choice as a Restricted Management Elective**  |
| A.10. The following screen tips are for information on what to do about catalog copy until the new CMS is in place; check the “Forms and Information” page for updates. [Catalog page.](#catalog)  [Where are the catalog pages](#catalog)? [Several related proposals](#catalog)? Do **not** list catalog pages here. **All** catalog copy for a proposal must be contained within a **single** file; put page breaks between sections. Make sure affected program totals are correct if adding/deleting course credits. |

B. [NEW OR REVISED COURSES](#delete_if) **DELETE THE WORDS THAT DO NOT APPLY TO YOUR PROPOSAL within specific categories, but do not delete any of the categories. DO NOT use highlight. Delete this whole page if this proposal does not include a new or revised course.**

|  | Old ([for revisions only](#Revisions)) | New |
| --- | --- | --- |
| B.1. [Course prefix and number](#cours_title)  | **MGT 345** | **MGT 345** |
| B.2. Cross listing number if any |  |  |
| B.3. [Course title](#title)  | **International Business** | **Managing in the World’s Regions** |
| B.4. [Course description](#description)  | Focus is on the institutions and processes that constitute the international environment of business. Topics include international trade, balance of payments, and multinational companies. | Students study issues relevant to managers of organizations in global settings and processes unique to those businesses. Focus on managerial challenges related to international cultures, markets, economics, and governments.  |
| B.5. [Prerequisite(s)](#prereqs) | **MGT301 and MKT301** | **MGT 201 or MGT 301** |
| B.6. [Offered](#Offered) | **Spring**  | **Annually** |
| B.7. [Contact hours](#contacthours)  | **3** | **3** |
| B.8. [Credit hours](#credits) | **3** | **3** |
| B.9. [Justify differences if any](#differences) |  |
| B.10. [Grading system](#grading)  | **Letter grade**  | **Letter grade**  |
| B.11. [Instructional methods](#instr_methods) | **| Lecture | Practicum | Seminar | Small group | Individual |** [**Hybrid | Distance Learning**](#Hybrid) | **| Lecture | Practicum | Seminar | Small group | Individual |** [**Hybrid | Distance Learning**](#Hybrid) |
| B.12.[Categories](#required) | **|Restricted elective for General Management majors** | **Will be Required for International Business minor | Restricted elective for General Management majors**  |
| B.13. Is this an Honors course? | **NO** | **NO** |
| B.14. [General Education](#ge)N.B. Connections must include at least 50% Standard Classroom instruction. | **NO |** | **NO |** |
| B.15. [How will student performance be evaluated?](#performance) | **Attendance | Class participation | Exams | Presentations | Papers |** **Class Work | Interviews | Quizzes |****Performance Protocols | Projects |**  | **Attendance | Class participation | Exams | Presentations | Papers |** **Class Work | Interviews | Quizzes |****Performance Protocols | Projects |**  |
| B.16. [Redundancy statement](#competing) | **Some overlap with MGT 342** | **MGT 342 is being deleted** |
| B. 17. Other changes, if any |  |

| B.18**.** [**Course learning outcomes**](#outcomes) | [**Standard(s)**](#standards) | [**How will they be measured**](#measured)**?** |
| --- | --- | --- |
| * Understand overarching theories of international business
* Understand and appreciate the need for ethics and social responsibility in international management, and the growing pressures on firms to act in an ethically and socially responsible manner in their global business operations
* Describe and apply concepts related to environmental factors affecting international activities
* Explain and understand the challenges of managing across cultures
* To learn specific skills that will increase the student’s ability to integrate with, live within and manage successfully in different cultures.
* Understand the tools and techniques used to provide motivation and incentives for employees across cultures, including compensation, benefits, work teams, and other approaches
* Understand the importance of leadership to international management, including the role of different leadership types and practices and the importance of entrepreneurial and ethical and socially responsible leadership
 | The suggested text package includes selected assessment questions, activities and assignments that address the six general knowledge and skill areas identified by the AACSB | In particular, successful achievement of the learning outcomes identified will be assessed by each of the performance evaluation tools listed above – particularly quizzes, presentations, and projects (group/ individual) as  |
|  |  |  |

| B.19. [**Topical outline**](#outline) |
| --- |
| **Suggested text:** *International Management: Culture, Strategy, and Behavior* by Luthans/Doh, McGraw-Hill Education; 10th edition – available 5/16/2017**A.** Background for International Business- the definition international business- the rise of globalization- the U.S. position in international trade**B.** Theories of International Trade & Investment- the advantages of specialization- the concept of comparative advantage**C.** The International Monetary System- the role of the International Monetary Fund (IMF)- fixed and floating exchange rates- the impact of European currency (EURO)- be able to calculate foreign exchange rates**D.** International Financial Markets- how a foreign exchange market functions**E.** Economic Integration among Countries- the levels of economic integration- the various arguments of economic integration- the organization of the European Community**F.** Trade and Investment Policies- the role of foreign aid in international trade and investment- the goals and function of GATT and NAFTA**G.** Politics and Laws - the reasoning behind the regulation of international business behavior- the Foreign Corrupt Practices Act- the role of international law in the conduct of international business**H.** The Cultural Challenge- the role of culture in international business- identify various elements of culture**I.** Starting International Operations- various entry strategies used by firms to initiate international business activity- indirect exporting and importing- advantages and disadvantages of licensing**J.** International Logistics- international logistics- the usefulness of free trade zones**K**. International Marketing- how a foreign target market is selected- the pricing strategy for export items- analysis for  estimating market potential**L.** International Human Resources- the objectives of human resource management in an international firm- how the HR function changes as a firm goes global- differences and similarities of training employees in different countries |

## D. Signatures

##### D.1. Approvals

* Changes that affect General Education in any way MUST be approved by ALL Deans and COGE Chair.
* Changes that directly impact more than one department/program MUST have the signatures of all relevant department chairs, program directors, and relevant dean (e.g. when creating/revising a program using courses from other departments/programs). Check UCC manual 4.2 for further guidelines on whether the signatures need to be approval or acknowledgement.
* Proposals that do not have appropriate approval signatures will not be considered.
* Type in name of person signing and their position/affiliation.
* Send electronic files of this proposal and accompanying catalog copy to curriculum@ric.edu and a printed or electronic signature copy of this form to the current Chair of UCC. Check UCC website for due dates.

| Name | Position/affiliation | [Signature](#_Signature" \o "Insert electronic signature, if available, in this column) | Date |
| --- | --- | --- | --- |
| Mike Casey | Chair of Management and Marketing |  |  |
|  Kemal Saatcioglu | Department of Economics and Finance – chair of International Business task force |  |  |
| Jeff Mello | Dean of the School of Management |  |  |

##### D.2. [Acknowledgements](#acknowledge)

| Name | Position/affiliation | [Signature](#Signature_2) | Date |
| --- | --- | --- | --- |
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