

**Eastern Illinois University
New Course Proposal Format**

CGS Agenda Item: 18-91
Effective Spring 2019

Banner/Catalog Information (Coversheet)

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** MBA 5540A
3. **Short title:** Int Bus
4. **Long title:** International Business
5. **Hours per week:** 3 Class 0 Lab 3 Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☐ Fall ☒ Spring ☐ Summer Year: 2019
8. **Catalog course description:** Intensive study of contemporary problems, issues, trends, and developments in international business. This course is available only to students in the MBA Online program or by permission of the Coordinator, Graduate Business Studies.
9. **Course attributes:**

General education component: N/A

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active

10. Instructional delivery

Type of Course:

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____

Mode(s) of Delivery:

☐ Face to Face ☒ Online ☐ Study Abroad
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction _____

11. Course(s) to be deleted from the catalog once this course is approved. NONE

12. **Equivalent course(s):** MBA 5540

a. **Are students allowed to take equivalent course(s) for credit?** ☐ Yes ☒ No

13. Prerequisite(s): No Course Prerequisite

a. **Can prerequisite be taken concurrently?** ☐ Yes ☐ No ☒ NA

b. **Minimum grade required for the prerequisite course(s)?** NA

c. **Use Banner coding to enforce prerequisite course(s)?** ☐ Yes ☐ No ☒ NA

d. **Who may waive prerequisite(s)?**

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☒ Other (specify) Coordinator,
Graduate Business Studies

14. Co-requisite(s): ☐ NONE _____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: ☐ MBA, Graduate Students

b. Degrees, colleges, majors, levels, classes which may not take the course: ☐ All others _____

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: _____

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

NA Grade for course will not count in a student's grade point average.

NA Grade for course will not count in hours toward graduation.

NA Grade for course will be removed from GPA if student already has credit for or is registered in:

NA Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software: ☐ Included in Course Fee _____

Course Fee ☐ No ☒ Yes, Explain if yes ☐ \$100 course fee for program simulations, software and supplemental materials that will be purchased in bulk and distributed online in the course materials

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ☐ Course is required for the major(s) of _____
☐ Course is required for the minor(s) of _____
☐ Course is required for the certificate program(s) of _____
☒ Course is used as an elective for the MBA Online Applied Management Option
2. **Rationale for proposal:** This course is an elective course in the MBA Online. The course objectives and content are the same as MBA 5540; the MBA 5540A course is being added to address differential tuition rates and separate course fees that are unique to the MBA Online program courses.
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses: Intentionally the same course, same degree program, but is needed to address administrative differences between degree program designs (online versus face-to-face).
Prerequisites: No course prerequisites.
Co-requisites: NONE
Enrollment restrictions: Due to the specificity of the research and content examined, and the specialized MBA Online program structure, enrollment in this course will be restricted to MBA Online students or those with permission of the Coordinator, Graduate Business Studies.
Writing active, intensive, centered: N/A
4. **General education assurances (answer N/A if not applicable)**
General education component: N/A
Curriculum: N/A
Instruction: N/A
Assessment: N/A
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
Online or hybrid delivery justification: Offering and instructing this course through an online model allows and increases the enrollment probability of alumni and other interested students who have moved away from campus, are currently employed, or live outside the East Central Illinois area. Online delivery of this course provides the opportunity to market to these potential students through the MBA online program offered by the School of Business at EIU.
Instruction: Lectures equivalent to those from the face-to-face courses may be recorded & posted online. Other online components (e.g., tutorials, videos, discussions) may be included.

All faculty who will deliver this course online are/will be OCDi (or appropriate equivalent) trained.

Integrity: Students will take quizzes and exams through an online testing taking monitoring system, or they will take them at a proctored facility such as a community college in their area.

Interaction: At the discretion of the faculty, provisions and requirements would vary but generally will utilize Email, Web-Based Discussions, and Web-conferencing. Email will be utilized in addressing individual student questions/communication. The web-based discussions (via a LMS-type environment) will be used to gauge student understanding of the materials presented via web-based video delivery and to provide clarification from the instructor. Web-based conferencing will be used to provide students with the opportunity to present their work to all members of the class, receive real-time feedback in the form of questions and discussion of their presentation and interact in real time with the faculty member and classmates.

Model Syllabus (Part II)

Please include the following information:

1. Course number and title: MBA 5540A International Business
2. Catalog description:
Intensive study of contemporary problems, issues, trends, and development in international business. This course is available only to students in the MBA Online program or by permission of the Coordinator, Graduate Business Studies.
3. Learning objectives: Upon successful completion of the course, students will be able to:
 1. To recognize the growing role and importance of international business to national prosperity and security, and the U.S. trade balance - deficit implications (GLG 1 – Content Knowledge);
 2. To explain the impact of international business and investment on the American industry and economy and the issues of global outsourcing and WTO issues (GLG 1, GLG 2 – Critical Thinking and Problem Solving Skills, GLG 3 – Effective Oral and Written Communication Skills);
 3. To explain the role of culture, politics, and technology in international business, and tools to be used (GLG 1, GLG 2, GLG 3);
 4. To explain the implications for globalization process on international business and training skills needed (GLG 1, GLG 2, GLG 3, GLG 4 – Evidence of Advanced Scholarship through Research);
 5. To identify the major trends in the world environment that will impact on international trade (GLG 1, GLG 2, GLG 4);
 6. To be able to generate strategies to enter global markets, such as exporting, alliances, outsourcing, etc. (GLG 1, GLG 2, GLG 4).
4. Course materials:
Czinkota, Michael, Illkka, Ronkainen, and Michael Moffett (2011), update ***International Business***, 8th ed. or update, Thomson & South-Western

Wall Street Journal, New York Times, Business Week, Fortune, and professional international business journals, and reading and presenting current, professional articles and books.

5. Weekly outline of content:

Week	Topic	2.5-hours class periods equivalents
1	Overview of International Business	1 period
2	Theories of International Trade Investment	1 period
3	International Accounts and Balance of Payments	1 period
4	International Financial Markets	1 period
5	Economic Integration Among Countries	1 period
6	Politics and Laws in International Setting	1 period
7	Multinational Corporation	1 period
8	International Service Trade	1 period
9	International Marketing	1 period
10	International Financial Management	1 period
11	International Human Resource Management	1 period
12	International/Global Trends and Analysis	1 period
13	Special Issues Facing United States in the Global Market: Trade Deficits, Balance of Payments, Quality, Strategic Alliances, Global Sourcing, etc.	1 period
14	Case Analysis and Outside Project	1 period
15	Case Analysis and Outside Project	1 period
	Final exam	2 hours
	Total	39.5 hours

6. Assignments and evaluation, including weights for final course grade:

Exam 1 @ 100 points	100
Case Analysis and Presentation	50
Formal oral presentation (for major project)	50
Written outside project	100
Other assignments, articles summary, instructor evaluation based on discussions,	100
participation by students, attendance, and peer evaluations	400
Total points	400

7. Grading scale.

A = 90 - 100
 B = 80 - 89.9
 C = 70 - 79.9
 D = 60 - 69.9
 F = 0 - 59.9

8. Correlation of learning objectives to assignments and evaluation.

Objective	Exam	Case Analysis and	Research Project and	Other Assignments
-----------	------	-------------------	----------------------	-------------------

		Presentation	Presentation	
1	X	X		X
2	X	X		X
3	X	X		X
4	X		X	X
5	X		X	X
6	X		X	X

Date approved by the department or school: 9/25/18

Date approved by the college curriculum committee: 10/9/18

Date approved by the Honors Council (*if this is an honors course*): NA

Date approved by CAA: NA CGS: 11/6/18