

## PROPOSAL SUMMARY AND ROUTING FORM

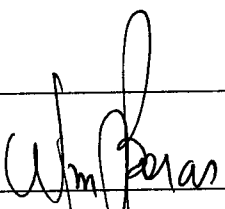
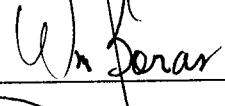


**Proposal Title:** New MMBA 690 course in Global Business

**Initiating Unit or Individual:** COB MBA Program

**Contact Person's Name:** Bill Boras e-mail: borasw@ferris.edu phone: 591-2168

**Date or Semester of Proposal Implementation:** Summer 2007

- Group I - A – New degree/major or major, or redirection of a current offering
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

| Group/Individual                | Signature   | Date | Vote/Action *   |
|---------------------------------|---|------|---|
| Program Faculty                 |   |      | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Department Faculty              |   |      | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support |
| Department Head                 |  |      | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support |
| College Curriculum Committee    | <del>_____</del>  |      | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Dean                            |  |      | <input checked="" type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support |
| University Curriculum Committee | <del>_____</del>  |      | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Senate                          | <del>_____</del>  |      | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |
| Academic Affairs                |  |      | <input type="checkbox"/> Support<br><input type="checkbox"/> Support with Concerns<br><input type="checkbox"/> Not Support            |

\* Support with Concerns or Not Support must include a list of concerns.

**To be completed by Academic Affairs**

\_\_\_\_\_  
 President (Date Approved)      Board of Trustees (Date Approved)      President's Council (Date Approved)

**FORM A CONT.**

**1. Proposal Summary**

**Offering of a Current Topic graduate level course in Global Business for the MBA degree program. This course will become MMBA 740 and be part of the MBA core as recommended by the MBA Advisory Board. A proposal for this course and other MBA updates is presently in the curriculum process.**

**2. Summary of All Course Action Required\***

**a. Newly Created Courses to FSU:**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b>           |
|---------------|---------------|------------------------|
| <b>MMBA</b>   | <b>690</b>    | <b>Global Business</b> |

**b. Courses to be Deleted From FSU Catalog:**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

**c. Existing Course(s) to be Modified:**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

**d. Addition of existing FSU courses to program**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

**e. Removal of existing FSU courses from program**

| <b>Prefix</b> | <b>Number</b> | <b>Title</b> |
|---------------|---------------|--------------|
|---------------|---------------|--------------|

\*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.

**NEW COURSE INFORMATION FORM****Course Identification: MMBA Number: 690 Title: Global Business**

**Course Description:** Introduce the globalization of business including the underlying political, cultural, and economic driving forces. Current international trade tensions and contemporary long-run globalization scenarios will be considered. The *International Monetary System* of market-based currency exchange and related business issues will be presented. Cultural-specific law and norms affecting marketing administration, operating & finance practices, legal compliance, etc... will be studied to illuminate important managerial considerations. The dynamics of culture and cultural evolution will be examined as forces encouraging global approaches to business. 3-credit hours.

**Prerequisites:** MBA Admission or Approval of Management Department Head

**Course Outcomes and Assessments: Students will be able to...**

- Identify & explain contemporary political & cultural forces giving rise to business globalization, and formulate plausible long-range impact/outcome scenarios
- Identify country/regional resources, trade flows, cultural constraints, etc... and apply to metric assessments of global business opportunities, alliance structures, etc...
- Identify key institutions (e.g. WTO, NGO's, sovereigns, etc...) and key trade protocols & standards (e.g. ISO) and analyze their influence on global trade
- Identify the key convertible currencies in global trade and calculate how their relative values are affected by trade balances, financial flows, interest rates, inflation, etc...
- Identify and demonstrate (incorporating analysis/decision metrics) how currency movements introduce risk, and discuss risk management/mitigation methods
- Identify & explain key cultural issues in managing domestic, multi-domestic, or global marketing systems & sales organizations, including analysis/decision metrics
- Identify & assess (incorporating analysis/decision metrics) key global logistics and value chain issues (e.g. transport, warehousing, siting, alliances, sourcing, etc...)
- Articulate important similarities/differences in country-specific finance and accounting practices and describe how these impact global business
- Compare & contrast differences in country-specific commercial law (statute, code, regulation, property rights, contracts, dispute resolution, etc...) and define potential organization, marketing, operations, finance, etc... impacts
- Utilizing analysis/decision metrics, complete a course project that considers appropriate issue areas (e.g. cultural, economic, commercial, etc...) in formulating a business-specific entry- or operating-strategy in the global marketplace

Student grading includes participation, metric analysis, cases, project(s), and final exam.

**Course Outline including Time Allocation**

- Politics and cultural issues affecting globalization (2hrs)
  - International economic system (7 hrs)
  - Trade balances, interest rates, inflation, etc... (7 hrs)
  - Finance and accounting (5 hrs)
  - International commercial law (4 hrs)
  - International marketing systems (6 hrs)
  - Global logistics (5 hrs)
  - International competitive strategies (4 hrs)
- Political, cultural, and economic dynamics (5 hrs)

# CREATE A NEW COURSE

Course Date Entry Form

**FORM F**  
Create Course  
rev. 2/14/05

## I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in section I and section II.
2. : If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective: a. Semester  S  b. Year  See instructions.

## II. PROPOSED FOR NEW COURSE: Complete all sections of this part through Prerequisites. See instructions in manual for further clarification.

a. Course Prefix  b. Number  c. Enter Contact Hours or check Independent Study (X).  
LECture  hr/week LAB  hr/week INDEpendent Study   
Practicum:  hr/semester Seminar:  hr/week

d. Full Course Title:

e. Abbreviated Course Title: . (Abbreviate only if necessary. Use Arabic numerals. Limit to 26 characters and spaces.)

f. Semester(s) Offered:  (See instructions for listing.) g. Max. Section Enrollment :

Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

h. Type:  Variable  Fixed i. Maximum Credit Hours  j. Minimum Credit Hours

k. Grade Method: Check (x)  Normal Grading  Credit/No Credit only (Pass/Fail)

m. May Be Repeated for Added Credit: Check (x)  Yes  No

n. Levels: Check (x)  Undergraduate  Graduate  Professional

o. Does proposed new course replace an equivalent course? Check (x)  Yes  No

p. Equivalent course: Prefix  Number  See instructions on Replacement courses.

q. **CATALOG DESCRIPTION** – Limit to 75 words – PLEASE BE CONCISE.

Globalization of business including the underlying political, cultural, and economic forces, current international trade tensions and contemporary long-run globalization scenarios will be considered. The *International Monetary System* of market-based currency exchange and related business issues will be presented. Cultural-specific law and norms affecting marketing administration, operating & finance practices, legal compliance, etc... will be studied to illuminate important managerial considerations. The dynamics of cultural evolution will be examined as forces encouraging global approaches to business.

r. Prerequisites: (if no prerequisites, write "None") Limited to 60 spaces.

UCC Chair Signature/Date: \_\_\_\_\_

Academic Affairs Approval Signature/Date: \_\_\_\_\_

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code

Basic Skill (BS)  General Education (GE)  Occupational Education (OC)  G.E. Codes

**Office of the Registrar use ONLY**

Date Received: \_\_\_\_\_ Date Completed: \_\_\_\_\_ Entered: SIS [125 \_\_\_ 1D4 \_\_\_ 12R \_\_\_, 131 \_\_\_]