Eastern Illinois University  
Revised Course Proposal  
BUS 3200, International Business  

Banner/Catalog Information (Coversheet)

1. ____New Course or _X_ Revision of Existing Course
2. Course prefix and number: BUS 3200
3. Short title: International Business
4. Long title: International Business
5. Hours per week: 3 Class 0 Lab 3 Credit
6. Terms: ___ Fall ___ Spring ___ Summer _X_ On demand
7. Initial term: ___ Fall ___ Spring X Summer Year: 2016
8. Catalog course description: An introduction to globalization and the cultural, economic, political, and legal environments of international business including an overview of risks, challenges, and opportunities of competing in the global marketplace.
9. Course attributes: None
   
   General education component: _________________________________________________
   
   ___ Cultural diversity ___ Honors ___ Writing centered ___ Writing intensive ___Writing active
10. Instructional delivery
    Type of Course:
    
    _X_ Lecture ___ Lab ___ Lecture/lab combined ___ Independent study/research
    ___ Internship ___ Performance ___ Practicum/clinical ___ Other, specify: _______________________
    
    Mode(s) of Delivery:
    
    _X_ Face to Face _X_ Online ___ Study Abroad
    ___ Hybrid, specify approximate amount of on-line and face-to-face instruction: A maximum of 49% of the course will be online.
11. Course(s) to be deleted from the catalog once this course is approved.
    No deletions are planned.
12. Equivalent course(s): None
    
    a. Are students allowed to take equivalent course(s) for credit? ___ Yes ___ No
13. Prerequisite(s): BUS 2750, ECN 2801G, and ECN 2802G, or permission of the Associate Chair, School of Business
    
    a. Can prerequisite be taken concurrently? ___ Yes _X_ No
b. Minimum grade required for the prerequisite course(s)? **Minimum Grade C** for BUS 2750, ECN 2801G and ECN 2802G (default)

c. Use Banner coding to enforce prerequisite course(s)?  **X** Yes  ___ No

d. Who may waive prerequisite(s)?

___ No one  ___ Chair  ___ Instructor  ___ Advisor  **X** Other (specify): Associate Chair

14. Co-requisite(s): **None**

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which **may** take the course: All degrees, colleges and majors.

b. Degrees, colleges, majors, levels, classes which **may not** take the course: **N/A**

16. Repeat status:  **X** 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:  **X** Standard  ___ CR/NC  ___ Audit  ___ ABC/NC

19. Special grading provisions:

___ Grade for course will **not** count in a student’s grade point average.

___ Grade for course will **not** count in hours toward graduation.

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

____________________________________________________________________________________________________

___ 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: **None**

Supplemental Materials or Software: **None**

Course Fee  **X** No  ___ Yes, Explain if yes________________________________

21. Community college transfer:

___ A community college course may be judged equivalent.

  **X** 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. **X** Course is required for the major(s) of School of Business; ACC, FIN, MGT, MAR, MIS, and BAD.
   ___ Course is required for the minor(s) of ____________________
   ___ Course is required for the certificate program(s) of ______________
   **X** Course is used as an elective of Business Administration Minor

2. **Rationale for proposal:** This update will allow the course to be taught in an online environment.

3. **Justifications for (answer N/A if not applicable)**
   Similarity to other courses: N/A
   Prerequisites: BUS 2750, ECN 2801G, ECN 2802G provides necessary tools and knowledge in certain terminology useful for this course.
   Co-requisites: N/A
   Enrollment restrictions: N/A
   Writing active, intensive, centered: N/A

4. **General education assurances (answer N/A if not applicable)**
   General education component: Not a general education course.
   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 a hybrid or online model allows and increases the enrollment probability of interested students who are living away from campus, are currently employed, or live outside the East Central Illinois area and may take their business core classes from another institution if this delivery option is not available. Online/hybrid delivery of this course provides the opportunity to market to these potential students through the online program desired by the School of Business at EIU.
   Instruction: Lectures equivalent to those from the face-to-face courses may be recorded & posted online. 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: BUS 3200 International Business
2. Catalog description: An introduction to globalization and the cultural, economic, political, and legal environments of international business including an overview of risks, challenges, and opportunities of competing in the global marketplace.
3. Learning objectives.

Upon successful completion of the course, students will be able to:
1. Select and use appropriate sources to gather information and data needed for international business decisions (CT 1, CT 2);
2. Define key international business terms and concepts (CT 1);
3. Identify how cultural variables affect business (CT 3, RC 1);
4. Discuss the different types of economic, political, and legal systems and their impact on business (CT 3);
5. Compare and contrast major trade theories and trade policies and their effect on business (CT 3);
6. Discuss international exchange rates and their effects on global business (QR 1-6); and
7. Critically analyze the opportunities and risks associated with international business activities (CT 1-4, RC 4).


5. Weekly outline of content:

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
<th>Class Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Face-to-face/Hybrid</td>
<td>Face-to-face/Hybrid</td>
</tr>
<tr>
<td>Week 1</td>
<td>Introduction to the Course and Globalization</td>
<td>2 – 75 min. class period equivalents</td>
</tr>
<tr>
<td>Week 2</td>
<td>Culture</td>
<td>2 – 75 min. class period equivalents</td>
</tr>
<tr>
<td>Week 3</td>
<td>Culture</td>
<td>2 – 75 min. class period equivalents</td>
</tr>
<tr>
<td>Week 4</td>
<td>Political, Economic and Legal Systems</td>
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</tr>
<tr>
<td>Week 6</td>
<td>Political, Economic and Legal Systems</td>
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</tr>
<tr>
<td>Week 7</td>
<td>International Trade Theory</td>
<td>2 – 75 min. class period equivalents</td>
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<td>Week 8</td>
<td>International Trade Policies and Institutions</td>
<td>2 – 75 min. class period equivalents</td>
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<td>International Monetary and Financial Issues</td>
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<tr>
<td>Week 12</td>
<td>Entering International Markets</td>
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<td>2 – 75 min. class period equivalents</td>
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<td>2 – 75 min. class period equivalents</td>
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<td>Week 15</td>
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<td>2 – 75 min. class period equivalents</td>
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<td>Week 16</td>
<td>Final Exam</td>
<td>2 hours</td>
</tr>
<tr>
<td>Total</td>
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<td>37.5 hours plus 2 hour final exam</td>
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<td>Week</td>
<td>Content</td>
<td>Regular Class Time Equivalency</td>
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<td>Total</td>
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<td>37.5 hours plus 2 hour final exam</td>
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6. Assignments and evaluation, including weights for final course grade.
   To allow academic freedom, each instructor will be free to determine his or her own weights.
   Weights will typically be as follows:

   **Grade Components** | **Percent of Grade**
   --- | ---
   Exams | 50%
   Assignments* | 20%
   Project | 30%

*include homework, cases, and so on.

Assignments and evaluation, including weights for final course grade.
Grade weighting may vary by instructor, but it is generally considered as follows:
- Exams (Individual [online, face-to-face/hybrid]) (30% of total grade)
- Weekly Assignments (Individual [online, face-to-face/hybrid]) (20% of total grade)
  - Discuss the different types of economic, political, and legal systems and their impact on business
  - Compare and contrast major trade theories and trade policies and their effect on business
  - Discuss international exchange rates and their effects on global business
- Semester Corporate Analysis Project (Individual and group [online, face-to-face/hybrid]) (30% of total grade)
  Sample Project: Students will be asked to analyze a multinational company from the aspects of accounting, finance, marketing, management, operations, strategy, and so on. Students will look into the cultural, economic, political issues that influence business decision making in various countries.
- Final Exam (Individual [online, face-to-face/hybrid]) (20% of total grade)

7. Grading scale.

   A (90%-above); B (80%-89.99%); C (70%-79.99%); D (60%-69.99%); F (59.99% or lower).

8. Correlation of learning objectives to assignments and evaluation.

<table>
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<th>Objective</th>
<th>Exams 50%</th>
<th>Assignments 20%</th>
<th>Project 30%</th>
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<tr>
<td>1. Select and use appropriate sources to gather information and data needed for international business decisions (CT 1, CT 2)</td>
<td>X</td>
<td></td>
<td>X</td>
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<td>X</td>
<td>X</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<td>5. Compare and contrast major trade theories and trade policies and their effect on business (CT 3)</td>
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6. Discuss international exchange rates and their effects on global business (QR 1-6) | X | X | X

7. Critically analyze the opportunities and risks associated with international business activities (CT 1-4, RC 4) | X | X | X

Date approved by the department or school: 3/22/16
Date approved by the college curriculum committee: 3/25/16
Date approved by the Honors Council (if this is an honors course): 
Date approved by CAA: 4/21/16  CGS: Not applicable