Date of request: 15-OCT-2018

Request ID: B-2018-BUS-66

College: B

Department: BUS

Initiator name: Marcellis Zondag

Initiator email: marcel.zondag@wmich.edu

Proposed effective term: 202040

Does course need General Education approval?: N

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: U

Proposed course data:
Change Course BUS 2200
Specific Course Change type selected: WMU Essential Studies - Level 2: Exploration and Discovery

1. Existing course prefix and number:
BUS 2200

2. Level 2: Exploration and Discovery
Indicate which course category the course should be placed in:
Societies and Cultures

3. Indicate which ONE additional required student learning outcome the course will assess: (may NOT select category required outcome listed above)
 Societies and Cultures was selected above Click Here and move to the next question

4. Indicate the first of TWO required student learning outcome the course will assess:
Demonstrate effective and appropriate written communication abilities

5. Indicate the second of TWO required student learning outcome the course will assess:
Develop creative and critical thinking

A. Please choose Yes or No to indicate if this class is a Teacher Education class:
No

B. Please choose the applicable class level:
Undergraduate

C. Please respond Yes if this is a current general education course and/or a course being submitted for the new WMU Essential Studies program. Please respond No if it is neither.
No

D. Explain briefly and clearly the proposed improvement.
Initial WMU Essential Studies review and approval.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).
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F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.
Demonstrate effective and appropriate written communication.
Demonstrate and apply information literacy.
Develop creative and critical thinking.
Understand the concept and impact of Globalization.
Have a basic understanding of the global business environment.
Explain key linkages between global markets and how they differ from national markets.
Understand different foreign market entry modes.
Understand the basics of international business functions such as supply chain management, operations, information management, marketing, finance and accounting, and human resource management.

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.
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H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.
Initial WMU Essential Studies review and approval

College curriculum committees MAY require additional information

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.
Initial WMU Essential Studies review and approval

College curriculum committees MAY require additional information

J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.
Initial WMU Essential Studies review and approval

College curriculum committees MAY require additional information

K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?
Initial WMU Essential Studies review and approval

College curriculum committees MAY require additional information

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)
Three sections each in Fall and Spring semesters with 40 student capacity
One auditorium section each in Fall and Spring semesters with 300 student capacity
One section each in Summer I and Summer II semesters with 40 student capacity

M. With the change from General Education to WMU Essential Studies, this question is no longer used.

For courses requesting approval as a WMU Essential Studies course, a syllabus identifying the student learning outcomes and an action plan for assessing the student learning outcomes must be attached in the Banner Workflow system.
Not Applicable

N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.
Initial WMU Essential Studies review and approval

O. Current catalog copy:
An introduction to global business and its complex environment. Develop an understanding of relevant differences in the economic, socio-cultural, political, legal and ethical environment of global business. Realize how such differences can influence business functional operations such as production, marketing, management, information management, accounting, and finance.

P. Proposed catalog copy:
An introduction to global business and its complex environment. Develop an understanding of relevant differences in the economic, socio-cultural, political, legal and ethical environment of global business. Realize how such differences can influence business functional operations such as production, marketing, management, information management, accounting, and finance. This course meets the students learning outcomes in the WMU Essential Studies Level 2 - Exploration and Discovery, Societies and Cultures Course Category.