

# The University Senate of Michigan Technological University

## Proposal 14-12

(Voting Units: Academic)

### “Minor in Global Business”

#### 1. Introduction:

The minor in Global Business integrates a study abroad experience or a faculty-led travel abroad experience with business, economics and foreign language courses aimed at knowledge acquisition for functioning in a global economy. A certificate in international business was suspended a few years ago while the current minor was being developed. This minor therefore replaces the old certificate program.

#### 2. Rationale:

The minor in Global Business is consistent with the Mission of the School of Business and Economics:

The School of Business and Economics integrates the University's technological prominence with experience-based learning to develop leaders in **global business** and innovation and to advance knowledge through research.

And Michigan Technological University's Strategic Plan:

GOAL 2: Deliver a distinctive and rigorous discovery-based learning experience grounded in science, engineering, technology, sustainability, the business of innovation, and an understanding of the social and cultural contexts of our contemporary world.

2.1 Provide dynamic discovery-based learning that integrates instruction, research, and innovation in undergraduate and graduate programs.

- expand funded research opportunities for students;
- incorporate and expand discovery-based programs in all curricula;
- expand opportunities for, and encourage participation in, **international experiences**;

Globalizing the curriculum of business schools has taken center-stage at AACSB International (The Association to Advance Collegiate Schools of Business), the accrediting agency of Michigan Tech's School of Business and Economics. AACSB urges business schools to adapt to a global world with graduate and undergraduate business programs by doing better at making globalization central to business school curriculum ([http://www.businessweek.com/bschools/content/feb2011/bs20110210\\_063274.htm](http://www.businessweek.com/bschools/content/feb2011/bs20110210_063274.htm)).

#### 3. Details of Catalog Copy:

**Title of Minor:** Global Business

**Catalog Description:** Global Business integrates a study abroad experience or a faculty-led travel abroad experience with business, economics and foreign language courses aimed at knowledge acquisition for functioning in a global economy.

**List of Courses:**

### **Required (Core) Courses (15 credit hours):**

- Two semesters of the same **foreign language** (6 credits)
- **MGT 4100 International Management** (3 credits, offered fall (and spring when demand exists))

Two Prerequisites:

-MGT 3000 Organizational Behavior (3 credits, offered fall, spring; no prerequisites)

and

-EC 3100 International Economics (3 credits, offered fall, spring, summer; prerequisite EC 2001 Principles of Economics (3 credits, offered fall, spring, summer; no prerequisites))

- **Travel Abroad Experience** through either School of Business and Economics faculty-led travel abroad programs, traditional study abroad, or other travel abroad experience or courses for which Michigan Tech credit is granted (6 credits). This required travel abroad (outside the USA) experience is the same for domestic and international students.

### **Electives--Choose any 2 of the following 3 options (6 credit hours total):**

- **OPTION 1: MKT 4300 Global Marketing** (3 credits, offered fall; prerequisites MKT 3000 Principles of Marketing (3 credits, offered fall, spring, summer; no prerequisites))

- **OPTION 2: FIN 4700 Global Finance** (3 credits, offered fall; prerequisites

Two Prerequisites:

-FIN 3000 Principles of Finance (3 credits, offered fall, spring, summer; no prerequisite)

and

-EC 3400 Economic Decision Analysis (3 credits, offered fall, spring, summer; no prerequisites))

- **OPTION 3: Choose any 1 of the following 4 courses:**

**MGT 3650/SS 3650 Intellectual Property Management** (3 credits, fall; no prerequisites)

or

**OSM 4000 Supply Chain Management** (3 credits, spring)

Two prerequisites:

-BUS 2300 Quantitative Problem Solving (3 credits, fall, spring, summer; prerequisites BUS 2100 or MA 2710 or MA 2720 or MA 3710 or MA 3720)

and

-OSM 3000 Operations and Supply Chain Management (3 credits, fall, spring, summer prerequisites MA 2710 or equivalent)

or

**SS 3610 International Law** (3 credits, fall in alternating years; prerequisite UN 2002 Institutions)

or

**SS 3640 Selected Topics in Cyber-Law** (3 credits, fall in alternating years; prerequisite UN 2002 Institutions)

**Total Credits: 21**

**Note on Prerequisites:** While the minor is open to all students, prerequisites are likely to restrict enrollment to students majoring, or double-majoring, in a major offered within the School of Business and Economics.

### 4. New Course Descriptions:

No new courses were created for the minor.

### 5. Added Costs:

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Facilities (space, classroom, language labs) and faculty are currently available for the minor. The workload of existing support personnel within the School of Business and Economics will increase due to advertising, administrating and advising duties related to the minor. Added demands will be placed on personnel housed within the office of International Programs and Services.

Michigan Tech's office of International Programs and Services and its Department of Humanities are supportive of this proposal.

6. Planned Implementation Date: Fall 2012

7. Internal Status of the Proposal: The proposal was unanimously approved by the faculty of the School of Business and Economics in October 2011 and the Dean's Council on January 11, 2012.

**Introduced to Senate: 15 February 2012**

**Approved by Senate: 21 March 2012**

**Approved by Administration: 04 April 2012**