

4-20-2015

Revisions in Course Requirements of International Business Major

The College at Brockport, College Senate

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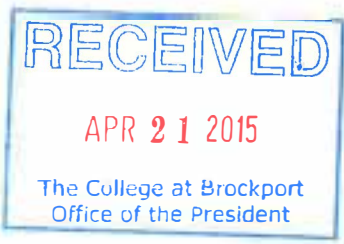


The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

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senate@brockport.edu
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Resolution #23 2014-2015
College Senate

Supersedes Res #: _____

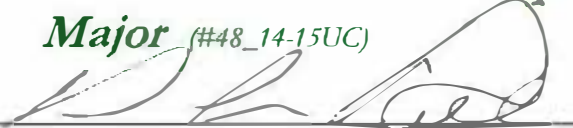


TO: Dr. John R. Halstead, College President

FROM: The College Senate: **04/06/2015**

RE: **→** I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)

SUBJ: **Revisions in Course Requirements of International Business**
Major (#48_14-15UC)

Signed:  Date: 4/20/15
(P. Gibson Ralph, 2014-15 College Senate President)

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: P. Ralph Gibson, College Senate President

FROM: John R. Halstead, College President

RE: **→** I. Decision and Action Taken on Formal Resolution (circle choice)
a. Accepted - **Implementation Effective Date****: Fall 2016
****Implementation of resolution requires final approval from SUNY- State Education Department.** YES NO
b. Deferred for discussion with the Faculty Senate on ___/___/___
c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI
a. Received and acknowledged ___/___/___

Signed:  Date: 4/29/15
(Dr. John R. Halstead, President, The College at Brockport)

DISTRIBUTION: Upon approval, the College President will forward copies of resolutions to his staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at <http://www.brockport.edu/collegesenate/resolutions>.

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE
DEADLINE FOR SUBMISSIONS: FEBRUARY 28**

Incomplete proposals will be returned and proposals received after the deadline may not be reviewed until next semester.

Routing Number <i>Routing # assigned by Senate Office</i>	#48_14-15UC <i>Use routing number and title in all reference to this proposal.</i>
This Proposal Replaces Resolution	#45_13-14UC #28 05-06 UC update

INSTRUCTIONS

- Use committee guidelines available at brockport.edu/collegesenate/proposal.html.
 - Prepare ONE complete document in **Word format**: include this proposal cover page, proposal, attachments and support letters from your department chair and dean if applicable.
 - **Locate the Resolution # and date this proposal will replace at our "Approved Resolutions" page on our Web site.**
 - Email completed proposal to senate@brockport.edu. (General Education Proposals and questions go to dlamphro@brockport.edu in the Vice Provost's Office first.)
 - Make revisions on the paperwork emailed to you from the Senate office that shows the assigned routing number on top. Submit updated document to senate@brockport.edu.
 - Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.
1. **PROPOSAL TITLE:** Please be somewhat descriptive, ie. *Use a course number and/or title, indicate if for GED code, etc.*

Revisions in Course Requirements of International Business Major

2. BRIEF DESCRIPTION OF PROPOSAL:

The School of Business Administration and Economics proposes changes in its International Business (IB) major requirements. The current IB major curriculum requires BUS 462 Quality Management System course as a specialty course. Under the proposed curriculum, we would like to drop the BUS 462 requirement. We also propose to streamline prerequisites for BUS 433 International Marketing and BUS 453 International Business Seminar.

3. WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? X NO YES EXPLAIN YES

This revision will not require any additional staff or equipment.

4. DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.

The proposed revision is based on a review of peer and aspiration programs, discussions with current and past students, and changes in the discipline.

5. HOW WILL THIS AFFECT TRANSFER STUDENTS:

This revision will have very little to no adverse effect on transfer students, because transfer students do not enter our programs with BUS 462. All 400-level coursework must be completed at Brockport, per SOBAE regulation.

6. ANTICIPATED EFFECTIVE DATE:

Fall 2016

7. SUBMISSION & REVISION DATES: PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
2/27/2015			

8. SUBMITTED BY: (contact person)

Name	Department	Phone	Email
Joon Seo	Department of Business	5532	jseo@brockport.edu

9. COMMITTEES: (Senate office use only)

Standing Committee	Forwarded To	Dates Forwarded
<input type="checkbox"/> Executive Committee	Standing Committee	03/03/15
<input type="checkbox"/> Enrollment Planning & Policies	Executive Committee	03/09/15
<input type="checkbox"/> Faculty & Professional Staff Policies	Senate	03/23/15, 04/06/15
<input type="checkbox"/> General Education & Curriculum Policies	Passed GED's go to Vice Provost	
<input type="checkbox"/> Graduate Curriculum & Policies	College President	04/21/15
<input type="checkbox"/> Student Policies	OTHER	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	REJECTED -WITHDRAWN	

NOTES: RES # 23

To: College Senate

From: Curriculum Committee of School of Business Administration and Economics

Re: International Business Curriculum Revision

Date: Feb 27, 2015

PROPOSED CHANGES AND RATIONALES

International Business (IB) is one of the five majors offered at School of Business Administration and Economics. The current IB major requires 5 specialty courses (i.e., upper level major courses). We propose to drop BUS 462 Quality Management Systems from the requirements. This revision is based on a review of peer and aspiration programs, discussions with current and past students, and changing trends in the discipline. In particular, the key contents of BUS 462 can be covered in BUS 461 Productions and Operations Management, BUS 345 International Business Environment, and BUS 366 Organizational Behavior. The number of required credit hours will drop from 67 to 64. These changes will have no influence on other majors.

In addition, we propose to streamline prerequisites for BUS 433 International Marketing and BUS 453 International Business Seminar. These changes and rationales are described in the following table. All these changes, subject to College Senate and Presidential approval, will take effect from Fall 2016.

Courses	Current prerequisites	Proposed prerequisites	Reasons
BUS 433 International Marketing	BUS 335 Principles of Marketing	-BUS 335 Principles of Marketing -BUS 345 International Bus. Environment	Students will be better prepared for BUS 433 with basic knowledge of both marketing and international business environment.
BUS453 International Bus. Seminar	-ECN 201 Principles of Microeconomics -ECN 202 Principles of Macroeconomics	BUS 345 International Bus. Environment	-ECN 201 and 202 are foundation courses all IB majors must complete before they take 400-level courses. -Having basic international business knowledge is required for BUS 453.

STAFFING, RESOURCE, AND FACILITITES

The proposed change will not require offering any new course or any additional resource or facility.

IMPACTS ON TRANSFER AND NEW STUDENTS

These changes will have very little or no adverse effect on transfer students because transfer students do not enter our programs with BUS 462. All 400-level coursework must be completed at Brockport, per SOBAAE regulation. The proposed change will continue to meet the SUNY Transfer Pathways in the Business discipline (as defined by SUNY). Students who have declared their major or intent will be allowed the option to continue under old requirements or pursue their degree under the new requirements if they wish.

ACADEMIC ADMINISTRATION COMMENTARY

The proposed changes have been reviewed and unanimously approved by the Curriculum Committee of the School. In addition, the proposal has the full support of the department faculty.

SIDE-BY-SIDE COMPARISON OF THE CURRENT AND PROPOSED PROGRAM

The following table compares the current and new curriculum. Proposed changes are only in the Specialty Courses as explained above; hence, you will find no differences between the current and proposed program in Entrance Requirements and Core Courses.

Current Program	Cr	Proposed Program	Cr
ENTRANCE REQ [3.0 avg, no grade below C-]	18	ENTRANCE REQ [3.0 avg, no grade below C-]	18
CIS 217 Fundamentals of Business Computing	3	CIS 217 Fundamentals of Business Computing	3
ECN 201 Prin of Microeconomics [MTH111 or equiv]	3	ECN 201 Prin of Microeconomics [MTH111 or equiv]	3
ECN 202 Principles of Macroeconomics	3	ECN 202 Principles of Macroeconomics	3
ECN 204 Introduction to Statistics [MTH111 or equiv]	3	ECN 204 Introduction to Statistics [MTH111 or equiv]	3
MTH 201/221 (Calculus or Business Calculus) [MTH122/MTH 111]	3	MTH 201/221 (Calculus or Business Calculus) [MTH122/MTH 111]	3
ACC 281 Introduction to Financial Accounting [MTH111 or equiv]	3	ACC 281 Introduction to Financial Accounting [MTH111 or equiv]	3
BUSINESS CORE [no grade below C-]	19	BUSINESS CORE [no grade below C-]	19
BUS 325 Principles of Finance [ACC281, ECN 201, ECN 202, ECN 204, MTH 111 or higher]	3	BUS 325 Principles of Finance [ACC281, ECN 201, ECN 202, ECN 204, MTH 111 or higher]	3
BUS 335 Principles of Marketing	3	BUS 335 Principles of Marketing	3
BUS 345 International Business Environment	3	BUS 345 International Business Environment	3
BUS 461 Prod & Operations Management [declared major or minor]	3	BUS 461 Prod & Operations Management [declared major or minor]	3
BUS 366 Organizational Behavior	3	BUS 366 Organizational Behavior	3
BUS375 Business Law I	3	BUS375 Business Law I	3
BUS389 Business Careers Seminar	1	BUS389 Business Careers Seminar	1
INTERNATIONAL BUSINESS CORE COURSES [no grade below C-]	15	INTERNATIONAL BUSINESS CORE COURSES [no grade below C-]	12
BUS 433 International Marketing [BUS 335]	3	BUS 433 International Marketing [BUS 335, BUS 345]	3
BUS 445 International Financial Management [BUS 345, BUS 325 recommended]	3	BUS 445 International Financial Management [BUS 345, BUS 325 recommended]	3
ECN 443 International Economics [ECN 201, ECN 202]	3	ECN 443 International Economics [ECN 201, ECN 202]	3
BUS 453 International Bus Seminar [ECN 201, ECN 202]	3	BUS 453 International Bus Seminar [BUS 345]	3
BUS 462 Quality Management Systems	3	[REMOVED]	
FOREIGN LANGUAGE [One 212 level or higher course]	3	FOREIGN LANGUAGE [One 212 level or higher course]	3
CROSS-CULTURAL CORE [12 credits from suggested list]	12	CROSS-CULTURAL CORE [12 credits from suggested list]	12
SIGNIFICANT FOREIGN EXPERIENCE Written approval of advisor required.		SIGNIFICANT FOREIGN EXPERIENCE Written approval of advisor required.	
Total	67	Total	64

If you need additional information, please feel free to contact us.

Respectfully,

Curriculum Committee, School of Business Administration and Economics

Yuanlong He

Joon Seo (Chair)

Kyongsei Sohn

Melissa Waite

International Business Major Sample 4 - Year Study Plan

FRESHMAN YEAR			
First Semester		Second Semester	
ENG 112, English Composition	3	CIS 217, Fundamentals of Bus Computing	3
GEP 100, Academic Planning Seminar	1	MTH 221, Business Calculus	3
Fine Arts	3	Humanities	3
Humanities	3	Natural Science w/Lab	4
Natural Science	3	Social Science	3
Social Science	3		
	16		16
SOPHOMORE YEAR			
First Semester		Second Semester	
Fine Arts w/performance	3	Foreign Language (111)	3
Elective	3	Cross-cultural	3
ACC 281, Financial Accounting	3	ECN 202, Macroeconomics	3
ECN 201, Microeconomics	3	Electives	6
ECN 204, Intro to Statistics	3		
	15		15
JUNIOR YEAR			
First Semester		Second Semester	
BUS 335, Principles of Marketing	3	BUS 325, Principles of Finance	3
BUS 461, Prod. & Operations Mgt	3	BUS 345, International Business	3
BUS 375, Business Law	3	BUS 366, Organizational Behavior	3
BUS 389, Business Careers Seminar	1	Cross-cultural	3
Foreign Language (112)	3	Foreign Language (211)	3
Cont. Iss/Per. On Gender/Oral Comm	3		
	16		15
SENIOR YEAR			
First Semester		Second Semester	
BUS 445 Int'l Financial Management	3	ECN 443 International Economics	3
BUS 453 Int'l Business Seminar	3	Cross-cultural	3
BUS 433 International Marketing	3	Electives	6
Foreign Language (212)	3		
Cross-cultural	3		
	15		12

Appendix. Letters of Support

1) Letter of Support from Dean



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

School of Business Administration and Economics
Office of the Dean

February 24, 2015

To: Faculty Senate Undergraduate Curriculum Committee
From: Dr. Daniel Petree, Dean
Re: International Business Curriculum Changes

I have reviewed the proposed changes to our International Business curriculum. The proposed curriculum changes reduce duplication in our program, allowing students to finish their major requirements faster. No additional resources are required for these changes. I support this proposal.

2) Letter of Support from Department Chair



The College at
BROCKPORT
 STATE UNIVERSITY OF NEW YORK

School of Business Administration and Economics

To: Faculty Senate Undergraduate Curriculum Committee
 From: Dr. Lerong He, Chair, Department of Business Administration
 Date: 2/22/15
 Re: International Business Major Curriculum Revision

I am writing to strongly support the proposed revision of the International Business major curriculum. The proposed curriculum removes BUS462: Quality Management System from the core course list of the IB major since its key contents are covered in BUS461: Production & Operation Management. Such a revision will reduce the total number of required credits to complete the IB major from 67 to 64. The proposal also streamlines prerequisites for BUS433 (International Marketing) and BUS453 (International Business Seminar). The proposal does not include new courses nor are we adding to the number of required courses or credits for the major. The proposal does not impose additional resource requirement.

The proposed curriculum revision is prepared based on a review of peer and aspiration programs, discussions with current students and alumni, and changing trends in the discipline. The proposal reduces duplications in the original curriculum and helps International Business students to satisfy their major requirements faster. I thereby wholeheartedly support this proposal.

Sincerely,

Lerong He
 lhe@brockport.edu



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