

BUILDING A ROBUST UNDERGRADUATE INTERNATIONAL BUSINESS CURRICULUM

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The
University
of Akron



ABOUT THE COLLEGE OF BUSINESS ADMINISTRATION

- Established as a professional college at The University of Akron in 1953
- Business network of 25,000 alumni—400+ in top executive posts
- More than 270 professionals are especially connected to the CBA through service on Advisory Boards
- 28 student organizations in the CBA and more than 100 University wide



HEAVY FOCUS ON PROFESSIONAL DEVELOPMENT – CBA EDGE

- Attend a Career Fair
- Have your resume reviewed
- CBA student organization membership
- Complete personal leadership skills course
- Attend "Real People, Real Careers" speaker series
- Attend Suit-Up events/workshops
- Take a foreign language class
- Attend a company visit
- Complete an online career assessment
- Join the Coach & Connect Mentoring Program
- Participate in a mock interview
- Business communications training
- Complete and internship/co-op
- Participate in a regional/national competition
- AND MORE!

COLLEGE OF BUSINESS ADMINISTRATION



Businessweek has ranked our business school programs as one of the best in the United States for six consecutive years

U.S. News and World Report has ranked the CBA as one of the best business programs in the nation.

The CBA's graduate programs have been included in *The Princeton Review's* list of Best Business Schools every year since 2005

TOP 50

Nationally Ranked
Public Business School
-Bloomberg Businessweek



ABOUT THE COLLEGE OF BUSINESS ADMINISTRATION AT UA



The University of Akron

College of Business Administration

- Enrollment - **Undergraduate students:**
1,778
- Academic Achievement (direct admits):
 - Average high school GPA: 3.71
 - Average ACT Score: 24
 - Average SAT Score: 1185



UNDERGRADUATE MAJORS AT THE COLLEGE OF BUSINESS ADMINISTRATION (UA) – BBA DEGREE

- Accounting 20.7%
- Business Administration 13.9%
- Data Analytics 0.4%
- Economics 2.2%
- Financial Management 8.4%
- Financial Planning 4.6%
- Human Resources Management 5.8%
- Information Systems Management 2.7%
- Integrated Marketing Communications 4.7%
- **International Business 2.1%**
- Marketing Management 15.1%
- Risk Management & Insurance 0.9%
- Sales Management 6.5%
- Supply Chain/Operations Management 6.6%
- Undecided 5.3%

AREAS OF FOCUS

- Curriculum
- Professional Development
- A good solid program creates professional opportunities when students graduate – which attracts new students to the program – a cycle.

WEB-VERSION ONLY/ TENTATIVE DEGREE REQUIREMENTS
Official course requirements based upon semester admitted into the CBA and/or term major declared.

You will earn a degree from a globally recognized business school where the programs are taught by an accomplished and dedicated faculty and are supported by a network of business executives. You can major in a wide variety of interesting disciplines that are attractive to prospective employers. As a graduate, you will have leadership and collaboration competencies and be a data savvy, globally aware, enterprise thinker.

General Education 2.0 Requirements (47 credits)			
	PRE-REQ	DO NE	RECOMM YEAR
TIER I: ACADEMIC FOUNDATIONS			
Quantitative Reasoning: 4 Credit Hours			
340:145 Algebra for Calculus (min. C-) or higher level Math	Placement	<input type="checkbox"/>	Year 1
Speaking: 3 Credit Hours			
7800:106 Public Speaking or 7800:106 Effective Oral Communication		<input type="checkbox"/>	Year 1
Writing: 6 Credit Hours			
3300:111 English Composition I		<input type="checkbox"/>	Year 1
3300:112 English Composition II	3300:111	<input type="checkbox"/>	Year 1
TIER II: DISCIPLINARY AREA COURSES			
Arts & Humanities: 9 Credit Hours			
Arts Course (3 credits)		<input type="checkbox"/>	Year 3
Humanities Course (3-4 credits)		<input type="checkbox"/>	Year 1
Arts or Humanities Course (3-4 credits)		<input type="checkbox"/>	Year 4
Natural Sciences: 7 Credit Hours w/ 1 lab			
Natural Science with lab (4 credits)		<input type="checkbox"/>	Year 1
Natural Science no lab (3 credits)		<input type="checkbox"/>	Year 2
Social Science: 6 Credit Hours			
320:200 Principles of Microeconomics		<input type="checkbox"/>	Year 1
Social Science Course (recommended 3850:100 Intro to Sociology - Domestic Diversity Tag)		<input type="checkbox"/>	Year 1
TIER III: TAGGED COURSES			
Critical Thinking		<input type="checkbox"/>	Year 1
Complex Systems Affecting Individuals in Society		<input type="checkbox"/>	Year 3
Domestic Diversity (Sociology recommended)		<input type="checkbox"/>	Year 1
Global Diversity		<input type="checkbox"/>	Year 4
Total Remaining Credits			

Additional Business Requirements (6+ credits)			
	PRE-REQ	DO NE	RECOMM YEAR
Required Business Courses: 6 Credit Hours			
340:210 Calculus w/ Business Applications	C- in 3450:145	<input type="checkbox"/>	Year 1
320:201 Principles of Macroeconomics	320:200	<input type="checkbox"/>	Year 2
Recommended Business Courses:			
6100:200 Personal Leadership Skills (1 cr hr)	32cr	<input type="checkbox"/>	Year 2
Total Remaining Credits			

The Graduation Planning Summary (GPS) is based on the term you are admitted to the CBA & expires in 5 years. Requirements can be subject to change. The "Recommended Year" can vary for students based upon an individual's academic progress and course pre-requisites. Students should meet with an academic advisor and check DPR to review academic progress and determine course sequencing each semester.

Minors: A minor should be selected by year 2. Please meet with your advisor for a list of approved academic minors and to adjust your course sequencing based upon your minor. Travel/Abroad: International study/travel/abroad is required for IB majors. Meet with your advisor to determine options, time period and required coursework for going abroad.

CBA Core (36 credits) – All courses 3 credit hours			
REQUIRED COURSES	PRE-REQ	DO NE	RECOMM YEAR
C1 6200:201 Accounting Principles I	24cr	<input type="checkbox"/>	Year 2
C2 6200:202 Accounting Principles II	6200:201	<input type="checkbox"/>	Year 2
C3 6200:250 Spreadsheet Modeling & Decision Analysis	Spreadsheet proficiency	<input type="checkbox"/>	Year 1
C4 6400:220 Legal and Social Envir of Bus	32cr	<input type="checkbox"/>	Year 3
C5 6400:301 Principles of Finance	3250:200/244, 6200:201 & 250, & C- in 3450:145	<input type="checkbox"/>	Year 3
C6 6500:304 Business Statistics	6200:250, & C- in 3450:145	<input type="checkbox"/>	Year 2
C7 6600:205 Marketing Principles	24cr, co-req 3250:200	<input type="checkbox"/>	Year 2
C8 6800:305 International Business	48cr	<input type="checkbox"/>	Year 2
C9 6500:301 Management Principles	48cr	<input type="checkbox"/>	Year 2
C10 6500:305 Business Analytics	6500:304	<input type="checkbox"/>	Year 3
C11 6500:330 Principles of Supply Chain & Operations Mgmt.	32cr	<input type="checkbox"/>	Year 3
C12 6500:490 Strategic Management	CBA Major Admit, C1-11 (Core), 97cr & X major	<input type="checkbox"/>	Year 4
Total Remaining Credits			

International Business (38+ credits) – Courses 3 credit hrs			
REQUIRED COURSES	PRE-REQ	DO NE	RECOMM YEAR
⊕ = Must be admitted to 4 year degree granting MAJOR			
International Business Core:			
6800:406 International Business Travel Abroad (0 credit hours) ⊕	Admitted to CBA Major	<input type="checkbox"/>	Year 3
6800:421 Foreign Market Entry (Fall only) ⊕	6800:305	<input type="checkbox"/>	Year 4 Fall
6800:422 Data and Market Analysis (Fall only) ⊕	6800:305, 406, 421 (recommend)	<input type="checkbox"/>	Year 4 Fall
International Business Functional Specialties:			
6200:408 International Financial Reporting and Analysis (Spring only) ⊕	Admitted to CBA Major, & C in 6200:201 & 6200:202	<input type="checkbox"/>	Year 3 Spring
6400:437 International Business Finance (Fall only) ⊕	6400:301	<input type="checkbox"/>	Year 4
6500:457 International Management ⊕	Jr/Sr, 6500:301	<input type="checkbox"/>	Year 3
International Capstone:			
Select One or More for 2+ credits – 6800:492 (internship), 6100:499, 6400:323 (Spring Only), 6400:438 (Spring Only), 6500:459, 6800:496			
	Refer to course	<input type="checkbox"/>	Year 4
Foreign Language Option: Must be the same language			
35xx:101 (Beginning I): 4 credit hours		<input type="checkbox"/>	Year 2
35xx:102 (Beginning II): 4 credit hours		<input type="checkbox"/>	Year 2
35xx:201 (Intermediate I)		<input type="checkbox"/>	Year 3
Approved Minor (see below):			
Total Remaining Credits			

Additional Credits to Reach Minimum 128 Credit Hours

Graduation Requirements – Review DPR for status:

- 128 Credit Hours
- CBA residency = Last 15 credits earned in CBA
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0



General Education 2.0 Requirements (47 credits)			
	PRE-REQ	DONE	RECOMM YEAR
TIER I: ACADEMIC FOUNDATIONS			
Quantitative Reasoning: 4 Credit Hours			
3450:145 Algebra for Calculus (min. C-) or higher level Math	Placement	<input type="checkbox"/>	Year 1
Speaking: 3 Credit Hours			
7600:105 Public Speaking or 7600:106 Effective Oral Communication		<input type="checkbox"/>	Year 1
Writing: 6 Credit Hours			
3300:111 English Composition I		<input type="checkbox"/>	Year 1
3300:112 English Composition II	3300:111	<input type="checkbox"/>	Year 1
TIER II: DISCIPLINARY AREA COURSES			
Arts & Humanities: 9 Credit Hours			
Arts Course (3 credits)		<input type="checkbox"/>	Year 3
Humanities Course (3-4 credits)		<input type="checkbox"/>	Year 1
Arts or Humanities Course (3-4 credits)		<input type="checkbox"/>	Year 4
Natural Science: 7 Credit Hours w/ 1 lab			
Natural Science with lab (4 credits)		<input type="checkbox"/>	Year 1
Natural Science no lab (3 credits)		<input type="checkbox"/>	Year 2
Social Science: 6 Credit Hours			
3250:200 Principles of Microeconomics		<input type="checkbox"/>	Year 1
Social Science Course (<i>recommended 3850:100 Intro to Sociology - Domestic Diversity Tag</i>)		<input type="checkbox"/>	Year 1
TIER III: TAGGED COURSES			
Critical Thinking		<input type="checkbox"/>	Year 1
Complex Systems Affecting Individuals in Society		<input type="checkbox"/>	Year 3
Domestic Diversity (<i>Sociology recommended</i>)		<input type="checkbox"/>	Year 1
Global Diversity		<input type="checkbox"/>	Year 4
Total Remaining Credits			

Additional Business Requirements (6+ credits)			
	PRE-REQ	DONE	RECOMM YEAR
Required Business Courses: 6 Credit Hours			
3450:210 Calculus w/ Business Applications	C- in 3450:145	<input type="checkbox"/>	Year 1
3250:201 Principles of Macroeconomics	3250:200	<input type="checkbox"/>	Year 2
Recommended Business Courses:			
6100:200 Personal Leadership Skills (1 cr hr)	32cr	<input type="checkbox"/>	Year 2
Total Remaining Credits			

CBA CORE REQUIREMENTS

CBA Core (36 credits) – All courses 3 credit hours			
REQUIRED COURSES	PRE-REQ	DONE	RECOMM YEAR
C1 6200:201 Accounting Principles I	24cr	<input type="checkbox"/>	Year 2
C2 6200:202 Accounting Principles II	6200:201	<input type="checkbox"/>	Year 2
C3 6200:250 Spreadsheet Modeling & Decision Analysis	Spreadsheet proficiency	<input type="checkbox"/>	Year 1
C4 6400:220 Legal and Social Envir of Bus	32cr	<input type="checkbox"/>	Year 3
C5 6400:301 Principles of Finance	3250:200/244, 6200:201 & 250, ≥ C- in 3450:145	<input type="checkbox"/>	Year 3
C6 6500:304 Business Statistics	6200:250, ≥ C- in 3450:145	<input type="checkbox"/>	Year 2
C7 6600:205 Marketing Principles	24cr, co-req 3250:200	<input type="checkbox"/>	Year 2
C8 6800:305 International Business	48cr	<input type="checkbox"/>	Year 2
C9 6500:301 Management Principles	48cr	<input type="checkbox"/>	Year 2
C10 6500:305 Business Analytics	6500:304	<input type="checkbox"/>	Year 3
C11 6500:330 Principles of Supply Chain & Operations Mgmt.	32cr	<input type="checkbox"/>	Year 3
C12 6500:490 Strategic Management	CBA Major Admit, C1-11 (Core), 97cr & ½ major	<input type="checkbox"/>	Year 4

IB MAJOR REQUIREMENTS

International Business (38+ credits) – Courses 3 credit hrs			
REQUIRED COURSES	PRE-REQ	DONE	RECOMM YEAR
☼ = Must be admitted to 4 year degree granting MAJOR			
International Business Core:			
6800:406 International Business Travel Abroad (0 credit hours) ☼	Admitted to CBA Major	<input type="checkbox"/>	Year 3
6800:421 Foreign Market Entry (Fall only) ☼	6800:305	<input type="checkbox"/>	Year 4 Fall
6800:422 Distance Market Analysis (Fall only) ☼	6800:305, 406; 421 (recommend)	<input type="checkbox"/>	Year 4 Fall
International Business Functional Specialties:			
6200:408 International Financial Reporting and Analysis (Spring only) ☼	Admitted to CBA Major, ≥ C in 6200:201 & 6200:202	<input type="checkbox"/>	Year 3 Spring
6400:437 International Business Finance (Fall only) ☼	6400:301	<input type="checkbox"/>	Year 4
6500:457 International Management ☼	Jr/Sr, 6500:301	<input type="checkbox"/>	Year 3
International Capstone:			
Select One or More for 2+ credits – 6800:492 (internship), 6100:499, 6400:323 (Spring Only), 6400:438 (Spring Only), 6500:459, 6800:496			
	Refer to course	<input type="checkbox"/>	Year 4
Foreign Language Option: Must be the same language			
35xx:101 (Beginning I): 4 credit hours		<input type="checkbox"/>	Year 2
35xx:102 (Beginning II): 4 credit hours		<input type="checkbox"/>	Year 2
35xx:201 (Intermediate I)		<input type="checkbox"/>	Year 3
Approved Minor (see below):			

CHALLENGES

- Low enrollment
- No functional expertise – requires only a minor
- No clear utility of the foreign language requirement
- Need to align to a 120 credit program (from 128 credits)
- 128 credits IB major plus 15 credits minor = 143 credits

BENCHMARKING OTHER PROGRAMS

- University of South Carolina
- Georgetown University
- NYU – Stern College of Business



UNIVERSITY OF SOUTH CAROLINA CURRICULUM (122 CREDITS)

INTERNATIONAL BUSINESS
Program Ranking

No. 1

The Moore School's undergraduate international business program is ranked No. 1 by U.S. News & World Report — for the 20th consecutive year.

General Education	45 Credit
Business Core	40 Credits
International Business Core	15 Credits specialized by track Chinese, European, South American, Eurasian, Global Business track
Mandatory Second Major	27-36 Credits

UNIVERSITY OF SOUTH CAROLINA DEGREE TIMELINE

Year 1: Students spend the year at the South Carolina campus

Year 2: Classes are continued at the USC campus

Year 3: Students join one of 51 elite business schools to start studying abroad

Year 4: Return to the South Carolina campus for the fulfillment of the degree

GEORGETOWN CURRICULUM (120 CREDITS)



General Education

•30 Credits

Business Core

•30 Credits

International Business Core

- 2 different major programs
- Regional Studies, or Political Economy & Business
- 18 Credits**

Additional Requirements

- Political Economy & Business requires one course from a recognized **study abroad program**
- Students must take 12 credits of a foreign language that matches their area of study

ABOUT THE INSTITUTE OF GLOBAL BUSINESS

- Established in 1996 with the mission to educate high quality business students with the skills and understanding necessary to assume leadership roles in an increasingly global business world
- IGB connects students to hands-on, professional development programs and practical experiences that build global fluency and prepare students to enter the global marketplace **career ready and connected.**
- Engaged and active advisory board – meets 4 times a year. Involved in mentoring and inputs for curriculum.

IGB ADVISORY BOARD INPUTS

Discussion Topic	Recommendation
Functional area focus for IB major	<p>The breakout group proposed a matrix model that involved 3 key IB competencies going across – (Target Geographic) Market Understanding, understanding Labor and Legal Issues in international markets and culture in those markets/ regions.</p> <p>The IB competencies should be tied with functional expertise – Human Resource, Finance, Marketing & Sales, Supply Chain.</p> <p>Treatment of topics should be Process-Systems-Organizational Oriented.</p> <p>Use of Business Cases/ Case studies was proposed.</p> <p>Input should be sought from the CBA advisory board for other contemporary topics that should be covered.</p>

IGB ADVISORY BOARD INPUTS

Discussion Topic	Recommendation
Foreign Language requirement for IB curriculum	<ul style="list-style-type: none">- There was consensus among all advisory board members that foreign language need not be a requirement in the curriculum for IB majors- Students could take foreign language as an elective course(s), however that should be combined with a requirement for a semester long study abroad in the “target” country

PROPOSED IB CURRICULUM (MAJOR COURSES)

- Required (IB Core) (12 credits):

- **6800:421. Foreign Market Entry. (3 Credits)**
- ~~6800:422. Foreign Market Distance Analysis. (3 Credits)~~
- **6800:406. International Business Travel Study Abroad. (3 Credits)**
- OR
- **6800:492. Internship in International Business. (3 Credits)**
- **6400:437. International Business Finance. (3 Credits)**
- **6500:457. International Management. (3 Credits)**
- ~~6200:408. International Financial Reporting & Analysis. (3 Credits)~~

- Electives (Choose any 1 for 3 credits):

- **6800:492. Internship in International Business. (3 Credits)**
- **6800:496. Special Topics: International Business. (1-3 Credits)**
- **6400:323. International Business Law. (3 Credits)**
- **6400:438. International Banking. (3 Credits)**
- **3250:460. Economics of Developing Countries. (3 Credits)**
- **3250:461. Principles of International Economics. (3 Credits)**
- **6200:408. International Financial Reporting & Analysis. (3 Credits)**

IB MAJOR REQUIREMENTS (OLD)

International Business (38+ credits) – Courses 3 credit hrs			
REQUIRED COURSES	PRE-REQ	DONE	RECOMM YEAR
☼ = Must be admitted to 4 year degree granting MAJOR			
International Business Core:			
6800:406 International Business Travel Abroad (0 credit hours) ☼	Admitted to CBA Major	<input type="checkbox"/>	Year 3
6800:421 Foreign Market Entry (Fall only) ☼	6800:305	<input type="checkbox"/>	Year 4 Fall
6800:422 Distance Market Analysis (Fall only) ☼	6800:305, 406; 421 (recommend)	<input type="checkbox"/>	Year 4 Fall
International Business Functional Specialties:			
6200:408 International Financial Reporting and Analysis (Spring only) ☼	Admitted to CBA Major, ≥ C in 6200:201 & 6200:202	<input type="checkbox"/>	Year 3 Spring
6400:437 International Business Finance (Fall only) ☼	6400:301	<input type="checkbox"/>	Year 4
6500:457 International Management ☼	Jr/Sr, 6500:301	<input type="checkbox"/>	Year 3
International Capstone: Select One or More for 2+ credits – 6800:492 (internship), 6100:499, 6400:323 (Spring Only), 6400:438 (Spring Only), 6500:459, 6800:496			
	Refer to course	<input type="checkbox"/>	Year 4
Foreign Language Option: Must be the same language			
35xx:101 (Beginning I): 4 credit hours		<input type="checkbox"/>	Year 2
35xx:102 (Beginning II): 4 credit hours		<input type="checkbox"/>	Year 2
35xx:201 (Intermediate I)		<input type="checkbox"/>	Year 3
Approved Minor (see below):			

IB TRACKS (DOUBLE MAJOR)

Supply Chain Operations Management (27 Credits)	Marketing Management (31 credits)	Financial Management (30 Credits)
6500:302 Organizational Behavior and Leadership Skills	6600:275 Professional Selling	6400:302 Intermediate Corporate Finance
6500:310 Business Information Systems	6600:335 Marketing Research	6400:338 Financial Markets & Institutions
6500:333 Supply Chain & Operations Analysis (Fall Only)	6600:355 Buyer Behavior	6400:343 Investments
6500:390 Supply Chain Modeling and Decision Making (Fall Only)	6600:375 Marketing & Sales Analytics	6200:321 Financial Reporting & Analysis I
6500:433 Supply Chain Logistics Planning	6600:432 Integrated Marketing Communications	6200:322 Financial Reporting & Analysis II
6500:475 Supply Chain Operations Strategy	6600:436 E-Commerce	6400:448 Advanced Portfolio Management
6500:476 Supply Chain Sourcing	6600:440 Brand Management	6400:473 Financial Statement Analysis
Supply Chain Elective: 1 course from 6500:324 (fall), 325 (spring), 341, 350, 459, 471 or 6600:475	6600:460 Business to Business (B2B) Marketing	6400:485 Financial Strategy
Business Elective: 6X00:3XX/4XX	6600:499 Marketing Capstone Project	6400:489 Advanced Financial Analytics
	6600:494 Professional Insights: Marketing Management – 1 credit	Finance Elective: 1 course from 3250:326, 400, 410, 427; 6400:492 (Internship), 6100:497, 6400:200, <u>323</u> , 414, 415, 417, 436, <u>438</u> , 490, 495, 499
	6600:486 Internship (permission) OR ... 6600:491 Professional Workshops in Marketing – 3 credits (workshop=1 credit)	Experiential Learning: 6 credits from 6100:110, 6100:200, 6100:220, 6100:300, 6100:497, 6400:448, 6400:485, 6400:489, 6400:492, 6400:495, 6500:254 or 6800:406
Total Credits for SCOM Track: 129 Credits	Total Credits for Marketing Management Track: 136 Credits	Total Credits for Financial Management Track: 135 Credits or lower

AACSB LEARNING GOAL

- Students will understand the global nature of the contemporary business environment and demonstrate cross-cultural awareness:
 - Understand the global economy
 - Understand cultural implications for global business
 - Understand global trade theory
 - Understand the tools of global business
 - Understand the institutions of global business
 - Understand the strategy of global business.

IGB ADVISORY BOARD INPUTS

Discussion Topic	Recommendation	Action Item
<p>Purpose of 6500:305 course (key learning goals/ outcomes) and ancillary course materials recommended for meeting these learning objectives</p>	<p>Purpose of the 305 course is to expose students to cultures and international news more frequently. Other recommendations include:</p> <ul style="list-style-type: none"> - Include economic systems of the top 10-15 world economies. - Add projects or paper assignments on international happenings to engage students in IB. - International students or international professors (in the CBA) could lecture/ discuss about their countries' economy, culture, sociology, ideology. Use/ increase guest lectures with some kind of associated assignment. - Promote discussion on foreign exchange and provide an international perspective of supply chain topics. 	<ul style="list-style-type: none"> - Revisit 6500:305 course learning goals/ outcomes? - Aim for standardization across different sections of 305 to include treatment of some of the recommended topics. - Make the use of WSJ, The Economist or such similar reference material mandatory in the 305 course and design assignments using these? - Provide input about advisory board recommendations to different instructors teaching the 305 course. - Make attending IGB sponsored events (speakers, tours, etc.) an integral part (requirement) of the course.

IGB ADVISORY BOARD INPUTS

Discussion Topic	Recommendation	Action Item
<p>Professional Development “Global Business” competencies</p>	<ul style="list-style-type: none"> - Create “Global Business” awareness early in students (catch them early in freshman or sophomore year) - Integrate (more) “Global Business” topics in 200/300 level Business courses – e.g. Management Principles, Marketing Principles, Principles of Supply Chain and Operations Management, Principles of Finance, etc. - Input should be sought from the CBA advisory board for other contemporary topics that should be covered. 	<ul style="list-style-type: none"> - Consider curriculum proposal to reduce pre-requisites for 6800:305 International Business to a target of 28 credits and designate this as a 200-level course. - Solicit inputs from CBA advisory. IGB will facilitate and coordinate with other advisory boards and provide input to course instructors. -

IGB ADVISORY BOARD INPUTS

Discussion Topic	Recommendation	Action Item
<p>Professional Development “Global Business” competencies</p>	<ul style="list-style-type: none"> - Create “Global Business” awareness early in students (catch them early in freshman or sophomore year) - Increase “Global Business” events in the CBA 	<ul style="list-style-type: none"> - IGB will work to create programming (speaker events, cross-cultural international ethnic day, field trips, etc.) in the CBA. Target will be to start in Fall 2019. - IGB will communicate details about these events (including dates) at the beginning of the semester so that these can be incorporated in the course syllabus. These events/ activities can also be made part of the Freshman seminar. - IGB will work to create a credentialing system that will eventually lead to a “Global Business” designation awarded by the Institute.

IGB ADVISORY BOARD INPUTS

Discussion Topic	Recommendation	Action Item
<p>Study Abroad Program/ Trip</p>	<p>Study Abroad course learning outcomes:</p> <ul style="list-style-type: none"> - Gain understanding and appreciation for other cultures - Broadly understand Government policies and regulations of target (visiting) country/ region and how this would impact businesses - Conversational short course in language for the target country (being visited) can be conducted through couple of course meetings as part of the pre-departure activities <p>Study Abroad course should be offered for Credit</p>	<ul style="list-style-type: none"> - Incorporate these as part of the leaning goals/ outcomes for the Study Abroad course - Implement these through lectures/ field trips on specific topic at the partner institution abroad as part of the course

PROPOSED GLOBAL BUSINESS DESIGNATION

- Global/ Intercultural Fluency is one of the NACE (National Association of Colleges and Employers) competencies.
- Involves among other things: valuing, respecting, and learning from diverse cultures, races, ages, genders, sexual orientations, and religions.
- Individual is required to demonstrate openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

DESIGNATION PROGRAM LEVELS

- Level I – Basic level competency in global business and cross-cultural fluency
- Level II – Advanced level competency in global business and cross-cultural fluency
- Level III – Study Abroad or International Internship immersion

LEVEL I GLOBAL BUSINESS DESIGNATION REQUIREMENTS

- Completion of three academic courses/programs from the following:
 - 1600:100 Leadership & Personal Development
 - 6100:100 Business Issues in a Connected World
 - 6100:200 Personal Leadership Skills
- Choose any two from above
- AND
 - 6800:305 International Business
- Completion of co-curricular programs:
 - Verification of participation in at least six events/ meetings in an academic year in one of the CBA or UAkron registered student organizations
 - Verification of attendance during the academic year of at least two speaker events organized/ approved by the Institute for Global Business

LEVEL II GLOBAL BUSINESS DESIGNATION REQUIREMENTS

- Completion of two academic courses (minimum 6 credits total) from the following:
 - **6800:421. Foreign Market Entry. (3 Credits)**
 - **6400:437. International Business Finance. (3 Credits)**
 - **6500:457. International Management. (3 Credits)**
 - **6200:408. International Financial Reporting & Analysis. (3 Credits)**
 - **6400:323. International Business Law. (3 Credits)**
 - **6400:438. International Banking. (3 Credits)**
 - **3250:460. Economics of Developing Countries. (3 Credits)**
 - **3250:461. Principles of International Economics. (3 Credits)**
 - **Completion of a basic level foreign language course (3-4 credits)**
- Completion of co-curricular programs:
 - Verification of participation in at least six events/ meetings in an academic year in one of the CBA or UAkron registered student organizations
 - Verification of **continued attendance** during the academic year of at least two speaker events organized/ approved by the Institute for Global Business
 - **Reflection paper on a contemporary topic related to International Business**

LEVEL III GLOBAL BUSINESS DESIGNATION REQUIREMENTS

- Participation in a semester long or short-term faculty led study abroad program OR
- Semester long Professional Internship designated as global/international in nature (e.g. OEIP).

QUESTIONS?

MAHESH SRINIVASAN

Professor of Supply Chain Management
Director – Institute for Global Business

The University of Akron

maheshs@uakron.edu