January 26, 2013

To Whom It May Concern:

I would like to request the approval of adding two minors to the list of available minors for International Business students. The two minors are in the catalog as “Business Language in Spanish” and “Business Language in French”.

Attached you can find:

1. **International Business Major Change Form**
   a. To add a new minor: Business Language in Spanish (BLSP)
   b. To add a new minor: Business Language in French (BLFR)
2. An Acknowledgement from Dr. Mark De La Maestro (Chair of the Hispanic Studies Department) for incorporating the minors “Business Language in Spanish” into the INTB major.
3. An Acknowledgement from Dr. Godwin Udah (Chair of the French Department) for incorporating the minor “Business Language in French” into the INTB major.
4. An Acknowledgement from Dr. Godwin Udah (Chair of the French Department) adding a statement for BLFR as “International Business students may not take FREN 380 for credit but could take FREN 495 or another French course approved by the director”.

If you have any additional questions, I would be happy to meet or answer them via email.

Gioconda Quesada

Associate Director, Global Business Resource Center
Associate Professor of Decision Sciences and International Business
School of Business
quesadaag@cofc.edu
953-4276
Instructions:
- Please fill out all of the portions of the form that are specified in section B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, please start by checking the detailed instructions on the website.
- Please feel free to contact the committee chair with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Rene Mueller  Phone: 953-5394  Email: muellerr@cofc.edu
School: Business  Department or Program: Marketing and Supply Chain Management

B. CATEGORY OF REVIEW. Please check all that apply, then fill out the specified parts of the form.

☒ Change Request (fill out all sections)
☐ Add an existing course to requirements or electives
☐ Add a new course to requirements or electives (attach completed course form for each)
☐ Delete courses from requirements or electives
☒ Add or modify concentration, emphasis, or track (Note that emphases under 18 hours will not be noted on the transcript. All concentrations, emphases, tracks, etc., with 18 hours or more are called “concentration” on the transcript.)
☐ Terminate Program (fill out C, F, G, and H)
☐ Terminate degree
☐ Terminate major
☐ Terminate emphasis, concentration, or track

C. RATIONALE AND EXPLANATION. Please describe the request you are making and explain why you are making it.

1. Add “Business Language in Spanish” and “Business Language in French” as minors accepted for the International Business major program. These minors will add to the current minors by allowing business majors unable to take the full range of language courses in either Spanish or French for a double major.
D. CURRICULUM. For revised programs, please attach the complete curriculum. Distinguish between required and elective courses, and note any prerequisites, co-requisites, sequencing, or other restrictions. Provide the catalog description and course list exactly as they should appear in the catalog. For each new course, submit the Curriculum Committee's Course Form and a sample syllabus.

**Major Requirements (remains unchanged)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 104</td>
<td>Elementary Statistics (3)</td>
<td>PR: MATH 101 or placement;</td>
</tr>
<tr>
<td>MATH 250</td>
<td>Statistical Methods I (3)</td>
<td>PR: Either MATH 111, 120 or permission of the instructor.</td>
</tr>
<tr>
<td>MATH 105</td>
<td>Calculus for Business and the Social Sciences (3)</td>
<td>PR: MATH 101 or placement;</td>
</tr>
<tr>
<td>MATH 120</td>
<td>Introductory Calculus (4)</td>
<td>PR: MATH 111 or placement.</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Management &amp; Organizational Behavior (3)</td>
<td>PR: Junior Standing.</td>
</tr>
<tr>
<td>ECON 200</td>
<td>Principles of Microeconomics (3)</td>
<td>PR: None</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Macroeconomics (3)</td>
<td>PR: ECON 200.</td>
</tr>
<tr>
<td>MKTG 302</td>
<td>Marketing Concepts (3)</td>
<td>PR: ECON 200 AND 201; Junior Standing.</td>
</tr>
<tr>
<td>ACCT 204</td>
<td>Managerial Accounting (3)</td>
<td>PR: ACCT 203; Sophomore Standing.</td>
</tr>
<tr>
<td>DSCI 232</td>
<td>Business Statistics (3)</td>
<td>PR: MATH 104 OR 250.</td>
</tr>
<tr>
<td>FINC 303</td>
<td>Business Finance (3)</td>
<td>PR: Junior Standing; ACCT 203 and 204; ECON 200 and 201, MATH 104 or 250, DSCI 232 suggested.</td>
</tr>
<tr>
<td>INTB 314</td>
<td>Global Operations &amp; Technology Management (3)</td>
<td>PR: Junior Standing, DSCI 232, MGMT 301, MATH 104 or 250, MATH 105 or 120</td>
</tr>
<tr>
<td>INTB 409</td>
<td>Global Strategic Management (3)</td>
<td>PR: ACCT 203 and 204, DSCI 232, ECON 200 and 201, FINC 303, INTB 314, MGMT 301, MKTG 302 and 326, MATH 104 and 105; Senior Standing.</td>
</tr>
<tr>
<td>MGMT 325</td>
<td>International Management (3)</td>
<td>PR: MGMT 301; Junior Standing.</td>
</tr>
<tr>
<td>MKTG 326</td>
<td>International Marketing (3)</td>
<td>PR: MKTG 302; ECON 200 and 201; Junior Standing.</td>
</tr>
<tr>
<td>FINC 382</td>
<td>International Financial Management (3)</td>
<td>PR: Junior Standing; ECON 201 AND 200; FINC 303.</td>
</tr>
<tr>
<td>ECON 303</td>
<td>Economics of Transportation and Geography (3)</td>
<td>PR: Junior Standing; ECON 200 and 201;</td>
</tr>
<tr>
<td>POLS 104</td>
<td>World Regional Geography (3)</td>
<td>PR: None</td>
</tr>
</tbody>
</table>

**One elective chosen from:**

- BLAW 309 Legal Environment of International Business (junior standing and other prerequisites as required)
- BLAW 360 ST: Business Law (junior standing or other pre-requisites as required)
- ECON 310 International Economics (junior standing; ECON 200; 201, MATH 105 or MAT 120 or permission of the instructor)
- MGMT 308 Managing Diversity (junior standing)
- MKTG 333 Purchasing/Supply Chain Management (junior standing)
- TRAN 312 Global Logistics (junior standing, ECON 200, 201)
- INTB 344 Internship in International Business
- INTB 380 Social Enterprise and Development
- INTB 420 Independent Study
- INTB 499 Bachelor's Essay
- Other approved International Business elective

**Approved business travel study course**

The international business degree program requires a study abroad experience. All International Business students are required to spend one semester or summer in a study abroad or overseas internship or earn a minimum of 5 credit hours to be arranged with the Program Director and with the provision of an alternative of exemption based on special circumstances.

An internationally focused minor must also be completed for this major. Select from: Global Logistics and Transportation; International, African, Asian, European, German, Italian, Japanese, Latin American and Caribbean or Russian studies; French and Francophone Studies; Italian, Spanish or German Language; Business Language in Spanish (NEW); Business Language in French (NEW).

Note: International Business Students cannot take FREN 380 for credit but could take FREN 495 or another French course approved by the director.
STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the major or program?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. *<strong>See Appendix</strong></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
</tbody>
</table>

Additional Outcomes or Comments:

E. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a minor, please describe the effect on all programs that will be impacted; if you are adding or changing a minor, please explain any overlap with existing programs at the College.

We do not expect these adjustments to impact existing programs and courses. The minors will add, not overlap to the options students have. The minors are targeted to those students who won’t be able to take more courses to double major in a language and International Business.
F. **COSTS ASSOCIATED WITH THE REQUESTED ACTION.** List all of the new costs or cost savings (including new faculty/staff requests, library, or equipment) associated with your request.

1. No additional costs will be incurred with the addition of these minor offerings.

G. **CHECKLIST**

- [ ] I have completed all relevant parts of the form.
- [ ] I have attached a cover letter that describes my request and lists all the documents I am submitting.
- [ ] I have attached a Course Form for each newly-created or modified course.
- [ ] (For proposals that affect other departments in any way) I have attached an acknowledgement from the relevant department.
- [ ] I have provided the complete curriculum for the program, concentration, emphasis, etc., including the description and course list, exactly as it should appear in the catalog.
H. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

   [Signature] Date: 2/20/13

2. Signature of Academic Dean:

   [Signature] Date: 2/20/13

3. Signature of Provost:

   [Signature] Date: 3/7/13

4. Signature of Curriculum Committee Chair:

   [Signature] Date:

5. Signature of Budget Committee Chair:

   [Signature] Date:

6. Signature of Academic Planning Committee Chair:

   [Signature] Date:

7. Signature of Faculty Senate Secretary:

   [Signature] Date:

Date Approved by Faculty Senate: ____________________________
Appendix

International Business Learning Goals and Assessment Methods
<table>
<thead>
<tr>
<th>Program Goal or Student Learning Outcome</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International Business Major Learning Goals and Assessment methods</strong></td>
<td></td>
</tr>
<tr>
<td>How will the outcome be measured?</td>
<td>Who will be assessed, when, and how often?</td>
</tr>
<tr>
<td>To achieve foreign language and/or multi-cultural proficiency through completion of an internationally focused minor</td>
<td>Degree Audit. Students cannot receive International Business degree without successfully completing an internationally-focused minor. (See catalog for minors available) Seniors will take a standardized test (ETS).</td>
</tr>
<tr>
<td>To successfully complete a semester-long expatriate experience in a foreign country;</td>
<td>Program director audit</td>
</tr>
<tr>
<td>To demonstrate proficiency in the core business disciplines of accounting, finance, marketing, management, economics, and quantitative methods;</td>
<td>Major Field Test in Business administered through the Educational Testing Service</td>
</tr>
<tr>
<td>To demonstrate proficiency in both oral and written communication through the preparation and presentation of international business projects.</td>
<td>Instructor and peer evaluation of student-prepared documents and presentations.</td>
</tr>
</tbody>
</table>
Please accept this e-mail as my official acknowledgement of the School of Business's plan to acknowledge the BLSP (Business Language in Spanish) minor for their INTB major, as the School has done in the past with our SPAN minor.

Thank you,

Mark

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Mark P. Del Mastro
Professor and Chair
Hispanic Studies
College of Charleston
66 George Street
Charleston, S.C. 29424-0001 USA
Tel: 843.953.6748
http://spanish.cofc.edu
http://www.facebook.com/CofCHispanicStudies
http://hispanicstudiesjournals.blogspot.com/

“Don’t envy, but admire; don’t resent, but appreciate; when out-done, applaud and follow the example, as the excellence of others benefits us all.”
Hi Gia,

This email acknowledges the plan by the School of Business to add the Business Language in French minor (BLFR) to the International Business major.

Thanks,
godwin

Godwin Okebaram Uwah
Professor and Chair
Department of French, Francophone & Italian Studies
College of Charleston of Charleston
Charleston, SC 29424
Tel: 843-953-5723
Gia,

You actually did explain the problem; what I didn’t understand was the context. Thanks for this clarification. It’s certainly possible to address the issue with a stipulation (in the form of a statement) that 380 is not available for IB students. Something like this: “International Business students may not take FREN 380 for credit but could take FREN 495 or another French course approved by the director.” Just something along that line!

You said they will not accept an email. Do they want us to go the arduous route of FCC, again? Please advise me. On the other hand (if your committee ok’s it) we could just do nothing and handle it through advising, reminding students that the principle of “Repeat” will applies if they (IB students) take 380.

Just let me know.

Thanks,
godwin

Godwin Okebaram Uwah, Ph.D.
Professor and Chair
Department of French, Francophone
and Italian Studies
uwahg@cofc.edu
(843)953-5723

Truth should be hard-won. The truth is only accepted as truth after all the lies are told and discounted. You won’t appreciate the truth, or even begin to fathom it, unless you take a tortuous road to find it. — Nelson DeMille

Truth like religion is a personal experience people feel and believe because it’s meaningful to them. This is NOT an exact quote but paraphrased from William James.