November 28, 2012

To Whom It May Concern:

I would like to request the approval for the following changes in the International Business major program:

- Change the study abroad requirement from “4 weeks” to “all International Business students are required to spend one semester or summer in a study abroad or overseas internship or earn a minimum of 6 credit hours to be arranged with the Program Director and with the provision of an alternative of exemption based on special circumstances”.
- Include 3 new courses as business electives for the program, namely: INTB 499 (Bachelor’s Essay in International Business), INTB 344 (Internship in International Business) and INTB 420 (Independent Study in International Business).

Attached you can find:

1. International Business Major Change Form
   a. To change study abroad requirement
   b. To add new courses: INTB 499, INTB 344 and INTB 420.
2. INTB 499 course form
3. INTB 499 Sample Syllabus
4. INTB 344 course form
5. INTB 344 Sample Syllabus
6. INTB 420 course form
7. INTB 420 Sample Syllabus

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

Giocenda Quesada

Associate Director, Global Business Resource Center
Associate Professor of Decision Sciences and International Business
School of Business
quesadag@cofc.edu
953-4276
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM

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: Gioconda Quesada                     Phone: 953-4276                Email: quasadag@cofc.edu

School: Business                          Department or Program: Marketing and Supply Chain Management

Name and Acronym of Major: INTB (International Business)     Fall 2013 Catalog

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. Change the study abroad requirement from "4 weeks" to "all International Business students are required to spend one semester or summer in a study abroad or overseas internship or earn a minimum of 6 credit hours to be arranged with the Program Director and with the provision of an alternative of exemption based on special circumstances". **Rationale/Explanation:** The study abroad requirement is being requested as a change to program requirements as it more accurately reflects the academic nature of the requirement; it also brings the IB requirement in line with other similar academic programs (e.g. International Studies). Such a change also acknowledges that there are students who have already lived or studied abroad and may have already gained significant exposure to foreign culture. Such a change will also accommodate (on an exceptional basis) non-traditional students who, because of work and family commitments, cannot afford to complete a one month study abroad. The change is not meant to minimize or lessen the study abroad experience.

2. Add INTB 344, INTB 420, INTB 499 as business elective courses for International Business majors (all new courses). **Rationale/Explanation for all:** The addition of new courses (INTB 344, INTB 420, INTB 499) will allow International Business students to have a broader number of electives in their
curriculum. It also allows for Honors students who are required to have a Bachelor’s essay to use it as their International Business elective **Rationale/Explanation for each course**:

a. Add INTB 499-Bachelor’s Essay in International Business as a business elective for honors students (new course). This is a year-long research and writing project completed during the senior year under close supervision of a tutor from the school. A project proposal must be submitted in writing and approved by the program faculty prior to registration for the course.

b. Add INTB 344-Internship in International Business. An internship is a supplemental source of learning designed to enhance the student’s academic program and career objectives. The learning experience is a 3-way partnership and is guided by a learning contract outlining specific work and academic components. A maximum of three (3) hours of international business credit is awarded.

c. Add INTB 420 Independent study in International Business. The student will select a reading or research project in consultation with a faculty member, who will guide the work and determine hours of credit to be allowed. A maximum of six hours of independent study may be applied toward the business major elective requirement.
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>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 203</td>
<td>Financial Accounting (sophomore standing)</td>
</tr>
<tr>
<td>ACCT 204</td>
<td>Managerial Accounting (ACCT 203; sophomore standing)</td>
</tr>
<tr>
<td>DSCI 232</td>
<td>Business Statistics (MATH 104 or MATH 120)</td>
</tr>
<tr>
<td>ECON 200</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Macroeconomics (ECON 200)</td>
</tr>
<tr>
<td>ECON 303</td>
<td>Economics of Transportation and Geography (Junior standing, ECON 200, 201) or POLS104 World Geography</td>
</tr>
<tr>
<td>FINC 303</td>
<td>Business Finance (junior standing, ACCT 203, 204, ECON 200, 201, MATH 104 or 250)</td>
</tr>
<tr>
<td>FINC 382</td>
<td>International Financial Markets (junior standing, ECON 200, 201, FINC 303)</td>
</tr>
<tr>
<td>INTB 314</td>
<td>Global Management and Technology (DSCI 232, MGMT 301, MATH 104 or 250, MATH 105 or 120)</td>
</tr>
<tr>
<td>INTB 409</td>
<td>Global Strategic Management (ACCT 203, 204, DSCI 232, ECON 200, 201, FINC 303, INTB 314, MGMT 301, MKTG 302, 326, MATH 104 and 105, senior standing)</td>
</tr>
<tr>
<td>MATH 104</td>
<td>Elementary Statistics (Math 101 or placement) or MATH 250 (Either Math 111 or instructor permission)</td>
</tr>
<tr>
<td>MATH 105</td>
<td>Calculus for Business and the Social Sciences (Math 101 or placement) or MATH 120 Introductory Calculus (Math 111 or placement)</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Management and Organizational Behavior (Junior standing)</td>
</tr>
<tr>
<td>MGMT 325</td>
<td>International Management (Junior standing, MGMT 301)</td>
</tr>
<tr>
<td>MKTG 302</td>
<td>Marketing Concepts (ECON 200, 201, junior standing)</td>
</tr>
<tr>
<td>MKTG 326</td>
<td>International Marketing (Junior Standing, MKTG 302, ECON 200, ECON 201)</td>
</tr>
</tbody>
</table>

**One elective chosen from:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLAW 309</td>
<td>Legal Environment of International Business (junior standing and other prerequisites as required)</td>
</tr>
<tr>
<td>BLAW 360</td>
<td>ST: Business Law (Junior Standing or other pre-requisites as required)</td>
</tr>
<tr>
<td>ECON 310</td>
<td>International Economics (junior standing; ECON 200; 201, MATH 105 or MAT 120 or permission of the instructor)</td>
</tr>
<tr>
<td>MGMT 308</td>
<td>Managing Diversity (junior standing)</td>
</tr>
<tr>
<td>MGMT 310</td>
<td>International Human Resource Management (MGMT 307)</td>
</tr>
<tr>
<td>MKTG 333</td>
<td>Purchasing/Supply Chain Management (junior standing)</td>
</tr>
<tr>
<td>TRAN 312</td>
<td>Global Logistics (junior standing, ECON 200, 201)</td>
</tr>
<tr>
<td>INTB 344</td>
<td>Internship in International Business (junior standing or permission of the instructor) (NEW COURSE)</td>
</tr>
<tr>
<td>INTB 420</td>
<td>Independent Study (junior standing and written agreement with instructor and chair) (NEW COURSE)</td>
</tr>
<tr>
<td>INTB 499</td>
<td>Bachelor's Essay (senior standing. Available to Honors students) (NEW COURSE)</td>
</tr>
</tbody>
</table>

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 6 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.
## 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>
</tbody>
</table>

1. ***See Appendix***

2. 

3. 

4. 

<table>
<thead>
<tr>
<th>Additional Outcomes or Comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

### 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.
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.

No additional costs will be incurred with the addition of these course 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:

   ____________________________ Date: 10/19/12
   Julie B. Brown

2. Signature of Academic Dean:

   ____________________________ Date: 10/19/12
   [Signature]

3. Signature of Provost:

   ____________________________ Date: 1/7/13
   [Signature]

4. Signature of Curriculum Committee Chair:

   ____________________________ Date: __________________

5. Signature of Budget Committee Chair:

   ____________________________ Date: __________________

6. Signature of Academic Planning Committee Chair:

   ____________________________ Date: __________________

7. Signature of Faculty Senate Secretary:

   ____________________________ 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>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>
FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part 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 instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Rene Mueller  Phone: 953-5394  Email: muellerr@cofc.edu

Department or Program: Marketing and Supply Chain Management  School: Business

Subject Acronym and Course Number: INTB 344

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

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☐ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
  ☐ Course Number
  ☐ Course Name
  ☐ Course Description
  ☐ Credit/Contact Hours
  ☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

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

The new course will be offered as business elective. In this new course (INTB 344), the student will have the opportunity to participate in an internship.

Rationale/Explanation: An internship allows the student the opportunity to apply what is learned in class in a real world setting. It also gives students the opportunity to explore various aspects of international business.

Students learn more when they are actively engaged in the learning process. The School of Business has formalized course designations and internship study opportunities for all its other majors. The opportunity for IB students to complete an international business internship is currently available under one of the other designations. This new course simply changes the course designation to more accurately reflect the international business aspects of the course. The IB internship can be either domestically-based or an abroad experience.

Through supervised fieldwork, the student will have the opportunity to apply their IB knowledge and skills toward the end of their academic degree.
D. **IMPACT ON EXISTING PROGRAMS AND COURSES.** Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

We do not expect the addition of this course to impact enrollment in other courses.

E. **EXISTING COURSE INFORMATION.** If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

   Department:          School:          Subject Acronym:          Course number:

   Credit hours:      _ lecture _ lab _ seminar _ independent study
   Contact hours:     _ lecture _ lab _ seminar _ independent study

   Course title:

   Course description (maximum 50 words, exactly as it appears in the catalog):

   Restrictions (pre-requisites, co-requisites, majors only, etc.):

   Cross-listing, if any:

   Is this course repeatable?  □ yes  □ no  If yes, how many **total** credit hours may the student earn? ___

F. **NEW COURSE INFORMATION.** If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use **boldface** for the information that is changing.

   Department: **Marketing and Supply Chain Management**          School: **Business**          Subject
   Acronym: **INTB**          Course Number: 344

   Credit hours:      _ lecture _ lab _ seminar _3_ independent study
   Contact hours:     _ lecture _ lab _ seminar _ independent study

   Course title: **Internship in International Business**

   Course description (maximum 50 words, exactly as it appears in the catalog):

   **INTB 344 Internship in International Business (3)** An internship is a supplemental source of learning designed to enhance the student's academic program and career objectives. The learning experience is a 3-way partnership and is guided by a learning contract outlining specific work and academic components. A maximum of three credit (3) hours of international business credit is awarded. > **not necessary since course is not repeatable**

   Restrictions (pre-requisites, co-requisites, majors only, etc.):
   Prerequisites: Junior standing or permission of the Director of International Business program.

   Cross-listing, if any (submit approval from relevant department):
Is this course repeatable? ☐ yes ☒ no  If yes, how many total credit hours may the student earn? ____

Is there an activity, lab, or other fee associated with this course? ☐ yes ☒ no  
Note: All fees require approval from the Board of Trustees.

If this is a newly-created course, is it intended to be the equivalent of an existing course? ☐ yes ☒ no  
If so, which course? _______________  Note: You must deactivate the course by submitting an additional Course Form.

G. Costs. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

No additional costs will be incurred with the addition of this course offering.

H. 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 course?</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>
</tbody>
</table>

1. To identify potential work interests in international business.  
Students will be surveyed before they start the internship. They will be asked about what their current work interests are. After the internship, the same survey will be used to see any improvements. The instructor will be in charge of the surveys.

2. To work in a professional environment  
Students will be requested to have a journal that describes their professional environment and everything they learn on a day to day basis.

3. To network and make professional connections  
In the journal, students are required to indicate new professional contacts they make each day. At the end of the internship, they must quantify the number of professional contacts they got after the internship and record it in the survey.

4. To make the connection between classroom theory and real-world application in international business.  
Students are required to write a final paper that includes the description of what they considered the connection was between courses they took and how they helped them in their internship work.

5. To identify specific learning goals with the company and to prove learning of these goals.  
Students are required to have a learning contract signed at the beginning of the internship, with both the student and the company supervisor’s signature. The contract will indicate specific learning goals relevant to the assignment to the student, and will be measured before and after the internship is
6. To demonstrate proficiency in both oral and written communication through the preparation and presentation of reports and final paper.

Students will be asked to provide any presentation or reports they have to present at the firm. They also must do a presentation of the outcomes of the internship to the professor once the final paper is submitted. Written skills will be assessed in the journal and final paper and oral skills in the final presentation of the outcomes of the internship.

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

The international business major wants their students to demonstrate proficiency in both oral and written communication through the preparation and presentation of international business projects. The internship will certainly reinforce this objective and we will assess it as indicated above. Also, one of the IB major goals is to demonstrate proficiency in the core business disciplines, which is related to students making the connection between the theories learned in the classroom and the learning during the internship.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor or Change Major/Program Form as appropriate.

The course will be added to the Degree requirement of International Business Major as an Elective.

J. 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.

☒ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.
K. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

[Signature]
Date: 10/19/12

2. Signature of Academic Dean:

[Signature]
Date: 10/19/12

3. Signature of Provost:

[Signature]
Date: 1/7/13

4. Signature of Curriculum Committee Chair:

[Signature]
Date: 

5. Signature of Faculty Senate Secretary:

[Signature]
Date: 

Date Approved by Faculty Senate: 

Page 5 of 5
Course Description:
An internship is a supplemental source of learning designed to enhance the student’s academic program and career objectives. The learning experience is a 3-way partnership and is guided by a learning contract outlining specific work and academic components. A maximum of three (3) hours of international business credit is awarded.

Prerequisites
Junior standing or permission of the Director of International Business Program

Learning Goals

1. To identify potential work interests in international business.
2. To work in a professional environment
3. To network and make professional connections
4. To make the connection between classroom theory and real-world application in international business.
5. To identify specific learning goals with the company and to proof learning of these goals.
6. To demonstrate proficiency in both oral and written communication through the preparation and presentation of reports and final paper.

School of Business Learning Goals Addressed by this course

At the completion of this course, the student should understand the following:

Communication Skills
Students demonstrate the ability, via both written and spoken word, to effectively present, critique and defend ideas in a cogent, persuasive manner.

Global and Civic Responsibility
Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students are able to integrate knowledge and skills in addressing these issues.

Intellectual Innovation and Creativity
Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Synthesis
Students integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Course Materials:

The professor will assign reading materials that are related to the specific learning objectives identified by the student and the firm supervisor.
Grading and Evaluation:

<table>
<thead>
<tr>
<th>EVALUATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Contract</td>
<td>5%</td>
</tr>
<tr>
<td>Journal</td>
<td>30%</td>
</tr>
<tr>
<td>Final Paper</td>
<td>40%</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Firm Supervisor Evaluation</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;= 93</td>
<td>A</td>
<td>73-75.99</td>
</tr>
<tr>
<td>90-92.99</td>
<td>A-</td>
<td>70-72.99</td>
</tr>
<tr>
<td>86-89.99</td>
<td>B+</td>
<td>66-69.99</td>
</tr>
<tr>
<td>83-85.99</td>
<td>B</td>
<td>63-65.99</td>
</tr>
<tr>
<td>80-82.99</td>
<td>B-</td>
<td>60-62.99</td>
</tr>
<tr>
<td>76-79.99</td>
<td>C+</td>
<td>&lt; 60</td>
</tr>
</tbody>
</table>

The learning contract is an extensive statement of your goals and activities, supervision and evaluation procedures and other aspects of your internship. It is the result of the agreement among you, your professor and your firm supervisor. It should present details of what you will be doing, what your supervisor and professor expect from you and what you can expect from them.

The journal should be taken seriously. You will be evaluated on the writing as well as the content of the journal. You must write in daily, showing what your advances in learning are, the number and description of new professional contacts, how the theory learned in the classroom was applied to your activity on a specific day, and the description of your responsibilities for the day were. It should identify questions and problems you face. You should submit your journal to your professor once a week, and keep it together to submit all of your journal entries at the end of the semester.

The final paper should be submitted to your professor near the end of the semester (the deadline is indicated by the instructor). The paper is a substantial evidence of work reflecting not only a report of your activities, but an analysis of issues related to your work at the firm, the organization and the environment. You must try to make reference to academic literature to support your work.

The final presentation should be professionally prepared in a power point presentation submitted to your professor 2 days before the date of the presentation. During the presentation, your firm supervisor and a minimum of 2 other professors will be invited to attend. You should be ready to address any questions, and show what your work in the firm meant to your learning in international business.

The firm supervisor evaluation will be requested a few weeks before the end of the semester. You should check to make sure your supervisor has received and returned the evaluation to your professor.

College of Charleston Honor Code

- Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.
FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
• Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
• Fill out the parts of the form specified in part 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 instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Rene Mueller        Phone: 953-5394        Email: muellerr@cofc.edu

Department or Program: Marketing and Supply Chain Management       School: Business

Subject Acronym and Course Number: INTB 420

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

☒ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☐ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
☐ Course Number
☐ Course Name
☐ Course Description
☐ Credit/Contact Hours
☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

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

The new course will be offered as business elective. In this new course (INTB 420), the student will select a reading or research project in consultation with a faculty member, who will guide the work and determine hours of credit to be allowed. A maximum of six hours of independent study may be applied toward the business major elective requirement.

Rationale/Explanation: Students will be able to explore and learn about various international business topics. At the same time, the student will develop a deeper knowledge of analytical research skills.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

We do not expect the addition of this course to impact enrollment in other courses.

E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.
Department: School: Subject Acronym: Course number:

Credit hours: __ lecture __ lab __ seminar __ independent study
Contact hours: __ lecture __ lab __ seminar __ independent study

Course title:

Course description (maximum 50 words, exactly as it appears in the catalog):

Restrictions (pre-requisites, co-requisites, majors only, etc.):

Cross-listing, if any:

Is this course repeatable? ☐ yes ☐ no If yes, how many total credit hours may the student earn? ____

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use **boldface** for the information that is changing.

Department: Marketing and Supply Chain Management School: Business Subject Acronym: INTB Course Number: 420

Credit hours: __ lecture __ lab __ seminar __ independent study
Contact hours: __ lecture __ lab __ seminar __ independent study

Course title: Independent Study in International Business

Course description (maximum 50 words, exactly as it appears in the catalog):

INTB 420 Independent Study (1-3) The student will select a reading or research project in consultation with a faculty member, who will guide the work and determine hours of credit to be allowed. A maximum of six credit hours of independent study may be applied toward the business major elective requirement.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

Prerequisites: Junior standing; written agreement with instructor and chair

Cross-listing, if any (submit approval from relevant department):

Is this course repeatable? ☑ yes ☐ no If yes, how many total credit hours may the student earn? _6___

Is there an activity, lab, or other fee associated with this course? ☐ yes ☑ no

Note: All fees require approval from the Board of Trustees.

If this is a newly-created course, is it intended to be the equivalent of an existing course? ☐ yes ☑ no
If so, which course? ____________ Note: You must deactivate the course by submitting an additional Course Form.
G. **COSTS.** List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

No additional costs will be incurred with the addition of this course offering.

**H. 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 course?</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>
</tbody>
</table>

1. To identify a topic of interest in international business to investigate and conduct research on.  
   The student will be required to present an independent study learning contract showing the title of the research and the learning goals.

2. To construct formal research in a topic of interest using appropriate tools depending on the type of research to be conducted (theoretical versus empirical studies).  
   There is a final paper showing the results of the research. The paper should show the appropriate amount of work, depending on the credit hours requested for the course (min. 3 hours/week per credit).

3. To identify specific learning goals related to the area of study in which the student will focus his/her research.  
   The specific learning goals depend on the area of study chosen for the research and are presented by the student in the independent study learning contract.

4. To demonstrate proficiency in both oral and written communication through the preparation and presentation of the final paper.  
   Written communication will be assessed in the final paper and oral communication will be assessed in the presentation of the research to either faculty members or a faculty member and a class with students interested in related areas.

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course? The international business major (IB) has the following major outcomes supported by this course:

- To demonstrate proficiency in the core business disciplines. Students doing research in international business should be able to identify how core disciplines are interconnected with international business in general.
- To demonstrate proficiency in both oral and written communication through the preparation and presentation of international business projects: this course reinforces the learning goal of the IB referring to writing and presenting international business related reports, direct outcome from the research done in the independent study.
- To achieve multi-cultural proficiency: this course will use the research conducted by the student in an international business area to reinforce multicultural proficiency. Assessment is the content of the final paper.

**1. PROGRAM CHANGES.** Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor or Change Major/Program Form as appropriate.

The course will be added to the Degree requirement of International Business Major as an Elective.
J. 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.

☑ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.
K. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   ________________ Date: 10/09/12

2. Signature of Academic Dean:

   ________________ Date: 10/15/12

3. Signature of Provost:

   ________________ Date: 1/4/13

4. Signature of Curriculum Committee Chair:

   ________________ Date: ____________

5. Signature of Faculty Senate Secretary:

   ________________ Date: ____________

Date Approved by Faculty Senate: ___________________
INTB-420. Independent Study in International Business

Professor: TBA
Office: BCTR XXX
Office Hours: XXX
Office Phone: (843) 953-XXXX
E-mail: XXX@CofC.edu

Course Description:
The student will select a reading or research project in consultation with a faculty member, who will guide the work and determine hours of credit to be allowed. A maximum of six hours of independent study may be applied toward the business major elective requirement.

Prerequisites
Junior standing and written agreement with instructor and chair.

Learning Goals

1. To identify a topic of interest in international business to investigate and conduct research on.
2. To construct formal research in a topic of interest using appropriate tools depending on the type of research to be conducted (theoretical versus empirical studies).
3. To identify specific learning goals related to the area of study in which the student will focus his/her research.
4. To demonstrate proficiency in both oral and written communication through the preparation and presentation of reports and final paper.

School of Business Learning Goals Addressed by this course

At the completion of this course, the student should understand the following:

Communication Skills
Students demonstrate the ability, via both written and spoken word, to effectively present, critique and defend ideas in a cogent, persuasive manner.

Global and Civic Responsibility
Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students are able to integrate knowledge and skills in addressing these issues.

Intellectual Innovation and Creativity
Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Synthesis
Students integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Course Materials:
The professor will assign reading materials that are related to the specific learning objectives identified by the student and the professor.
Grading and Evaluation:

<table>
<thead>
<tr>
<th>EVALUATION</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent Study Contract</td>
<td>10%</td>
</tr>
<tr>
<td>Final Paper</td>
<td>60%</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>A</th>
<th>73-75.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-92.99</td>
<td>A-</td>
<td>70-72.99</td>
</tr>
<tr>
<td>86-89.99</td>
<td>B+</td>
<td>66-69.99</td>
</tr>
<tr>
<td>83-85.99</td>
<td>B</td>
<td>63-65.99</td>
</tr>
<tr>
<td>80-82.99</td>
<td>B-</td>
<td>60-62.99</td>
</tr>
<tr>
<td>76-79.99</td>
<td>C+</td>
<td>&lt; 60</td>
</tr>
</tbody>
</table>

The independent study learning contract is the definition of the specific learning goals for the independent study (follow guidelines at: http://oiep.cofe.edu/pv_obj_cache/pv_obj_id_BBED71D9358E199CFD94C35A064796EF59B0C00/filename/assessment-guide.pdf

In the learning contract, you should indicate how you will demonstrate that you have will achieve your learning goals. The instructor should play an important role in the definition of the learning goals and the assessment tool for each goal (paper, journal, portfolio, written report, photo or video essay, or other outcome negotiated between you and your instructor). The proposal should include a title, tentative summary or description of area of study, detailed outline of what the student will do, theory and methods to be used, plus a one page bibliography of appropriate sources.

The final paper should be submitted to your professor near the end of the semester (the deadline is indicated by the instructor). The paper is a comprehensive written report or examination of your research. It is expected that the student will participate in 3 hours of research activities per credit per week. This means that a 3 credit hour independent study will involve at least 9 hours of research each week, in addition to a weekly meeting with the professor.

The final presentation should be professionally prepared in a power point presentation submitted to your professor 2 days before the date of the presentation. During the presentation, a minimum of 2 other professors will be invited to attend, or you could be asked to present your findings in a class. You should be ready to address any questions, and show what your research work meant to your learning in international business.

College of Charleston Honor Code

- Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.
FACULTY CURRICULUM COMMITTEE  
COURSE FORM  

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.  
- Fill out parts of the form specified in part 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 instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Rene Mueller  
Phone: 953-5394  
Email: muellerr@cofc.edu  
Department or Program: Marketing and Supply Chain Management  
School: Business  
Subject Acronym and Course Number: INTB 499

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

- Add a New Course (complete parts C, D, F, G, H, I, J, K)
- Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
  - Course Number
  - Course Name
  - Course Description
  - Credit/Contact Hours
  - Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
- Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
- Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

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

The new course will be offered as business elective. INTB 499 is a year-long research and writing project completed during the senior year under close supervision of a tutor from the school. A project proposal must be submitted in writing and approved by the program faculty prior to registration for the course.

Rationale/Explanation: Through supervised research, students will be able to explore and learn about various international business topics in greater depth. At the same time, the student will develop a deeper knowledge of analytical research skills. Currently, IB students complete the Bachelor's Essay under other SB course designations (e.g. MKTG 499, MGMT 499, etc.)

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

We do not expect the addition of this course to impact enrollment in other courses.

E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Page 1 of 5
F. **NEW COURSE INFORMATION.** If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use **boldface** for the information that is changing.

Department: Marketing and Supply Chain Management
Subject Acronym: INTB
Course Number: 499
School: Business

Credit hours: ___ lecture ___ lab ___ seminar ___ independent study
Contact hours: ___ lecture ___ lab ___ seminar ___ independent study

Course title: Bachelor's Essay in International Business

Course description (maximum 50 words, exactly as it appears in the catalog):

**INTB 499 Bachelor's Essay in International Business (3).** This is a year-long research and writing project completed during the senior year of Honors students majoring in International Business under close supervision of a tutor from the school. A project proposal must be submitted in writing and approved by the program faculty prior to registration for the course.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

Prerequisites: Senior standing. Additionally, this course is only available to Honors students completing a major in International Business.

Cross-listing, if any (submit approval from relevant department):

Is this course repeatable? ☒ yes ☐ no If yes, how many total credit hours may the student earn? __6__

Is there an activity, lab, or other fee associated with this course? ☐ yes ☒ no

Note: All fees require approval from the Board of Trustees.

If this is a newly-created course, is it intended to be the equivalent of an existing course? ☐ yes ☒ no
If so, which course? ________________ Note: You must deactivate the course by submitting an additional Course Form.
G. **COSTS.** List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

No additional costs will be incurred with the addition of this course offering.

**H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.**

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<th>Assessment Method and Performance Expected</th>
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<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</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. To conduct independent, in-depth research in a selected area of interest in international business.</td>
<td>The student will have the supervision of an advisor to guide him/her during the research. The student will meet with the advisor on a regular basis (weekly is recommended) to assure the student is in a good understanding of the research methods chosen. The advisor will assess the student improvements and provide feedback.</td>
</tr>
<tr>
<td>2. To write a high quality research paper in a chosen area of interest in international business.</td>
<td>The final paper will be approximately 10,000 words. It should be well-written (i.e. free of spelling, grammar, punctuation and formatting errors) in APA academic style. The advisor will assess the student’s paper using the proposed rubric below.</td>
</tr>
<tr>
<td>3. To broaden international business knowledge not obtained in the classroom.</td>
<td>The student will address in the final paper how the research adds to the learning obtained in the classroom.</td>
</tr>
<tr>
<td>4. To conduct a professional business presentation to show the final results of the research.</td>
<td>The student will prepare a formal business presentation and present it to a minimum of 3 faculty members after submitting the Bachelor’s Essay.</td>
</tr>
</tbody>
</table>

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

The international business major (IB) has the following major outcomes supported by this course:
- To demonstrate proficiency in the core business disciplines. Students doing research in international business should be able to identify how core disciplines are interconnected with international business in general.
- To demonstrate proficiency in both oral and written communication through the preparation and presentation of international business projects: this course reinforces the learning goal of the IB referring to writing and presenting international business related reports, direct outcome from the research done in the independent study.
- To achieve multi-cultural proficiency: this course will use the research conducted by the student in an international business area to reinforce multicultural proficiency. Assessment is the content of the final paper.
I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor or Change Major/Program Form as appropriate.

The course will be added to the Degree requirement of International Business Major as an Elective.

J. 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.

☒ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.
K. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   [Signature] Date: 10/19/12

2. Signature of Academic Dean:

   [Signature] Date: 10/19/12

3. Signature of Provost:

   [Signature] Date: 1/7/13

4. Signature of Curriculum Committee Chair:

   [Signature] Date: 

5. Signature of Faculty Senate Secretary:

   [Signature] Date: 

Date Approved by Faculty Senate: 

Page 5 of 5
INTB-499. Bachelor’s Essay in International Business

Professor: TBA  
Office: BCTR XXX  
Office Hours: XXX  
E-mail: XXX@CofC.edu  
Office Phone: (843) 953-XXXX

Course Description:
This is a year-long research and writing project completed during the senior year under close supervision of a tutor from the school. A project proposal must be submitted in writing and approved by the program faculty prior to registration for the course.

Prerequisites
Senior standing. This course would be available to Honors students.

Learning Goals
1. To conduct independent, in-depth research in a selected area of interest in international business.
2. To write a high quality research paper in a chosen area of interest in international business.
3. To broaden international business knowledge not obtained in the classroom.
4. To conduct a professional business presentation to show the final results of the research.

School of Business Learning Goals Addressed by this course

At the completion of this course, the student should understand the following:

Communication Skills
Students demonstrate the ability, via both written and spoken word, to effectively present, critique and defend ideas in a cogent, persuasive manner.

Quantitative Fluency
Students demonstrate competency in logical reasoning and data analysis skills.

Global and Civic Responsibility
Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students are able to integrate knowledge and skills in addressing these issues.

Intellectual Innovation and Creativity
Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Synthesis
Students integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Course Materials:
The professor will assign reading materials that are related to the specific learning objectives identified by the student and the professor.
Grading and Evaluation:

<table>
<thead>
<tr>
<th>EVALUATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s Essay</td>
<td>90%</td>
</tr>
<tr>
<td>Research Dissemination</td>
<td>10%</td>
</tr>
<tr>
<td>(presentation)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;= 93</td>
<td>73-75.99</td>
</tr>
<tr>
<td>90-92.99</td>
<td>70-72.99</td>
</tr>
<tr>
<td>86-89.99</td>
<td>66-69.99</td>
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<td>63-65.99</td>
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<tr>
<td>80-82.99</td>
<td>60-62.99</td>
</tr>
<tr>
<td>76-79.99</td>
<td>&lt; 60</td>
</tr>
</tbody>
</table>

A quality bachelor’s essay will reflect careful, critical and thorough investigation of the chosen topic. The paper will also be well-written (i.e. free of spelling, grammar, punctuation and formatting errors) in APA academic style. The following rubric will be used to evaluate the final essay:

<table>
<thead>
<tr>
<th>Base</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-90</td>
<td>All sections are thoroughly and insightfully completed. All narratives, profiles, and relevant sections are factually accurate and documented. Lots of facts and data to support the claims. The student clearly demonstrates a superior level of analytical reasoning and critical thinking based on the student’s analysis. The paper is well-written and put together with care (page breaks, layout, etc. are appropriately placed. The paper is grammatically correct and the level of writing is appropriate to an undergraduate senior in International Business major.</td>
</tr>
<tr>
<td>89-80</td>
<td>All or most sections are adequately and factually accurate. All sections are included and reasonably prepared. Most sections include data or references to support assertions and are appropriately documented. A large amount of analytical reasoning and critical thinking is evident. Writing and layout may contain a few errors, but most of the document is relatively clean.</td>
</tr>
<tr>
<td>79-70</td>
<td>Some (few) sections are rather shallow and superficial, lacking any significant insight and/or a few are missing in the document. Some to little data was provided to support claims, and documentation is either incorrect or missing. Some of the sections may contain factually inaccurate data and the layout may be sloppy and/or done without care. Writing may be fair to poor containing several errors and style is poor or inappropriate for a formal document.</td>
</tr>
<tr>
<td>69 or less</td>
<td>The paper is extremely poor and/or some sections are missing. The sections are very superficial and little documentation is provided, and/or the sections deviate from the required format. Errors/inconsistencies are evident. Writing contains several to many errors and grammar is poor. In short, it appears that the paper was written &quot;at the last minute&quot; and didn’t reflect much thought.</td>
</tr>
</tbody>
</table>

A bachelor’s essay should be conducted over two semesters, although it may be conducted in one semester if the advisor approves. Students conducting research involving human subjects must complete Institutional Review Board (IRB) training through the CITI program and file an application for IRB approval.

Dr. XX XX
Advisors will provide continual feedback during development of the research project. Students should have a final draft of their bachelor’s essay completed and submitted to their advisor at least seven weeks before commencement. Second readers will have a final revised draft of the bachelor’s essay at least four weeks before commencement.

There is no specific page requirement. However, quality bachelor’s essays will typically exceed 10,000 words.

**College of Charleston Honor Code**

- Students can find the complete Honor Code and all related processes in the Student Handbook at [http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html](http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html).