

UNDERGRADUATE CURRICULUM PROPOSAL COVER SHEET

RECEIVED

Title of Proposal: - Must begin with Department Abbreviation:
MGT: New course: MGT 4950r - International Business Experience

OCT 29 2014

Check One: Full Proposal Information Item

UTC Records

Effective Date for Curricular Offering: Fall 2015

FROM: Chris Brockman FIN FL412 1750 Chris-Brockman@utc.edu
spokesperson's name Dept. Bldg, office # Phone ext. e-mail

Does this require new resources from the originating department or other department? No
Please attach explanation if yes.

Faculty of the originating department approved this proposal on 4-11-14 (date),
by a vote of 12 aye votes; 0 nay votes; 0 Abstentions; 3 eligible voting members absent

The following have examined this proposal:

Dept Head/Director: Kathleen Wheatley Kathleen K. Wheatley Approve Neutral Disapprove*
Printed Name Signature, date

College Curriculum Committee Date: 4-16-14 Vote: 8-0-0 Signature of Chair: [Signature]

Spokespersons for Affected Departments

Printed Name, Department	Signature, Date	Approve	Neutral	Disapprove*
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Dean/Director: Michael Jones
University Registrar: Linda Orth
Provost/Representative:

[Signatures of Michael Jones, Linda Orth, and Provost]

Comments:

X Approve Neutral Disapprove*

Lab/studio fee requested: Yes No

Provost: A. Jerald Ainsworth

Signature, date Approve Disapprove*

*Those who disapprove may attach an explanation.

ACTIONS on this proposal:

Curriculum Committee

Faculty Senate

Date the proposal was considered	_____	_____
Vote of the body:	_____	_____
Accepted as information item (Indicate date)	_____	_____
Approved as submitted (Indicate date)	_____	_____
Approved with amendments (amendments indicated and transmitted to all signatories above, date):	_____	_____
Signature of Chair:	_____	_____

15-103 ug

Proposal for a New Course

MGT 4950r -- International Business Experience College of Business

Brief Description of New Course

The College of Business proposes a new course, MGT 4950r -- International Business Experience. This course is designed to provide students with a real-world experience in international business, where they will gain an understanding of a foreign culture and learn the challenges and opportunities of doing business in that country. Students will travel to a foreign country accompanied by a COB professor, for an approximate 10 day stay. While in the foreign country, the students will participate in business visits and discussions with the country's business leaders and professors. The class will also involve two 8-hour sessions, one before the trip and one after the trip.

Catalog Description

MGT 4950r -- International Business Experience
<p>(3) Credit Hours</p> <p>This course focuses on creating an appreciation of the complexities of operating a business in a foreign context and understanding the economic, political, cultural and social factors at the international level. This course provides students with a truly real-world experience in international business, where they will gain an understanding of other cultures and learn the challenges and opportunities of doing business outside the United States, firsthand. Students will also participate in business visits and discussions with international business leaders and professors, while sharing in a different, and unforgettable cultural experience. International travel and final presentation required.</p>

Pedagogical Objectives

1. Learn about a foreign culture.
2. Learn about the opportunities and challenges of doing business in that country.
3. Gain an appreciation of the complexities of operating a business in a foreign context.
4. Understand how tariffs, treaties, exchange rates, the European Union, and other factors influence businesses wanting to operate in that country.

Rationale for the Change

The business world is becoming increasingly "global" in nature, and a sound understanding of international issues and real-world experience in a foreign country are invaluable to business majors. The mission of the College of Business (COB) is to provide "quality educational programs that produce academically-prepared and business-world ready men and women for a competitive global environment". As part of that mission, the COB is committed to providing its students the opportunity to gain a global understanding through international coursework and international travel. To uphold this Mission, under a separate proposal, the COB is requiring all COB students to complete a 3-hour international course within the COB. MGT 4950r will be one of these international course choices.

Economic and Pedagogical Consequences

A number of these trips have been done in the past, and all interested faculty in the COB are encouraged to participate and develop an international business experience that meets the requirements to qualify for a 3-hour credit course. Several COB faculty have extensive international travel experience and are interested in participating, so we anticipate being able to meet student demand in the future. The trips will generally be held in the summer, so the course will not affect faculty's regular course load.

Relation and Requirements to other Departments/Programs

Adding the new MGT 4950r course will entail no additional requirements or resources, either within the College of Business or within the University.

Student Evaluation Model

Grading

Individual Points:	Daily Journal	40 points
	Participation & Attendance	10 points
Group Points:	Presentation	40 points
	Peer Evaluations	10 points

		Total: 100 points

A = 90 - 100


B = 80 - 89

C = 70 - 79

D = 60 - 69, F < 60

All grades will be earned based on quality, completeness, and technical proficiency.

In order to complete the course all projects, assignments, exams, etc. must be completed.

THE
UNIVERSITY of TENNESSEE at CHATTANOOGA 
COLLEGE of BUSINESS

Department of Management

Term: Spring 2014

Course: MGT 4950r **Section:** 0

Title: International Business Experience - German Culture and How to Do Business in Germany

Schedule: August 8-17 and 2 Saturdays **Location:** Fletcher 212

Contact

Information: **Instructor:** Dr. Frank C. Butler
Office Location: Fletcher Hall 410
Office Phone: 425-5723
Office Hours: By appointment
Email Address: frank-butler@utc.edu (best way to contact me)

ADA STATEMENT: If you are a student with a disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) and think that you might need special assistance or a special accommodation in this class or any other class, call the Disability Resource Center (DRC) at 425-4006 or come by the office, 102 Frist Hall.

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or <http://www.utc.edu/Administration/CounselingAndCareerPlanning/>

Prerequisites

N/A

Course Overview and Objectives

With over 80 million people, Germany is the 4th largest economy worldwide in terms of gross domestic product and first in Europe. This course will focus on creating an understanding of the economic, political, cultural and social factors of Germany and how these impact how a business operates in the largest European economy. In addition, Germany's role in the European Union and how the European Union influences business will also be detailed.

This course is designed to provide students with a truly real-world experience in international business, where they will gain an understanding of the German culture and learn the challenges and opportunities of doing business in Germany, firsthand. Students will also participate in

business visits and discussions with German business leaders and professors, while sharing in a different, and unforgettable cultural experience.

Course Learning Outcomes:

1. Students will know the intricacies of German culture as related to a business environment.
2. Students will know the various opportunities and challenges of doing business in Germany.
3. Students will know the problems and complexities of operating a business in a foreign context.
4. Students will know how tariffs, the European Union, and other factors influence businesses wanting to operate in Germany.

Career and Future Planning

College of Business faculty are happy to share their knowledge and experience with you as you plan for your future. If you have any questions regarding career paths in this field or interest in applying to graduate school, please feel free to meet with me (or any faculty member).

UTC Honor Code Pledge

I pledge that I will neither give nor receive unauthorized aid on any test or assignment. I understand that plagiarism constitutes a serious instance of unauthorized aid. I further pledge that I will exert every effort to insure that the Honor Code is upheld by others and that I will actively support the establishment and continuance of a campus-wide climate of honor and integrity.

Grading

Individual Points:	Daily Journal	40 points
	Participation & Attendance	10 points
Group Points:	Presentation	40 points
	Peer Evaluations	10 points

		Total: 100 points

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69, F < 60

All grades will be earned based on quality, completeness, and technical proficiency.

In order to complete the course all projects, assignments, exams, etc. must be completed.

A Note on Grading

According to the UT-Chattanooga Undergraduate Division Catalog, grades have the following meaning:

- A—represents superior performance in the course.
- B—represents commendable performance in the essentials of the course.
- C—represents acceptable performance in the essentials of the course.
- D—represents marginal performance below the acceptable standards of university work.
- F—indicates unqualified failure and the necessity for repeating the course to obtain credit.

The instructor reserves the right to adjust grades up or down depending upon less quantifiable measures such as quality of class participation, attendance, tardiness, professionalism, and dedication to excellence.

Assignments

Participation & Attendance

Participation and attendance are both expected of all students for each class. Each member of the class has something to offer the rest of the class and thus participation is essential. This participation allows differing perspectives to be shared and for each of us to learn these new ideas. Students must come to class prepared which means having fully read and analyzed the various readings and assignments. Participation points must be earned. You begin with zero and work your way up to 10. Coming to every class does not guarantee the full 10 points. Attendance is also vital so we may have a full, intellectual discussion. If there is an emergency and you will not be able to attend class please notify me as soon as possible.

Daily Journal

For each day we are in Germany, it is expected that every student write a journal entry about his or her learning experiences for that day. Each day will provide a different learning experience. Some days will include a combination of classroom time and time with a business operating in Germany. Some days will include cultural experiences. The student should keep a record as to what he or she learned for that day. In addition, the journal entries should try to connect how the student envisions how he or she would approach doing business in Germany based on the classroom material, business visits, and/or cultural experiences. At the end of the trip, I will collect the journals for grading.

Presentation

The presentation will represent a culmination of the information learned from class time in the U.S. as well as while in Germany. The group should act as consultants for a hypothetical U.S. based company looking to enter into Germany. The presentation should focus on such issues such as cultural difference between the U.S., legal issues, human resource differences, and such things that a manager should know before expanding into Germany.

Peer Evaluations

The group will evaluate one another's performance in preparing for the presentation.

Note: Cellphones are not permitted in the classroom, unless you have a valid reason for using it that has been cleared by me. Usage of a cellular telephone may result in dismissal from the class or participation and attendance point reduction.

CURRICULUM MAP FOR MANAGEMENT

	REQUIRED MGT COURSES							ELECTIVES												
	3300	3310	3320	3560	3600	4380 or Equi	Project Mgt	4100	4110	4340	4350	4360	3400	3660	3760	4140	4280	4950	MGT 3900r	
Supervisory Competencies																				
Leadership and Motivation	P	C	I				P													
Group Theory & Dynamics	C	P	P				P	I		I		P							P	
Communication Skills	C	P	P				P	P		P		P				P		P	P	
Decision Making Competencies																				
Decision Making	C	P	I	P		I	P			P	P				C	C			P	
Computer Skills				C	C		P			I	P			C	C		P			
Scientific Research Methods	C			I																
Project Management Skills																				
Strategic Direction	I	P	I			I	C			P		I	P						P	
Problem Solving	I	P			P		C		I	P		I	P		C		C	P	P	

I = Introduced P = Practiced C = Competent

<p><u>Required Courses</u> MGT 3300 – Concepts in Organizational Behavior MGT 3310 – Organizational Motivation & Leadership MGT 3320 – Human Resource Management MGT 3560 – Management Science MGT 3600 – Management Information Systems MGT 4380 – International Management or MGT 4950 International Business Experience or MKT 3180 International Marketing or FIN 4120 International Finance) MGT 4550 – Project Management</p> <p>** Only 3 hours in BUS 3900 and only 6 hours in MGT 4950 may be used to satisfy the program requirements</p>	<p>Take 6 hours from each of the following groups:</p> <p><u>Group 1</u> MGT 4100 – Labor Relations and Negotiations MGT 4110 – Government Regulation of Human Resource Management MGT 4340 – Staffing MGT 4350 – Compensation and Benefits MGT 4360 – Managing Diversity in Organizations MGT 4950r – International Exp (6 hours maximum) ** MGT 3900r – Internship (3 Hours maximum) **</p> <p><u>Group 2</u> MGT/ETR 3400 – Innovation & Creativity in Business MGT 3660 – Business Forecasting MGT 3760 – Simulation Modeling MGT 4140 – Managerial Decision-Making MGT 4280 – Supply Chain Management MGT 4950r – International Exp. (6 hours maximum) ** MGT 3900r – Internship (3 Hours maximum) **</p>
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