

# UNIVERSITY FACULTY SENATE FORMS

## Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. Detailed instructions for the proposal should be followed. A checklist is available to assist in the preparation of a proposal. Submission of new majors or requests for permanent status will find additional requirements and information here. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: Jennifer Gregan phone number 302-831-4628

Department: Business Administration email address greganj@udel.edu

Date: October 3, 2016

Action: revise graduate program  
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

**Changes when approved will be effective at the start of the next academic year unless special circumstances and a specific request is made.**

Current degree MS International Business  
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: no change  
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: n/a  
Proposed new name for revised or new major / minor / concentration / academic unit (if applicable)

### Revising or Deleting:

Undergraduate major / Concentration: \_\_\_\_\_  
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: \_\_\_\_\_  
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: revise MS-IB  
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study: MS-IB  
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: \_\_\_\_\_

**Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, either describing the new program or highlighting the changes made to the original policy document.**

**Provide a brief summary of the proposed program changes and describe the rationale for the change(s):**

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

We are proposing to expand the core from 4 to 6 classes. The new core courses would be BUAD 882 International Marketing and BUAD 8xx (tentatively titled, The Future of Globalization: Issues, Agents, Decisions & You). The resulting curriculum would consist of 6 core classes (BUAD 811, 841, 840, 878, 882 and 8xx) and 4 electives (from ACCT, FINC, ECON, MISY, STAT, etc).

The rationale for adding BUAD 882 International Marketing Management is as follows: By convention an MBA program includes a Marketing Management course in its core- curriculum. Similarly, it is standard practice to include International Marketing Management in the core curriculum of a graduate international business program. To date, this course has been available as an elective in the curriculum of the MS-IB; moving it into the core curriculum will significantly improve the relevance and rigor of the MSIB degree.

The rationale for adding BUAD 8xx The Future of Globalization: Issues, Agents, Decisions & You is as follows: This course aims to fill a void in the core of the MS-IB by (1) complementing the existing set of required courses as well as (2) integrating meta-and micro level analyses to prepare students to leverage the principles and practices covered in core curriculum.

**List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?**

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

As explained above, this revision includes the addition of a new course BUAD 8xx The Future of Globalization: Issues, Agents, Decisions & You. This course is designed to complement as well elaborate the theories, themes, and techniques of the existing core courses with the objective of helping students better map their personal and professional ambitions in the global business environment.

**Identify other units affected by the proposed changes and provide letters of support from those units. :**

(This would include other departments/units whose courses are a required part of the proposed curriculum. If no other unit is affected, enter "None")

None.

**Changes to degree programs will explain how this new/revised curriculum supports the 5 goals of undergraduate education (do not just list the gen ed goals):**

<http://www2.udel.edu/gened/>

N/A

**New majors and minors will include support letters from the Library, Dean, and/or Department Chair**

N/A

**Supply a resolution for all new majors/programs; name changes of colleges, departments,**



degrees; transfer of departments from one college to another; creation of new departments; requests for permanent status. See example of resolutions.

N/A

### Program Requirements:

(Show the complete new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and **include a complete side-by-side comparison** of the credit distribution before and after the proposed change. If this is a change to an honors program, be sure that the honors degree language is included.) See example of side by side.

Old Curriculum		New Curriculum	
Core Courses	credits	Core Courses	credits
<ul style="list-style-type: none"> <li>• <u>BUAD 811</u> Globalization and Business</li> <li>• <u>BUAD 841</u> Managing the Global Enterprise</li> <li>• <u>BUAD 878</u> Leadership in International Business Culture</li> <li>• <u>BUAD 840</u> Ethical Issues in the Business Environment</li> </ul>	12	<ul style="list-style-type: none"> <li>• <u>BUAD 811</u> Globalization and Business</li> <li>• <u>BUAD 841</u> Managing the Global Enterprise</li> <li>• <u>BUAD 878</u> Leadership in International Business Culture</li> <li>• <u>BUAD 840</u> Ethical Issues in the Business Environment</li> <li>• <u>BUAD 882</u> International Marketing Management</li> <li>• BUAD 8xx The Future of Globalization: Issues, Agents, Decisions &amp; You</li> </ul>	18
International Business Electives (choose two)	6	International Business Electives	0
<ul style="list-style-type: none"> <li>• <u>ECON 845</u> Development Economics</li> </ul>		Move to business and/or interdisciplinary elective list	
<ul style="list-style-type: none"> <li>• <u>BUAD 843</u> Special Topics in Global Business</li> </ul>		Move to business and/or interdisciplinary elective list	
<ul style="list-style-type: none"> <li>• <u>BUAD 620</u> International Sport Management and Marketing</li> </ul>		Move to business and/or interdisciplinary elective list	
<ul style="list-style-type: none"> <li>• <u>ACCT 883</u> International Accounting</li> </ul>		Move to business and/or interdisciplinary elective list	
<ul style="list-style-type: none"> <li>• <u>BUAD 882</u> International Marketing Management</li> </ul>		Move to core	
<ul style="list-style-type: none"> <li>• <u>ECON 841</u> International Trade and Development</li> </ul>		Move to business and/or interdisciplinary elective list	
<ul style="list-style-type: none"> <li>• <u>ECON 842</u> International Finance and Development</li> </ul>		Move to business and/or interdisciplinary elective list	
<ul style="list-style-type: none"> <li>• <u>FINC 853</u> International Financial Management</li> </ul>		Move to business and/or interdisciplinary elective list	
Other courses may serve as electives with prior approval of the Program Director			

Business and/or Interdisciplinary Electives (choose four)	12	Business and/or Interdisciplinary Electives (choose four)	12
• <u>ACCT 800</u> Financial Reporting and Analysis	3	• <u>ACCT 800</u> Financial Reporting and Analysis	3
• <u>BUAD 820</u> Data Analysis for Business	3	• <u>BUAD 820</u> Data Analysis for Business	3
• <u>BUAD 861</u> Ethical Leadership Development	3	• <u>BUAD 861</u> Ethical Leadership Development	3
• <u>BUAD 864</u> Internship	3	• <u>BUAD 864</u> Internship	3
• <u>BUAD 870</u> Leadership and Organizational Behavior	3	• <u>BUAD 870</u> Leadership and Organizational Behavior	3
• <u>BUAD 875</u> Strategic Human Resources	3	• <u>BUAD 875</u> Strategic Human Resources	3
• <u>BUAD 880</u> Marketing Management	3	• <u>BUAD 880</u> Marketing Management	3
• <u>BUAD 881</u> Marketing Research	3	• <u>BUAD 881</u> Marketing Research	3
• <u>BUAD 899</u> Business Consulting Project	3	• <u>BUAD 899</u> Business Consulting Project	3
• <u>CHEG 595</u> Intellectual Property	3	• <u>CHEG 595</u> Intellectual Property	3
• <u>COMM 610</u> Theories of Organizational Communication	3	• <u>COMM 610</u> Theories of Organizational Communication	3
• <u>ECON 503</u> Economic Policy for Business Analysis	3	• <u>ECON 503</u> Economic Policy for Business Analysis	3
• <u>ECON 801</u> Microeconomics	3	• <u>ECON 801</u> Microeconomics	3
• <u>ECON 802</u> Macroeconomics	3	• <u>ECON 802</u> Macroeconomics	3
• <u>ECON 803</u> Applied Econometrics I	3	• <u>ECON 803</u> Applied Econometrics I	3
• <u>ENTR 617</u> Design Thinking and Innovation	3	• <u>ENTR 617</u> Design Thinking and Innovation	3
• <u>ENTR 620</u> Social Entrepreneurship	3	• <u>ENTR 620</u> Social Entrepreneurship	3
• <u>ENTR 650</u> Business Accelerator for ENTR Ventures	3	• <u>ENTR 650</u> Business Accelerator for ENTR Ventures	3
• <u>ENTR 651</u> Special Topics in Entrepreneurship	3	• <u>ENTR 651</u> Special Topics in Entrepreneurship	3
• <u>ENTR 654</u> Introduction to Entrepreneurship	3	• <u>ENTR 654</u> Introduction to Entrepreneurship	3
• <u>ENTR 655</u> Start-Up Experience I	3	• <u>ENTR 655</u> Start-Up Experience I	3
• <u>ENTR 658</u> Application Development for New Technology	3	• <u>ENTR 658</u> Application Development for New Technology	3
• <u>ENTR 660</u> High Tech Entrepreneurship	3	• <u>ENTR 660</u> High Tech Entrepreneurship	3



• <u>FINC 850</u> Financial Management	3	• <u>FINC 850</u> Financial Management	3
• <u>HRIM 601</u> Advanced Hospitality and Tourism Product Management	3	• <u>HRIM 601</u> Advanced Hospitality and Tourism Product Management	3
• <u>POSC 802</u> Developing and Transitional Systems	3	• <u>POSC 802</u> Developing and Transitional Systems	3
• <u>POSC 804</u> Post-Industrial Systems	3	• <u>POSC 804</u> Post-Industrial Systems	3
• <u>POSC 840</u> International Political Economy	3	• <u>POSC 840</u> International Political Economy	3
• <u>POSC 842</u> International Organization	3	• <u>POSC 842</u> International Organization	3
• <u>POSC 845</u> Human Rights and Global Governance	3	• <u>POSC 845</u> Human Rights and Global Governance	3
• <u>STAT 608</u> Statistical Research Methods	3	• <u>STAT 608</u> Statistical Research Methods	3
• <u>STAT 674</u> Applied Database Management	3	• <u>STAT 674</u> Applied Database Management	3
• <u>STAT 675</u> Logistic Regression	3	• <u>STAT 675</u> Logistic Regression	3
		• <u>ECON 845</u> Development Economics	3
		• <u>BUAD 843</u> Special Topics in Global Business	3
		• <u>BUAD 620</u> International Sport Management and Marketing	3
		• <u>ACCT 883</u> International Accounting	3
		• <u>ECON 841</u> International Trade and Development	3
		• <u>ECON 842</u> International Finance and Development	3
		• <u>FINC 853</u> International Financial Management	3
• Other courses may serve as electives with prior approval of the Program Director		• Other courses may serve as electives with prior approval of the Program Director	

**ROUTING AND AUTHORIZATION:**

(Please do not remove supporting documentation.)

Department Chairperson [Signature] Date 11/1/16Dean of College [Signature] Date 12/1/16

(By signing above, the Dean confirms that their college policies and bylaws have been followed correctly during consideration of the request described in this form.)

The approval actions that were taken at the college level were (check all that apply) :

☒ college faculty vote; ☒ college curriculum approval ☐ college senate approvalChairperson, College Curriculum Committee [Signature] Date 11/6/16

Chairperson, Senate Com. on UG or GR Studies \_\_\_\_\_ Date \_\_\_\_\_

Chairperson, Senate Coordinating Com. \_\_\_\_\_ Date \_\_\_\_\_

Secretary, Faculty Senate \_\_\_\_\_ Date \_\_\_\_\_

Date of Senate Resolution \_\_\_\_\_ Date to be Effective \_\_\_\_\_

Registrar \_\_\_\_\_ Program Code \_\_\_\_\_ Date \_\_\_\_\_

Vice Provost for Academic Affairs &amp; International Programs \_\_\_\_\_ Date \_\_\_\_\_

Board of Trustee Notification \_\_\_\_\_ Date \_\_\_\_\_

Revised 4/14/2016 khs