Curriculum Proposals

Instructional Development Stipend
- GLOBAL IDS: Global Marketing Strategy, Management & Cultural Considerations

* = An asterisk indicates the information is required

Proposer: Kathleen Borbee
Proposal ID: 2015-ID4-Fall

Proposal ID

A.1 - Proposal

Status
Final Approval

Final Approval Date
06/25/2015

Effective Implementation Date

*Proposal ID
2015-ID4-Fall

Amount of Award
500.00

*Academic Year
2014 - 2015

Project Date
*Start
6-1-2015

*End
10-27-2015

A.2 - Proposer

*Name
Kathleen Borbee

*Extension
292-3268

*Department
Business Administration

*Division
Science/Health and Business

Co-Proposers

General Information

*B.1 - General Information

*Title
GLOBAL IDS: Global Marketing Strategy, Management & Cultural Considerations

*B.2 - Course Objectives (Project Summary)

(Please describe the significant objectives to be achieved in the course or project.)

The objective of this course is to enhance students' cultural sensitivity and awareness toward each other and toward strategic business decisions. It will give students a real life experience in working with colleagues

around the globe which is critical to businesses today. It will also help students learn to synthesize information that is gathered from others into information that they gather themselves.

The course will cover a six week period where cross-cultural student teams will each be given a specific area of advertising to research on a particular product. Individuals will share their findings with their team, and the teams will each create a joint visual to report team findings back to the class as a whole. Teams will then be asked to summarize the findings of all the teams in a final visual/report. In this way, students will interact not only with their own team, but with other teams in both classes.

A pre and post course survey will be given to try to assess any change/growth in students' cultural awareness after experiencing this process.

Background

*C.1 - Reason for Proposal: Institutional Context

Justify the need for the proposal or new program in terms of the students it will serve and the economic and/or educational needs of the area and of New York State. Describe how the level of need was established.

For Instructional Development Stipend proposals, indicate the product that will be generated (e.g. new course, new program, instructional materials) and the intended use(s) for that product. Also outline the intended use of the stipend if some or all of the funds are to be used for something other than compensation for the project participant(s).

*Targeted Population
Attract A New Student Population, Attract Currently Enrolled Students, Attract Traditional Students (17-24), Attract Adult Students (25 +)

*Reason
This stipend is compensation for a COIL course development project with a partner professor - Jose Francisco Andrade from UDEM (Universidad de Monterrey). For a first iteration, the COIL part of the course is being developed jointly and imbedded within the existing course from each faculty member. Files containing preliminary timetables and multi-cultural team assignments are attached.

Attached File(s):

📄 COIL Course Timetable.xlsx

📄 COIL Course Assignments.docx

*C.2 - Student Success

Explain how students will be served by this proposal.

This project will give students a real life experience in working with colleagues around the globe. In doing so, students will develop a greater awareness of and sensitivity toward cultural differences within a social and business setting, and will be able work more effectively in cross-cultural groups. This is critical to businesses today - many of which have global project teams tasked with producing a joint deliverable.

*C.3 - Learning Environments - Resources

Identify any New or Additional resources needed to implement this proposal.

None

C.4 - Additional Costs and Source of Funds

Please describe the additional costs and source of funds.

C.5 - Learning Environments - Facilities

Identify any facilities or equipment needed to implement this proposal.

Smart Classroom   Existing Labs

C.6 - Special Facilities/Equipment and Cost Estimates

Please describe the special facilities or equipment needed and estimate costs and source of funds.

For the class periods that will be connected internationally, I have requested the use of the technology room in the library. There will be use of existing resources, but no new or additional resources or costs are needed.

C.7 - Learning Environments - Workload

Explain any special workload considerations
Additional time to create specific assignment instructions will be needed, as well as time to coach students on using some new collaborative online tools such as VoiceThread, Popplet, Haiku Deck, etc.

Outcomes

D.1 - Project Outcomes

Describe up to 3 measures that will indicate successful completion of the project.

How many measures do you need?
2

	Course Learning Outcomes
1.	By the end of the course the student will be able to describe the strategic management decisions necessary (adaptations required, launch efforts, etc.) required to launch a global brand in multiple countries/cultures given the circumstances of within each of those countries/cultures. This will be evidenced by successful project completion.
2.	By the end of the course the student will be able to work within a group of different cultural classmates and will be able to identify how to take advantage of this synergy in order to give benefits to the brand. This will be evidenced by successful project completion.

Signatures

Curriculum Committee Action:

☐ Approved ☐ Disapproved ☐ Returned to Dept for Further Action

Chairperson, Curriculum Committee _____ Date_____

Faculty Senate Action (if required):

☐ Approved ☐ Disapproved ☐ Returned to Dept for Further Action

President, Faculty Senate _____ Date_____

Curriculum Dean Action:

☐ Approved ☐ Disapproved ☐ Returned to Dept for Further Action

Dean, Curriculum _____ Date_____

Vice President, Economic Development & Innovative Workforce Services (if required):

☐ Approved ☐ Disapproved ☐ Returned to Dept for Further Action

Vice President, EDIWS _____ Date_____

Provost / Vice President, Academic Services:

☐ Approved ☐ Disapproved ☐ Returned to Dept for Further Action

Vice President, Academic Services _____ Date_____