



Instructionally Related Activities Funds Request Spring 2015

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IRA Funds Request for UNIV392 - International Experience Germany

Instructionally Related Activities Funds Request Summary

Project Sponsor	Dax Jacobson
Activity Title	UNIV392 - International Experience Germany
Activity/Event Date	June 2015
Date Funding Needed By	February 2015
Previously Funded?	No
Semester/Year	—
Proposal #	—
Report submitted for previously Funded Activity?	—
Report submitted for previously Funded Activity	—
Additional Report #1	—
Additional Report #2	—
Additional Report #3	—
Additional Proposers	—
Academic Program(s) / Center Name(s)	Business
Estimated total Course Fee revenue	15843.30
Amount Requested from IRA	37376.70
Estimated Number of Students Participating	15
Conditions and Considerations	International Travel
Brief Activity Description	<p>A recent in-depth look at the current state of business education by Datar, Garvin, and Cullen (2010) suggests that a major challenge as well as failure of business education has been the inability to fully incorporate a global perspective into the business curriculum. These authors state that:</p> <p>“...business schools still have much work to do before they can claim to be equipping students with a global mind-set. There are challenges of both knowledge and action. Not only must students gain an understanding of the world’s many differing business and economic environments, but also they must develop a set of conceptual, behavioral, and interpersonal skills that will allow them to navigate their way successfully through these</p>

	<p>environments, enabling them to work effectively with unfamiliar, culturally diverse customers, colleagues, partners, and suppliers.”(pp. 85-86)</p> <p>A number of strategies exist with which to globalize business education, including but not limited to increasing the global content contained in functional courses, creation of integrative global management courses and sponsoring global field studies and projects. This course seeks to enhance students' global perspective through use of an intensive global field study in Germany.</p> <p>This summer course will focus on the analysis of business practices in the context of Germany and the European Union. Working with and drawing from CI's partnership with The Baden-Wuerttemberg Cooperative State University (DHBW) students will have the opportunity to learn from both American (that's me!) and German professors about the international dimension of business. In addition, we will combine our classroom lectures with several on-site company visits to explore the unique German model of business education that combines academic study with intensive workplace training.</p> <p>CSUCI's Smith School of Business has five Program Learning Goals – 1) Critical Thinking, 2) Oral Communication, 3) Written Communication, 4) Collaboration, 5) Conduct (Personal Ethics) and 6) Competencies in Discipline</p> <p>Students who successfully complete this course will be able to (which link to the school's Program Learning Goals):</p> <ul style="list-style-type: none"> • Students will present a professional presentation that demonstrates integration of theory, research, and detailed observations and analyses of Germany's business, educational, and cultural environment (1, 2) • Explain the differences in economic, social, political, and cultural variables between the United States and Germany (1, 2, 3) • Demonstrate an increased understanding and familiarity with German culture (1) • Distinguish between various trade policies and their economic impacts with a specific focus on the rapidly changing European Union business climate (1) • Develop communication & teamwork skills through case analysis & group projects (2, 4)
<p>Learning Outcomes and Relation to IRA to Course Offerings</p>	<p>IRA funds will be used for travel to Germany as the integral part of UNIV392 - International Experience Germany. Simply put, the IRA activity is the course. The course is planned for June 2015 with an 18 day trip to Germany (with pre- and post- trip sessions in the U.S.).</p> <p>Students who successfully complete this course will be able to:</p> <ul style="list-style-type: none"> • Students will present a professional presentation that demonstrates integration of theory, research, and detailed observations and analyses of Germany's business, educational, and cultural environment • Explain the differences in economic, social, political, and cultural variables between the United States and Germany • Demonstrate an increased understanding and familiarity with German culture • Distinguish between various trade policies and their economic impacts with a specific focus on the rapidly changing European Union business climate • Develop communication & teamwork skills through case analysis & group projects <p>The tentative timeline for the course is as follows:</p> <p>May 14 (at CI): Our trip to Germany – what to expect and what you need to do; overview of international business June 4: Arrive in Karlsruhe, Germany and meet & greet at Baden-Wuerttemberg Cooperative State University (DHBW) June 8-12: Lectures (from me and German faculty) and company visits (Siemens and L'Oreal, others TBD) June 13: Hiking in the Black Forest June 14: Trip to Munich June 15-19: Lectures (from me and German faculty) and company visits (companies TBD) June 16: Trip to Stuttgart June 19: Farewell reception June 20: Departure from Karlsruhe Late June (TBD): Final presentations at CSUCI</p>
<p>Description of Assessment Process</p>	<p>Assessment will be carried out in multiple ways. First, students will be assessed based on whether they were able to successfully meet course learning objectives. Those objectives, again, are:</p> <ul style="list-style-type: none"> • Students will present a professional presentation that demonstrates integration of theory, research, and detailed observations and analyses of Germany's business, educational, and cultural environment • Explain the differences in economic, social, political, and cultural variables between the United States and Germany • Demonstrate an increased understanding and familiarity with German culture • Distinguish between various trade policies and their economic impacts with a specific focus on the rapidly changing European Union business climate • Develop communication & teamwork skills through case analysis & group projects <p>The assessment tools used to measure whether learning objectives are met include: weekly individual reflection papers, individual and group exercises while in Germany, participation and professionalism while in Germany and a final individual presentation at the end of the trip at CSUCI.</p> <p>A second assessment will be based on whether CI continues to have a successful partnership with our partner university in Germany.</p>
<p>Activity Budget</p>	<p>UNIV392Germany2015IRABudget.xlsx</p>
<p>CIA Budget</p>	<p>UNIV392BudgetGermanySummer2015.xls</p>
<p>CIA Proposal</p>	<p>CIAA1FormUniversity392InternationalCourseProposalGermanySummer2015.doc</p>
<p>Course Syllabus</p>	<p>UNIV392GermanySummer2015.docx</p>
<p>CIA Certification</p>	<p>I certify that students attending this trip are not previous or repeat attendees of a prior International UNIV 392 Trip</p>
<p>Other Sources of Funding</p>	<p>Course fees will cover the remaining 1/3 of the activity not covered by IRA funding. That amount is \$15,843.30. Each student will pay a course fee of \$15,843.30/15 = \$1057 This is the only other source of funding.</p>

Target Audience/Student Marketing	<p>The course is designed for CI undergraduate students. Priority will be given to CI business majors or minors but other students will also have an opportunity if there is space available. An understanding of basic business and management principles is helpful but not required.</p> <p>Students will be recruited in multiple ways. I will advertise the course in my current classes and reach out to prior classes. I will also ask my colleagues to advertise the course in their own courses and recommend students to me. I will also work with the Center for International Affairs and Student Services to help with recruiting. Finally, the CI student business club president and business club members will also be involved in recruiting potential class members. I am a big advocate of the recommendation letter and have written some myself for some of my students who have participated in international courses in the past.</p>
Bring Benefit to Campus	<p>First, the hope is that this course will strengthen and broaden our relationship with Baden-Wuerttemberg Cooperative State University (DHBW) including exchange programs for CI and DHBW students.</p> <p>Second, I will encourage my students to be active in International Week and the Center for International Affairs as advocates for intensive international travel and exchanges.</p> <p>Finally, an intensive global field study will mean that the students involved bring new perspective and insights to campus as the students involved return to classes and activities at CI.</p>
Sustainability	<p>Sustainability can mean many things and while this international experience is not directly focused on sustainability I see a couple of ways it will promote it.</p> <p>First, Germany (and the majority of Europe) is much more focused on building sustainability into business practices than most U.S. companies. Learning about sustainability from German companies and faculty will help the students involved become more mindful of what is possible and to adopt a mindset of sustainability.</p> <p>Second, and in a more abstract way, international trips and exchanges make CI sustainable as a university in our increasingly connected and global community.</p>
Program Chair/Director	john-andrew.morris
Academic Affairs AVP	william.cordeiro
Acknowledgement	I acknowledge that I have reviewed and accepted the Conditions and Considerations herein. Please check off boxes as appropriate.

Program Chair/Director Approval

Approval	I approve the IRA Funds Request described on this page
Name	J. Andrew Morris
Date/Time	9/30/2014 9:19:16 AM
Validation	myCI-signin-WW-1355

Academic Affairs AVP Approval

Approval	I approve the IRA Funds Request described on this page
Name	William Cordeiro
Date/Time	9/30/2014 9:32:03 AM
Validation	myCI-signin-YK-7482