

Re-designing a Major: Management (MGMT) to Global Business Leadership (GBUS)

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Background

We, the faculty of the MGMT/GBUS Department, underwent Program Review during 2009 and 2010. As a result of that process, we fundamentally changed the major and minor. We additionally changed the name of the major/minor and the department from Management to Global Business Leadership.

The new major and minor are focused on two major goals: make sure that each major and minor is grounded in key concepts and skills in business, and ensure that each major and minor has a global awareness and understanding of operating in a global business environment.

The New Curriculum

A hallmark of the new curriculum is the Sophomore Experience. Sophomores take 16 credits of classes in a cohort group that provide a solid grounding in qualitative and quantitative subjects and that also require students to demonstrate effective communication and group skills.

The topics in the Sophomore Experience (required of all majors and minors):

GBUS 210: Strategic Environment of Business, Intercultural

Management, Creativity and Innovation in Organizations

GBUS 220: The World of Business Leadership, Ethics in

Global Business Leadership, Global Management Principles

GBUS 230: Introduction to Business Statistics, Business

Communication, Research Methods

GBUS 240: Finance, Using Excel, Data Analysis

A required course of all majors and minors:

GBUS 300: Global Enterprise

All majors must additionally take:

- Three of four core courses: GBUS 311 (Human Resources), GBUS 321 (Marketing), GBUS 341 (Operations & Supply Chain), GBUS 361 (Law & Business)
- 4 credits of GBUS electives
- 4 credits of Internship or student leadership experience
- GBUS 381 (Advanced Global Strategy)

Learning Goals and Assessment Plan

As a part of the Program Review process, we committed to five major learning goals and a multi-year plan to assess student learning against these goals. The learning goals for majors/minors are as follows:

GBUS Learning Goals:

1. Effective global leadership skills
 - 1.1 Effective communication
 - 1.2 Effective collaboration
 - 1.3 Critical thinking
2. Integrative depth of knowledge
3. Ethical problem-solving
 - 3.1 Recognize ethical issues
 - 3.2 Apply ethical frameworks
4. Recognize opportunities for innovation, create response
5. Demonstrate global mindset

The multi-year plan for assessment:

2012 – 2013 Goals 1,5: GBUS 2XX

2013 – 2014 Goals 1, 3, 4: GBUS 300

2014 – 2015 Goals 1, 2, 5: GBUS 381

2015 – 2016 Goals 1, 2, 3, 4, 5: GBUS 2XX, 381

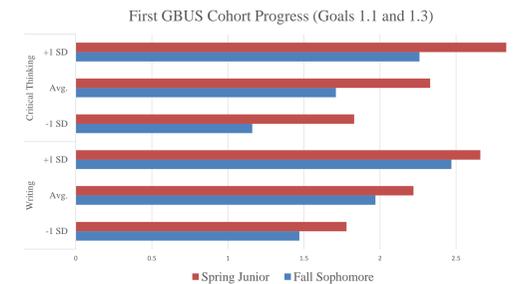
2016 – 2017 Goals 3, 4: GBUS 300, all core (this is our self-study year for the next program review)

Assessment Results

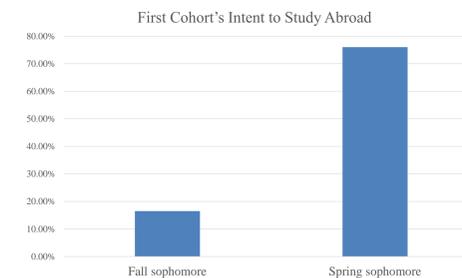
The first cohort of the new major were sophomores in the 2012 – 2013 academic year and are graduating this year. We captured assessment data during their sophomore and junior years, and will capture data during the spring semester of their senior year (Spring 2015).

The faculty members of the department wrote a detailed rubric for each of the learning goals. The rubric defined what attainment of that goal would be described as at three different levels of mastery: novice, intermediate, and mastery (1 to 3). It is hoped that students progress from lower to higher levels of mastery as they progress through the program.

The rubric was used to assess writing and critical thinking skills (Goals 1.1 and 1.3) in the fall of sophomore and spring of junior years, and progress was noted at all levels (average, above average, and below average).



The global mindset of students was imperative in the design of the new major. One measure of global mindset was the intention of students to study abroad during their time at CSB/SJU. We saw a major increase in our majors'/minors' intent to study abroad in the first cohort. We asked students in the fall and spring of their sophomore year to indicate their intent. The rise in intent was dramatic.



In addition to the change in numbers, there was a shift in the types of study abroad programs being considered. While the London, Greco/Roman, and Australian programs remained popular with our students, an increasing number were considering more “challenging” programs such as Chile, India, and China.

Global Internships

GBUS majors have participated in or will be participating in internships globally:

- China
- London
- India
- Bosnia/Herzegovina
- Chile

Global Courses

In addition to courses that our students may take for credit at our global study-abroad partner institutions, CSB/SJU students may take GBUS elective classes in:

- Doing Business in Asia
- Doing Business in Europe
- Doing Business in Latin America (2015)
- Doing Business in Africa (2016)

Globally-Experienced Faculty

The GBUS faculty at CSB/SJU have very rich global experience.

- Prof. Jean Didier – Studied in Europe, led a London study-abroad program
- Dr. Bob Gazich – Traveled to Bosnia/Herzegovina, oversaw summer internships there
- Prof. John Hasselberg – Extensive experience in Nordic countries and China, teaches Doing Business in Europe
- Prof. Wendy Klepetar – Multiple trips to India, teaches Doing Business in Asia
- Dr. Lisa Lindgren – Business experience in Europe and Australia, Latin America focus, will teach Doing Business in Latin America
- Dr. Paul Marsnik – Extensive experience in China
- Dr. Sanford Moskowitz – Extensive business and academic experience in Europe and China
- Prof. Kingshuk Mukherjee – Native of India, very extensive business experience in Europe, Asia, and Africa
- Prof. Margrette Newhouse – International banking background, traveled to India
- Dr. Deborah Pembleton – Extensive international business experience, expertise in Asia
- Prof. Steve Schwarz – International business experience
- Dr. Tony Yan – Native of China, extensive international academic work