6-9-2006

Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, June 9, 2006 – Bachelor of Science/Bachelor of Arts in International Business

Utah State University

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AGENDA

MEETING OF THE
UTAH STATE BOARD OF REGENTS

June 9, 2006

Utah State Board of Regents
Office of the Commissioner of Higher Education
Board of Regents Building, The Gateway
60 South 400 West
Salt Lake City, Utah 84101-1284
Memorandum

May 31, 2006

TO: State Board of Regents

FROM: Richard E. Kendell

SUBJECT: Utah State University - Bachelor of Science/Bachelor of Arts Degree in International Business, Effective Fall Semester 2006– Action Item

Issue

Officials at Utah State University request approval to offer a Bachelor of Science/Bachelor of Arts Degree in International Business, effective Fall Semester 2006.

Background

The proposed degree in international business will enable students to develop not only a sound foundation of business knowledge, but also an awareness of the broader social science and cultural context within which business is practiced internationally. Students that graduate from the program will have both a rich academic experience and language/practical/cultural experience that will prepare them to serve as leaders in the international community, whether in the private or public sectors.

The proposed degree program will be offered under the guidelines for existing Bachelors degree programs in the College of Business. These require that students complete 34-37 credits of University General Education requirements and 36 credits of business degree requirements.

Program specific coursework will be completed during the student's junior and senior years on completion of the business degree requirements. In addition to coursework requirements, students will be required to demonstrate competence in a second language, and complete an international experience, the latter through either work experience or a study abroad experience.
Policy Issues

The institutional Board of Trustees approved this proposal on November 4, 2005. The Program and Review Committee approved the Letter of Intent on March 3, 2006. No questions or concerns were raised by other USHE institutions.

Commissioner's Recommendation

The Commissioner recommends that the Regents approve the Request to Offer a Bachelor of Science/Bachelor of Arts in International Business at Utah State University, effective Fall 2006.

Richard E. Kendell, Commissioner

REK/GW
Attachment
Academic, Applied Technology and Student Success Committee

Action Item

Request to Offer a Bachelor of Science/Bachelor of Arts in International Business, effective Fall 2006.

Utah State University

Prepared for
Richard E. Kendell
By
Gary Wixom

May 31, 2006
SECTION I: The Request

Utah State University requests approval to offer a Bachelor of Science/Bachelor of Arts degree in International Business effective Fall Semester 2006. The proposed degree will be housed in the Department of Business Administration. This program was approved by the Utah State University Board of Trustees on November 4, 2005. The Program Review Committee approved the Letter Of Intent on March 3, 2006.

SECTION II: Program Description

The proposed degree program will be offered under the guidelines for existing bachelors degree programs in the College of Business. These programs require that students complete 34-37 credits of University General Education requirements and 36 credits of business degree requirements. To fulfill program specific requirements, students will complete the following coursework requirements:

- fifteen credits of required business coursework in areas pertinent to the practice of international business (Appendix 1)
- six credits (2 courses) of coursework, from one of five supporting areas, to develop an understanding of broader historical, political, and/or economic contexts of business in an international context.
- three credits (one course) of elective coursework with an international dimension.

Program specific coursework will be completed during the student's junior and senior years on completion of the business degree requirements. In addition to coursework requirements, students will be required to demonstrate competence in a second language, and complete an international experience, the latter through either work experience or a study abroad experience.

Purpose of Degree

The program of study will enable students to develop not only a sound foundation of business knowledge, but also an awareness of the broader social science and cultural context within which business is practiced internationally. Moreover, it will graduate students with both rich academic experience and language/practical/cultural experience that will prepare them to serve as leaders in the international domain, whether in the private or public sectors.

Institutional Readiness

The proposed program will be housed within the Business Administration (BA) Department in the College of Business. The BA Department offers undergraduate programs in the core areas of business (Finance, Marketing, Operations) as well as a program in general business (Business Administration). The proposed program will round out program offerings in core business areas and is consistent with the department and college's commitment to promoting the international dimension of College of Business activities and programs. The department has made a commitment to supporting the program within its existing budget. The College of Business is committed to expanding its international agenda and views the proposed program as integral to this agenda. As such, the College is committed to
providing the necessary support for the program. International initiatives are central to the College’s
development efforts. It is expected that not only will the proposed program not impose additional
financial burdens, but by providing a cornerstone of the College’s international agenda, it will provide
the foundation to leverage development opportunities from constituents of the College and University
with a commitment to international engagement. It should be noted that international engagement and
positioning USU as a leader in international education, is one of four themes laid out by Utah State
University President Stan Albrecht, in ‘Transformation: A Celebration of Utah State University’, in which
he outlines his strategic agenda for the institution.

All courses contained within the program of study are already taught on a regular basis at Utah State
University. The courses will take advantage of existing expertise and faculty resources (Appendix 2).
Existing course offerings can absorb the anticipated numbers of additional students. As such, no
additional resources will be needed to support program instruction.

As the proposed program will be offered under the guidelines for existing Bachelors degree programs
in the College of Business, it will be consistent with programmatic requirements for accreditation by
AACSB International, the external accreditation body for Colleges of Business to which the college
subscribes. Given the existing enrolment management protocols within the college, the proposed
program is anticipated to result in a re-distribution of students within college majors rather than
increasing student numbers. As such, implementation of the proposed program will not place additional
burden on the advising infrastructure.

Faculty

All courses required in the proposed program of study are taught on a regular basis at Utah State
University. These courses take advantage of existing expertise and faculty resources (Appendix 2).
The existing course offerings can absorb the anticipated numbers of additional students. As such, no
additional faculty resources will be needed to support program instruction. Courses were selected
based not only on the academic integrity of the curriculum, but also on the ability of departments to
support the courses from existing resources. The realities of current financial constraints were
paramount in designing the program. However, the program has been developed with the close
support of departments elsewhere within the College of Business and the College of Humanities, Arts,
and Social Science. The result has been to ensure that not only can supporting departments provide
the required course coverage but doing so will cause no additional burden on existing courses or
faculty.

Staff

No additional staff will be required to support the program. The program will be supported using
existing staff resources within the Business Administration department.

Library and Information Resources

No new demands will be placed on library or technology resources. The proposed program uses
existing courses, which are supported by existing library and technology resources. The current
collection available in the Library will support the proposed program. No additional resources will be needed.

**Admission Requirements**

The proposed program will be offered under the guidelines for existing BA/BS degree programs in the College of Business. It will thus be consistent with programmatic requirements for accreditation by AACSB International, the external accreditation body for Colleges of Business to which the college subscribes. Students will be subject to the same admission requirements as for existing programs, as stipulated in the University General Catalog.

**Student Advisement**

Academic advising will be carried out through the existing College advising center in consultation with the College's Director of International Programs and other related departments and offices already in place on campus. As noted above, the proposed program is anticipated to result in a re-distribution of students within college majors rather than increasing student numbers. As such, it will not place additional burden on the existing advising infrastructure.

**Justification for Number of Credits**

As noted in the program description, the number of credits required by the proposed program is consistent with that of existing BA/BS degrees in the College of Business, and meets the requirements of Regents policy. It is also consistent with requirements for the accreditation of business degree programs as established by AACSB International.

**External Review and Accreditation**

As noted above, the proposed program will be offered under the guidelines for existing BA/BS degree programs in the College of Business. As such, it will be consistent with programmatic requirements for accreditation by AACSB International.
Projected Enrollment

Five-year enrolment projections are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>FTE enrollments*</th>
<th>Student/Faculty FTE#</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>30</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>30</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>30</td>
<td>28</td>
</tr>
<tr>
<td>5</td>
<td>30</td>
<td>28</td>
</tr>
</tbody>
</table>

* Based on enrolment patterns for the BA/BS degree program in Business Administration offered by the Business Administration department. This is a pertinent benchmark since the program also has a broad, inter-disciplinary curriculum.

# Based on College student/faculty ratio. The proposed program will result in re-distribution of students within college majors and individual courses rather than net growth in college enrolments.

Expansion of Existing Program

The proposed program is a new program that takes advantage of existing courses and faculty within the School of Business.

SECTION III: Need

Program Need

Many students attending undergraduate programs in business in the state of Utah have international experience. The Business Administration Department proposes offering a Bachelor of Science/Bachelor of Arts degree in International Business that will provide students the opportunity to leverage synergies between their international experience and interest in business.

Labor Market Demand

The business world is becoming increasingly global in nature. U.S. companies have a significant presence overseas, both from a sales and a production perspective. For example

- In 2003, exports by U.S. companies totaled over $700 billion\(^1\), a figure expected to rise to $1,840 billion by the year 2012.
- U.S. direct foreign investment overseas in 2003 amounted to almost $152 billion\(^2\).
- Total employment of U.S. non bank multinational companies and their foreign affiliates in 2002 was over 32 million people\(^2\).

The U.S. is also a key venue for both sales and production activity of foreign firms. For example

- In 2003, imports to the U.S. totaled over $1,250 billion\(^1\), a figure expected to rise to $2,600 billion by the year 2012.
- Overseas direct foreign investment in the U.S. totaled almost $30 billion in 2003\(^2\).

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\(^1\) U.S. Department of Commerce  
\(^2\) Bureau of Economic Analysis
• In 2002, 5 million people worked for U.S. affiliates of majority foreign owned non bank companies. This amounted to almost 5% of U.S. private industry employment.

Another indication of the extent of U.S. involvement in international business activity is that the U.S. Chamber of Commerce, which has responsibility for furthering the interests of U.S. firms, has offices in 82 countries worldwide. Firms involved in international business activity rely upon the skills and expertise of individuals with not only a business background and/or training, but a desire to work in the international arena. In addition to business organizations, there are also large numbers of not for profit organizations, governmental and non-governmental organizations, trade and economic development agencies, and other organizations, who similarly rely on individuals with both a business and global orientation.

A diverse set of professional opportunities is available to individuals with training in international business. For example, opportunities exist in international banking, global purchasing, international logistics, international sales and marketing, economic and trade analysis, financial planning, import/export management, and political risk management to name a few. A degree in International Business will provide students with career aspirations in international business, trade, government, and not for profit work with the business background and cultural experience that will prepare them for careers in a global community. Moreover, it offers students pursuing degrees in traditional business disciplines such as finance and marketing with the opportunity to develop a secondary area expertise that will serve them should professional opportunities require them to serve away from their home country. Overseas assignments are in fact a significant element in career development for many in both the corporate and government sectors.

**Student Demand**

A survey of 657 declared business majors or undeclared majors currently taking required 1000, 2000, and 3000 level business courses yielded the following information on interest in the proposed major:

- 47% of students surveyed would give serious consideration to selecting International Business as their major if the proposed program were available. Of those that would not, 28% would have given it serious consideration had the program been available earlier in their academic career
- 65% of the students surveyed have interest in working overseas or for an organization with significant international interests
- 42% of the students surveyed have spent at least 3 months living in another country
- 66% of the students surveyed have language skills in a language other than English

It should be noted that of the 222 non business majors to take the survey, 30% indicated that they would give serious consideration to International Business as a major if the proposed program were available, and of those that would not, 19% would have given it serious consideration had the proposed program been available earlier in their academic careers. Both the Business Administration Department and the Career and Educational Opportunities Center that serves as the advising center for College of Business students, routinely receive enquiries from students about academic opportunities that would leverage their overseas and language experience. While other business degree programs at USU

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3 U.S. Chamber of Commerce
provide students with programs of study in particular areas of business or a more general business education, none is designed to focus explicitly on business in an international environment, to leverage language and cultural experience and expertise, and to promote a broader economic, political, or historical view of the world. While the college offers an undergraduate minor in International Business, it is limited in its ability to provide students with the depth and richness the proposed program will offer, and that students seek.

**Similar Programs**

Currently, no institution in the state of Utah that grants four-year degrees offers an undergraduate degree in International Business (Appendix 3). The most comprehensive ‘formal’ programs offered at this time are a ‘Specialization’ offered in the business degree program at Utah Valley State College, and the minor at Utah State University. The business program at the University of Utah enables a student to develop a program of study, via elective classes, that is rich in international business content, but does not offer a major or minor in International Business. Utah State University does offer a major and minor in International Studies. While a student selecting the ‘World Economy and Development’ area option within the major can take as many as six business classes included in the curriculum for the proposed program, the major does not provide the breadth and depth of business knowledge offered by the proposed program (Appendix 4). Moreover, pre-requisite courses can limit the choice of business courses actually selected by students electing this area option. The minor in International Studies enables students to take at most three classes included in the proposed program.

**Collaboration with and Impact on Other USHE Institutions**

Utah State University does not anticipate any impact on programs at other USHE institutions.

**Benefits**

Many students attending undergraduate programs in the state of Utah have international experience and/or language skills because of volunteer service. Moreover, large numbers of these students enter programs in business. The proposed program will provide students the opportunity to leverage synergies between their international experience and interest in business, and facilitate the development of a workforce equipped to provide leadership in a global economy.

**Consistency with Institutional Mission**

The mission of Utah State University is to be “one of the nation's premier student-centered land-grant and space-grant universities by fostering the principle that academics come first, by cultivating diversity of thought and culture, and by serving the public through learning, discovery, and engagement.” As a land-grant university, it has delivered on the mission to provide education in “commerce,” and its College of Business is the oldest west of the Mississippi. Additionally, it has a notable record in international arenas, particularly in research and outreach. The proposed program will support the mission of the university by developing students’ ability to contribute in a global economy. As the state and nation become ever more connected to the broader international community, Utah’s college students will, in increasing numbers, not only have the opportunity but be called upon to both work in
and lead enterprises, both for profit and not for profit, with international interests. The proposed program will prepare students so that they have the business, cultural, and geo-political awareness to enable them to do so effectively. This will allow them to contribute to the economic development and growth of the state. At a time in which awareness of and sensitivity to the role of organizations in a culturally diverse world is at a premium, the proposed program will also help prepare graduates to be ambassadors for the institution and the state in the international business community.

**SECTION IV: Program and Student Assessment**

As part of stringent assessment requirements for accreditation by AACSB International, all College of Business programs are subject to comprehensive assessment. This includes but is not limited to:

- All required business courses have learning goals and objectives that were established in conjunction with the College’s Advancement Board. Both graduating seniors and employers are asked to evaluate the extent to which these goals and objectives have been met by students.
- The College participates in the Major Field Test in Business developed by Education Testing Services. A random sample of graduating seniors takes this test each spring, enabling the College to benchmark student business knowledge with that of institutions nationwide.
- The College conducts a comprehensive graduating senior survey that seeks input on the strengths and weaknesses of each program as well areas for improvement.

As part of and in addition to this effort, the Business Administration department conducts several assessment activities of its programs. This includes but is not limited to:

- Each program has well defined learning objectives, and competencies expected of graduates. Each competency is cross-referenced against each class to denote whether it represents a primary or secondary focus of the course. Graduating seniors are asked to evaluate the extent to which these competencies have been fulfilled.
- Graduating seniors are asked to identify their career aspirations and to assess the extent to which their program has prepared them to help achieve their career objectives.
- Graduating seniors are asked to assess overall satisfaction with their program, the degree to which coursework within their program challenged them, access to faculty as well as instructional quality and faculty interest in students, and quality of advising.

Both the College and department are in the process of further expanding assessment activities. The proposed program will be subject to all existing and new assessment activities. In addition, the department is committed to working with the university assessment office to develop assessment protocols that specific to the program.
SECTION V: Finance

Budget

The proposed program will be fully supported from existing financial resources and will not require any additional funds. The program has been developed with the close support of departments elsewhere within the College of Business and the College of Humanities, Arts, and Social Science. Both the Business Administration department and supporting departments have ascertained that they can provide the necessary course and faculty support from within existing budgets. This was a key principle in the development of the program. If the college is successful in acquiring additional resources, from either state funding or external development, additional funds may be applied to the program as dictated by the long-term strategic goals of the college and the interests of ongoing program enhancement and development.

Impact on Existing Budgets

The proposed program will utilize existing resources. While the program may result in a re-distribution of students in degree programs within the College of Business, it will not increase total enrolments because of enrolment management protocols already in place. These were implemented consistent with requirements imposed by the external accreditation process and current funding levels. The re-distribution is projected to help some undersubscribed programs and reduce pressure on over subscribed programs.

Appendix 1: Program of Study

The proposed degree program will be offered under the guidelines for existing Bachelors degree programs in the College of Business. Students will thus be subject to existing degree requirements in Business. In addition to University General Education Requirements and business degree requirements, students will take fifteen credits of required business coursework in areas pertinent to the practice of international business:

- BA 4300 – International Finance
- BA 4590 – Global Marketing Strategy
- BA 4790 – Operations and Supply Chain Strategy
- ECON 5150 – Comparative Economic Systems
- MHR 3820 – International Management

In addition, students will take six credits of coursework from one of five supporting areas:

- Eastern Europe
- ECON 5120 – Economics of Russia and Eastern Europe

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4 One requirement of all Bachelors degrees in business is that students complete either MHR 4880, Business Strategy in an Entrepreneurial Context, or MHR 4890, Business Strategy in a Global Context. Students in the proposed degree program will be required to take MHR 4890.

5 Supporting areas were established in cooperation with the departments of History and Political Science in the College of Humanities, Arts, and Social Science.

6 In the event a course required for a supporting area is not offered or available, it may be substituted with an approved alternative class.
or HIST 3280 – East Central Europe since 1520
or HIST 3310 – Balkans since 1389
or HIST 3330 – The Soviet Union and its Heirs
POLS 3220 - Russian and Eastern European Government and Politics

**Western Europe**
HIST 3240 – Modern Europe
POLS 3210 – Western European Government and Politics
or POLS 4210 - European Union Politics

**Latin America**
HIST 3630 - History of Modern Latin America
POLS 3270 – Latin American Government and Politics

**Asia**
HIST 3460 – Comparative Asian History
POLS 4260 – Southeast Asian Government and Politics
or POLS 3250 – Chinese Government and Politics

**International Trade**
ECON 5400 - International and Development Economics
POLS 4480 – International Trade Policy
and one elective\(^7\) selected from

- BIS 4550 – Principles of International Business Communication
- CHIN 3100 – Readings in Contemporary Chinese Culture
- FREN 3550 – French Civilization
- FREN 3570 – France Today
- GERM 3300 – Contemporary German Speaking Cultures
- GERM 3550 – Cultural History of German Speaking Peoples
- HIST 3410 – The Modern Middle East
- HIST 3510 – Africa and the World
- JAPN 3100 – Readings in Contemporary Japanese Culture
- POLS 3100 – Global Issues
- RUSS 3300 – Contemporary Russian Language and Culture
- RUSS 3540 – Russian Translation for Science, Business, and Culture
- SPAN 3550 – Spanish Culture and Civilization
- SPAN 3570 – Latin American Culture and Civilization
  Any class from one of the supporting areas not already taken

In addition to coursework requirements, students will be required to demonstrate competence in a second language, and complete an international experience. Competence in a second language can be demonstrated by either

- Successful completion of a minor or major in a second language, or
- Passing sixteen semester credits of a second language at an accredited school, or
- Passing a language challenge competency exam and successful completion of the next higher class, or

\(^{7}\) Non business electives were established in cooperation with the departments of History, Languages, Philosophy and Speech Communication, and Political Science in the College of Humanities, Arts, and Social Science.
• Successful completion of the BYU Language Test (minimum of sixteen credits), or
• Sixteen credits from the Intensive English Language Institute or a TOEFL score of 500

The international experience can be fulfilled by meeting one of the following requirements:

Demonstration of international work experience or completion of an internship. The work experience/internship is either to be completed overseas or to provide substantial and approved international experience. It is to be of no less than 9 weeks in duration.

OR

Completion of a minimum of one semester studying at an approved overseas institute of higher education or participate in an approved overseas study tour.
Appendix 2
Core College of Business Program Faculty

Ronda R. Callister, Associate Professor of Management and Human Resources, Ph.D. University of Missouri, 1996
Drew Dahl, Professor of Finance, Ph.D. University of Tennessee, 1987
Dwight L. Israelsen, Professor of Economics, Ph.D. Massachusetts Institute of Technology, 1973
Vijay R. Kannan, Professor of Operations Management, Ph.D. Michigan State University, 1993
Edwin Stafford, Associate Professor Marketing, Ph.D. Arizona State University, 1994
Appendix 3  
International Business Programs at Four Year Colleges and Universities in Utah

<table>
<thead>
<tr>
<th>University</th>
<th>Major</th>
<th>Minor</th>
<th>Other</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utah State University</td>
<td>No</td>
<td>Yes</td>
<td></td>
<td>All business degree students take a course in International Economics. Minor requires 12 credits of business coursework plus either significant 2nd language competency or 6 credits of regional studies coursework. All business degree students required to take five elective courses in business which can include international finance, international marketing, international management, and international law, and two ‘international’ electives, one of which must be in business.</td>
</tr>
<tr>
<td>University of Utah</td>
<td>No</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brigham Young University</td>
<td>No</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weber State University</td>
<td>No</td>
<td>No</td>
<td>Certificate of Competency in Int'l Business</td>
<td>All business degree students required to take one ‘international’ elective. Certificate requires 12 credits of approved coursework.</td>
</tr>
<tr>
<td>Utah Valley State College Southern Utah University</td>
<td>No</td>
<td>No</td>
<td>Specialization</td>
<td>Specialization requires 12 credits of required coursework plus 15 credits of approved electives</td>
</tr>
</tbody>
</table>
# Appendix 4

## Inclusion of Required (Major and Business Core) Coursework in International Studies Major

<table>
<thead>
<tr>
<th>Required Business Courses in International Business Curriculum</th>
<th>Inclusion in International Studies Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1500: Introduction to Economic Institutions, History, and Principles</td>
<td>One of ECON 1500, ECON 3400(^1) required, ECON 5150 available within World Economy and Development area option</td>
</tr>
<tr>
<td>ECON 2010: Introduction to Microeconomics</td>
<td></td>
</tr>
<tr>
<td>ECON 3400: International Economics for Business</td>
<td></td>
</tr>
<tr>
<td>ECON 5150: Comparative Economic Systems</td>
<td></td>
</tr>
<tr>
<td>ACCT 2010: Survey of Accounting I</td>
<td></td>
</tr>
<tr>
<td>ACCT 2020: Survey of Accounting II</td>
<td></td>
</tr>
<tr>
<td>BA 3400: Corporate Finance</td>
<td>available within World Economy and Development area option</td>
</tr>
<tr>
<td>BA 3500: Fundamentals of Marketing</td>
<td></td>
</tr>
<tr>
<td>BA 3700: Operations Management</td>
<td></td>
</tr>
<tr>
<td>BA 4300: International Finance</td>
<td>available within World Economy and Development area option(^2)</td>
</tr>
<tr>
<td>BA 4590: Global Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>BA 4790: Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>BIS 2450: Spreadsheets and Databases for Business</td>
<td></td>
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<tr>
<td>BIS 2550: Business Communication</td>
<td></td>
</tr>
<tr>
<td>BUS 3250: Discussions with Business Leaders</td>
<td></td>
</tr>
<tr>
<td>MHR 2990: Legal and Ethical Environment of Business</td>
<td></td>
</tr>
<tr>
<td>MHR 3110: Managing Organizations and People</td>
<td>available within World Economy and Development area option</td>
</tr>
<tr>
<td>MHR 3820: International Management</td>
<td>available within World Economy and Development area option(^3)</td>
</tr>
<tr>
<td>MHR 4890: Business Strategy in a Global Context</td>
<td></td>
</tr>
</tbody>
</table>

\(^1\) ECON 2010 pre-requisite  
\(^2\) BA 4540 (Marketing Institutions), BA 4550 (Promotion Management) pre-requisites  
\(^3\) BA 3400, BA 3500, BA 370, MHR 3110 pre-requisites