

# Program Change Request

APPROVED BY SENATE  
04/24/2023

EP.23.070\_FINAL  
Approved by EP 04/10/2023

Date Submitted: 03/24/23 1:36 pm

## Viewing: **5985 : Global Challenges in Business - Floating (online)**

Last approved: 04/12/21 3:46 pm

Last edit: 04/11/23 11:26 am

Changes proposed by: Lorena Nicholas

### Global Challenges in Business Concentration

Catalog Pages  
Using this  
Program

Proposal Type:

### In Workflow

1. **U Program Review**
2. **1230 Head**
3. **KM Committee Chair**
4. **KM Dean**
5. **University Librarian**
6. **Grad\_College**
7. **COTE Programs**
8. **Provost**
9. **Senate EPC**
10. Senate
11. U Senate Conf
12. Board of Trustees
13. IBHE
14. HLC
15. DOE
16. DMI

### Approval Path

1. 03/27/23 3:51 pm  
Emily Stuby  
(eastuby):  
Approved for U  
Program Review
2. 03/27/23 4:03 pm  
Carlos Torelli  
(ctorelli):  
Approved for 1230  
Head
3. 03/28/23 10:38  
am  
Susan Curtis  
(smcurtis):  
Approved for KM  
Committee Chair
4. 03/28/23 10:44  
am  
Brooke Elliott  
(wbe): Approved  
for KM Dean

5. 03/28/23 12:58 pm  
Chris Prom  
(prom): Approved for University Librarian
6. 03/31/23 8:50 am  
Allison McKinney  
(agrindly): Approved for Grad\_College
7. 04/04/23 10:56 am  
Brenda Clevenger  
(bmclvngr): Approved for COTE Programs
8. 04/10/23 8:02 am  
Brooke Newell  
(bsnewell): Approved for Provost

## History

1. Apr 12, 2021 by Whitney Smith (wsmith42)
2. Apr 12, 2021 by Kathy Martensen (kmartens)

Concentration (ex. Dietetics)

This proposal is  
for a:  
Revision

## Administration Details

Official Program Name	Global Challenges in Business - Floating (online)
Diploma Title	
Sponsor College	Gies College of Business
Sponsor Department	MBA Administration
Sponsor Name	<a href="#">Nerissa Brown, Associate Dean, Gies Graduate Programs</a> <del>Brooke</del>

~~Elliott, Associate Dean, EY Distinguished Professor in Accounting~~

Sponsor Email [nerissab@illinois.edu](mailto:nerissab@illinois.edu) ~~wbe@illinois.edu~~

College Contact [Amanda Brantner](#) ~~Mark Peecher~~

College Contact  
Email

[amandab@illinois.edu](mailto:amandab@illinois.edu)

~~peecher@illinois.edu~~

College Budget Officer [Gina Oleynichak](#)

Officer

College Budget Officer Email [goleynic@uillinois.edu](mailto:goleynic@uillinois.edu)

Officer Email

List the role for rollbacks (which role will edit the proposal on questions from EPC, e.g., Dept Head or Initiator) and/or any additional stakeholders. Purpose: List here who will do the editing work if proposal needs rolled back. And any other stakeholders.

Does this program have inter-departmental administration?

No

## Proposal Title

Effective Catalog Term Fall 2023

Proposal Title (either Establish/Revise/Eliminate the Degree Name in Program Name in the College of XXXX, i.e., Establish the Bachelor of Science in Entomology in the College of Liberals Art and Sciences, include the Graduate College for Grad Programs)

Revise the concentration in Global Challenges in the Gies College of Business and the Graduate College

Does this proposal have any related proposals that will also be revised during the next 6 weeks? Consider Majors, Minors, Concentrations & Joint Programs in your department. Please know that this information is used administratively to move related proposals through workflow efficiently. Example: If you are revising the BS proposal and one related concentration within the next 6 weeks, "This BS proposal (key 567) is related to the Concentration A proposal (key 145)."

This Graduate Concentration revision (key 975) is related to MBA Program revision (key 596).

## Program Justification

Provide a brief description of what changes are being made to the program.

The course requirements on the Global Challenges in Business, Concentration (online) are being revised to replace MBA 546 with MBA 549.

Did the program content change 25% or more in relation to the total credit hours, since the 2020-2021 catalog. (<http://catalog.illinois.edu/archivedacademiccatalogs/2020-2021/>)

Yes

Why are these changes necessary?

MBA 549: Multiculturalism in Management and the Marketplace covers a critical aspect of the global business landscape covering how businesses can navigate the challenges of increasing multiculturalism in consumer markets and organizational teams. The content of this course offers learners a set of outcomes and knowledge that position them to be effective in a global business environment.

Additionally, MBA 546: Global Business Horizons is likely to be unavailable due to faculty resources moving forward.

## Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects outside of the sponsoring department impacted by the creation/revision of this program?

No

## Program Regulation and Assessment

### Plan to Assess and Improve Student Learning

*Illinois Administrative Code: 1050.30(b)(1)(D) Provision is made for guidance and counseling of students, evaluations of student performance, continuous monitoring of progress of students toward their degree objectives and appropriate academic record keeping.*

List the program's student learning outcomes. Each outcome should identify what students are expected to know and/or be able to do upon completing this program.

- (1) understand ~~Understand~~ how businesses function and pursue opportunities in the global marketplace
- (2) understand cultural frameworks for making marketing and management ~~Consider ethical~~ decisions across cultural boundaries
- (3) develop marketing plans for penetrating foreign markets of consumers with different cultures
- (4) Understand how to manage ~~run~~ a ~~responsible business in the~~ global organization
- (5) develop marketing strategies that resonate with ethnic segments (e.g., Hispanics)
- (6) understand the benefits and marketplace ~~(3) Understand the role of business in addressing global~~ challenges of managing multicultural teams in organizations, such as poverty and the environment ~~(4) Understand how business can pursue opportunities and confront challenges in the complex global marketplace~~

Describe how, when, and where these learning outcomes will be assessed.

Describe here:

Identify faculty expectations for students' achievement of each of the stated student learning outcomes. What score, rating, or level of expertise will signify that students have met each outcome? Provide rating rubrics as necessary.

Explain the process that will be implemented to ensure that assessment results are used to improve student learning.

Program

Description and

Requirements

Attach Documents

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

## Program of Study

*Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PublicAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.*

Revised programs [Global challenges conc and CERT side by side V2xlsx.xlsx](#)

Attach a revised Sample Sequence (for undergraduate program) or college-level forms.

### Catalog Page Text - Overview Tab

Description of program for the catalog page. This is not official content, it is used to help build the new catalog page for the program. Can be edited in the catalog by the college or department.

(Draft) The Global Challenges in Business Concentration is designed to develop leaders who (1) understand how businesses function in the global marketplace, (2) consider ethical decisions to run a responsible business in the global marketplace, (3) understand the role of business in addressing global challenges such as poverty and the environment, (4) understand how business can pursue opportunities and confront challenges in the complex global marketplace. This concentration will not only provide a strong foundational knowledge of global business challenges, but also provide students multiple opportunities to apply this knowledge via experiential learning opportunities.

Exceptions to the required courses will not be permitted.

Statement for

Programs of

Study Catalog

Course List

Code

Title

Hours

Code	Title	Hours
<del>MBA 546</del>	<del>Global Business Horizons</del>	<del>4</del>
MBA 547	Global Marketing	4
MBA 548	Global Strategy	4
MBA 549	Multiculturalism in Management and the Marketplace	4
Total Hours		12

## Program Relationships

Corresponding

Program(s):

Corresponding Program(s)
Business Administration, MBA - Online (iMBA)
Accountancy, MS (on campus & online)
Management, MS (on-campus & online)

## Program Features

Academic Level      Graduate

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Additional concentration notes (e.g., estimated enrollment, advising plans, etc.)

## Delivery Method

This program is available:

Online Only - The entire program is delivered online, students are not required to come to campus.

Describe the use of this delivery method:

Courses are delivered fully online through Compass2G (Blackboard) and Coursera. Each course has two structural components. One component is the self-directed, asynchronous part of the course, which is designed to help students develop foundational knowledge. That material is delivered via pre-recorded videos, complementary readings, and quizzes.

The second component is the high engagement part of the course. It is an expansion of the foundational materials and involves weekly live sessions in a virtual classroom led by Gies Business faculty. Other high-engagement content will come in the form of readings, in-depth exercises and assignments, and case studies.

## Enrollment

Describe how this revision or phase down/elimination will impact enrollment and degrees awarded. If this is an elimination/phase down proposal include the plans for the students left in the program.

The proposed changes will not impact enrollment.

## Budget

Are there budgetary implications for this revision? No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available? No

Additional Budget Information

Attach File(s)

## Financial Resources

How does the unit intend to financially support this proposal?

Current academic and administrative staff in Gies College of Business Online Programs office have the capacity to serve as advisors, maintain records, and process student registration in the concentration and related coursework.

Current instructional staff in the Gies College of Business will offer and instruct the courses. Should demand for this concentration exceed expectations, new faculty may be recruited to teach some of the courses, and these faculty will have appointments in the Department of Business Administration. Funding for these additional faculty will come from Department and College resources currently available for existing faculty lines.

Will the unit need to seek campus or other external resources? No

Attach letters of support

Is this program requesting self-supporting status? No

## Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

Current faculty will be adequate to provide instruction.

## Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Library collections, resources and services are sufficient to support this program.

## EP Documentation

EP Control Number            EP.23.070

Attach  
Rollback/Approval  
Notices

This proposal            No  
requires HLC  
inquiry

## DMI Documentation

Attach Final  
Approval Notices

Banner/Codebook    Global Challenges in Business  
Name

Program Code:        5985

Minor Code	Conc Code	5985	Degree Code	Major Code
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Senate Approval  
Date

Senate  
Conference  
Approval Date

BOT Approval  
Date

IBHE Approval  
Date

HLC Approval  
Date



DOE Approval  
Date

Effective Date:

Attached  
Document  
Justification for  
this request

Program Reviewer **Brooke Newell (bsnewell) (03/22/23 1:09 pm):** Rollback: Email sent to Lorena  
Comments **Allison McKinney (agrindly) (03/31/23 8:49 am):** Administratively approved.

Key: 975

Global Challenges in Business CERT/Concentra		
CURRENT		
Code	Title	Hours
MBA 546	Global Business Horizons	4
MBA 547	Global Marketing	4
MBA 548	Global Strategy	4
<b>Total Hours</b>		<b>12</b>

Global Challenges in Business CERT/Concentration		
PROPOSED		
Code	Title	Hours
MBA 547	Global Marketing	4
MBA 548	Global Strategy	4
MBA 549	Multiculturalism in Management and the Marketplace	4
<b>Total Hours</b>		<b>12</b>

 Course removed  
 Course added