

UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

COLLEGE (check one):	Arts and Sciences	Business <input checked="" type="checkbox"/>	Education
Proposal Submitted By: Lance Gentry	Date Prepared: November 18, 2015		
Course Title:	Business Administration Seminar Abroad		
Department/discipline and course number*:	BUAD 472		

*This course number must be approved by the Office of the Registrar before the proposal is submitted.

Number of credits proposed:	3	Prerequisites:	Permission of the instructor and permission of the Associate Dean for Faculty.		
Will this be a new, repeatable "special topics" course? (Do you want students to be able to take this new course more than once if the topic changes?)			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">NO</td> <td style="width: 50%; text-align: center;">YES <input checked="" type="checkbox"/></td> </tr> </table>	NO	YES <input checked="" type="checkbox"/>
NO	YES <input checked="" type="checkbox"/>				

Date of first offering of this new course: SEMESTER, year	Fall 2016
Proposed frequency of offering of the course:	Several times a year
List the faculty who will likely teach the course:	Any COB faculty
Are ANY new resources required?	NO <input checked="" type="checkbox"/> YES <input type="checkbox"/> <i>Document in attached impact statement</i>

This new course will be (check all that apply):			
Required in the major	<input checked="" type="checkbox"/>	General Elective	
Elective in the major	<input checked="" type="checkbox"/>	General Education**	

**AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.

Catalog Description:
 Special topics of interest to staff and students pertaining to how business is conducted in one or more countries outside the United States are explored in depth in individual seminars. **In order to receive credit for this class, students must also travel to the country as part of a class trip with the instructor.**

COURSE HISTORY			
Was this course taught previously as a topics or experimental course?	YES	<input checked="" type="checkbox"/>	NO
Course Number and Title of Previous Course	Semester Offered	Enrollment	
BUAD 471A7 Business Communications in Mumbai	Spring 2014	7	
BUAD 471C3 Business in Chile	Spring 2016	15	
BUAD 471Z2 Cultural Leadership in Tanzania	Spring 2013	8	
CHECK HERE if the proposed course is to be equated with the earlier topics or experimental offerings. This means that students who took the earlier "topics" course will only be able to take the new course if they made a C- grade or lower in the earlier course.			
NOTE: If the proposed course has not been previously offered as a topics or experimental course, explain in the attached rationale statement why the course should be adopted even though it has not been tried out.			

REQUIRED ATTACHMENTS:

1. **Rationale Statement** (Why is this course needed? What purposes will it serve?)
2. **Impact Statement** (Provide details about the Library, space, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc. as needed.)
3. **Sample Syllabus**

Department Chair Ken Machande Date: November 18, 2015

College Curriculum Chair Lance Gentry Date: November 18, 2015

UCC Chair Approval: Patricia Reynolds Date: 12/07/2015

Rationale Statement

It would be helpful to the College of Business to be able to clearly differentiate between normal seminars – which will still use the BUAD 471 classification – and seminars that require a trip abroad – which will now use the BUAD 472 classification. The impetus for this change is to have the ability to clearly require students of our new International Business major to take at least one of these classes. However, this will also be helpful for better communicating our offerings and expectations to students.

It will be a required class for our International Business majors (this or MKTG 472, students must take at least one of them). It will be an elective course for our Accounting, Business Administration, and Marketing majors.

Impact Statement

There are no new resources required for this course. The College of Business has been conducting these types of seminars on a regular basis under BUAD 471. This change should not impact the number of classes offered.

Notes for Reviewers

As with the 471 seminar, there is no standard syllabus for this class. Each instructor will customize the seminar in accordance with the specific objectives of the seminar and the country to be visited.

UNIVERSITY OF MARY WASHINGTON
COLLEGE OF BUSINESS
Course Syllabus

Course Title:		
BUAD 471A7	Business Communication in Mumbai	3 credits

Instructor:	
Smita Jain Oxford	

Contact Information:	
soxford@umw.edu	

Office Hours:	
MW 3pm to 5:30pm and by appointment	

Course Description and Learning Outcomes:
<p>Students travel to India for 10 days over Spring Break for an intensive look at business culture and communication. The course gives students the opportunity to witness India's economic development firsthand and understand its status in the new global economy. The students prepare for their trip to India with readings, cultural immersion, and web-based exploration of India, especially Mumbai and Delhi. The course explores the expanding role of new communication technologies in India.</p> <p>Students will visit companies that they have studied through case study and the Internet and explore the rich business and cultural traditions of India. They will meet with local managers and executives to learn about the effect of culture on business communication and management.</p>
<p>This course will expose Mary Washington students to global business perspectives by offering them an opportunity to study abroad. The purposes of the course are:</p> <ul style="list-style-type: none">• to make students more aware of other cultures' beliefs and practices• to teach students the importance of global business• to adapt oral and written communication for global audiences• to understand the criticality of diversity in world markets• to develop students' ability to be more flexible and open to change

Required Reading:
Mehta, Suketu. <i>The Maximum City</i> . 2004 Boo, Katherine. <i>Behind the Beautiful Forevers</i> . 2012. Rushdie, Salman. <i>Midnight's Children</i> . 2006.

Course Schedule:	
Pre-Travel	Read <i>The Maximum City</i> and <i>Behind the Beautiful Forevers</i> . Write comments in blog/journal. Watch <i>Slumdog Millionaire</i> , <i>American Desi</i> . Comment in blog/journal.
In-Country	Participate in all required activities, to include: five company visits, various cultural excursions, and social networking activities. Write comments in blog/journal.
Post-Travel	Read <i>Midnight's Children</i> . Watch <i>The Three Idiots</i> , <i>Monsoon Wedding</i> , and <i>Outsourced</i> . Comment in blog/journal. Write a 15-to-20-page paper on 3-5 course readings, movies, and trip.
Course Requirements and Grading	
Pre-Travel Activities	20%
In-Country Activities	40%
Post-Travel Activities	20%
Final Paper	20%
Total	100%

Additional Information:
<ul style="list-style-type: none"> • If there is any information to disseminate between scheduled class meetings, it will be done via email and/or Canvas. • Both students and the instructor will adhere to the University of Mary Washington's policies regarding the Honor Code. • In case of inclement weather, please call the University's Information Hotline at 540-654-2424 for information related to UMW (e.g. closings, delayed openings, class cancellations). • The Office of Disability Resources has been designated by the University of Mary Washington as the primary office to guide, counsel, and assist students with disabilities. If you receive services through that office and require accommodations for this class, please make an appointment with me as soon as possible to discuss your approved accommodations. Any information you share with me will remain in the strictest confidence, unless you direct me to do otherwise.

Suggestions for Course Readings:

India Inc. Wakes up to Social Media. (cover story). By: Mitra, Kushan; Shamni Pande, Rahul; Sachitanand, Suman Layak; Kumar, Sharma E.; Butalia, Anamika; Balasubramanyam, K. R. Business Today. 7/12/2009, Vol. 18 Issue 14, p44-54. 8p. 6 Color Photographs. Abstract: The article discusses the evolution and importance of social media in advertising and marketing of businesses and their products in India. It notes that business enterprises in the country are utilizing the Facebook, Twitter, LinkedIn, among other interactive social media to advance, advertise, and find business partners. It cites circumstances in which social media are used and have contributed to the success, such in hiring, reaching out to customers and meeting with professionals.

Driven by Values. (cover story). By: Madhavan, N. Business Today. 3/7/2010, Vol. 19 Issue 5, p94-100. 3p. 2 Color Photographs. Abstract: The article provides information on the factors that contribute to the success of the TVS Group, a family-owned business enterprise in India. The factors include communication, operational freedom, and values. It mentions that the company adopted informal and formal means of communication to talk about group strategy and share ideas and developments. Moreover, the firm practiced the value system including integrity, social responsibility, and quality to operate well in the industry.

Doing Business in India: Opportunities and Challenges. By: Ray, Gautam. Journal of Marketing Development & Competitiveness. 2011, Vol. 5 Issue 4, p77-95. 19p
Abstract: The paper describes the challenges as well as the emerging opportunities of doing business in India. It finds high correlation between compound annual growth rates of India's major States in 1999-2006 period and poverty decline rates in these States during the four decades, 1960-2000. The analysis suggests that poverty decline is a robust explanatory factor of India's economic growth in recent years. The paper argues that India's poverty decline trend is sustainable as it is founded upon the enfranchisement of the poor in democratic India and the pro-poor vote winning strategy cutting across all major political parties. In view of the consequent increase in the size of the BOP market, targeting BOP market is a winning business strategy in India.

STAPLES - PANTALOON RETAIL LIMITED TIE-UP: GOING FOR GROWTH IN INDIA'S MODERN RETAIL MARKET. By: Koza, Karen; Whipple, Vaida; Rabinowitz, Nolan. Annual Advances in Business Cases. 2009, Vol. 29, p167-203. 37p. 2 Diagrams, 14 Charts, 3 Graphs, 1 Map. Abstract: Although Staples, the world's largest office products company and number-one in sales and profits in the United States, was into its second year of operations in India, the large number of challenges of doing business in India placed its value proposition of 'ease and convenience' at risk. Staples created its success in the U.S. office supplies & services market by revolutionizing the industry's business model and successfully implementing its model of 'one-stop-shop' through innovative practices that enabled it to sell its products / services based on 'ease' and 'convenience'. Its innovative business model that made it easy for customers to buy the products they needed had fueled Staples highly successful expansion around the world.

Indian family firms confront the challenges of growth. By: Rivers, Wayne. Family Business. Summer2010, Vol. 21 Issue 3, p14-18. 3p. 1 Color Photograph. Abstract: The article provides information about family business issues proliferating in India, compared to those experienced in the U.S. Struggles that are both faced by family businesses in the U.S. and in India include intergenerational management succession, establishment of healthy communication and conflict resolution systems, and clarification of roles and responsibilities through accountability systems. One of the difference observed was the Indian families' deference to the senior generation's wishes and extreme reverence to them.

Using Films to Learn about the Nature of Cross-Cultural Stereotypes in Intercultural Business Communication Courses. By: Cardon, Peter W.. Business Communication Quarterly, June 2010, Vol. 73 Issue 2, p150-165, 16p Abstract: The use of the film Slumdog Millionaire in teaching concepts related to stereotypes, including the stereotyping of one's own culture, how films and popular culture influence and perpetuate stereotypes, how projected cognitive similarity and the out-group homogeneity effect can influence stereotypes, and how members of target cultures would like to be perceived, on intercultural business-communication courses is discussed.

"Why Don't We Try To Be India's Most Respected Company?". Harvard Business Review. Nov2011, Vol. 89 Issue 11, p80-86. 6p. 2 Color Photographs. Abstract: He may not appear to be one, but Murthy is quite the contrarian. At a time when few Indians felt they could become entrepreneurs, he founded Infosys with just \$1,000. When no one believed that India could compete in the high tech arena, he dared to develop software services for export. In an era when hardly anyone in India conducted business ethically, he set out to create a values-based corporation. Over his 30-year tenure, Murthy has largely succeeded. He helped create a \$6 billion technology firm with over 134,000 employees, pioneered an innovative way of delivering software services globally, and strove to make Infosys the epitome of a "good" company.

Grabbing Eyeballs. By: Chattopadhyay, Dhiman. Business Today. 6/27/2010, Vol. 19 Issue 13, p42-43. 2p. 1 Color Photograph. Abstract: The article profiles Ad Magnet, a digital media and advertising company in India. According to Internet traffic tracker comScore, Ad Magnet is the fourth-largest doing business in India after Google, Yahoo and Tribal Fusion. It also mentions the offered services of Ad Magnet wherein they emphasize that they have their own technology in to depend in advertising. Moreover, it also provides an overview of the company's revenue and manpower.

Genpact's CEO on Building an Industry In India from Scratch. By: Bhasin, Pramod. Harvard Business Review. Jun2011, Vol. 89 Issue 6, p45-48. 4p. 1 Color Photograph, 1 Black and White Photograph, 1 Graph. Abstract: Bhasin was the head of GE Capital in India when, in the late 1990s, he had a vision for the future of a small division that was providing back-office services such as processing car loans and credit card transactions for the local market. GE Capital was the first foreignowned financial services company that had been allowed into India. Considered an experiment by the government, it was hypervulnerable to changes in policy and philosophy. Bhasin wanted to find a safe and sustainable means of growth. The eager, ambitious talent pool he could see all around him, both inside the company and across the country, gave him an idea: Why not take advantage of that resource to offer support services to GE Capital all over the world? The people he turned to for advice were uniformly discouraging. How, they asked, could he build a facility on the scale he would need, hire huge numbers of people and train them to Six Sigma standards on products they knew nothing about, and gain access to telecommunications and infrastructure at a level then unheard of in India? Undaunted, Bhasin pressed on, and today Genpact, which was spun off from GE Capital in 2005, directly employs 43,000 people and serves 400 other companies in 13 countries. INSET: A Parallel Success in Genpact's Supply Chain.

Cross-Cultural Business Communication Practices - India versus the United States. By: Garg, Ramesh C. Amity Global Business Review. 2010, Vol. 5 Issue 1, p53-59. 7p. 1 Chart. Abstract: India has become an important trading partner of the United States - both in trade and investments. This partnership has gained momentum yet there has been a political backlash in the United States on the issue of losing jobs to India. Much work needs to be done to bridge the gap between these two great economies of the world. Communication is the key to making progress. This paper highlights the nuances of cross cultural communication practices between India and the United States.

The Bangalore Express--Lufthansa's Flight 455 to India is a networker's dream. (cover story). By: Srivastava, Mehul. Bloomberg Businessweek. 3/12/2012, Issue 4270, p60-62. 3p. 2 Color Photographs. Abstract: The article focuses on the business networking that happens on airline Lufthansa flight LH 754 from Silicon Valley, California to Bangalore, India with a stop in Frankfurt, Germany to change planes. It mentions consultant Tony Stuart who uses the flight to introduce himself to 19 potential clients during the 22 hour flight. Managing director Navin Chugh at background-checking company First Advantage comments on picking up a client he had never met previously during the flight. Lufthansa talks about how the flight has sold out since its maiden voyage in 2001 despite efforts from competitors including Cathay Pacific Airways and Singapore Airlines.

India's Biggest Marketing Opportunity Is No Picnic. By: Narayan, Adi. Bloomberg Businessweek. 3/11/2013, Issue 4320, p18-21. 4p. 3 Color Photographs, 2 Black and White Photographs, 1 Chart. Abstract: The article discusses the business marketing opportunities at the Hindu festival Maha Kumbh Mela on the Ganges River in Allahabad, India in 2013.

Mr. Free Market Goes to India. Bloomberg Businessweek. 3/25/2013, Issue 4322, p11-12. 2p. 1 Black and White Photograph. Abstract: The article focuses on Raghuram Rajan, economist and chief economic adviser to the Ministry of Finance in India. Topics include his prediction of the global financial crisis before it occurred, the criticism of his book "Fault Lines," and why he believes bureaucracy has prevented free market capitalism in India.

India's Reform Gains Credibility. By: Einhorn, Bruce; Balwani, Shikhar. Bloomberg Businessweek. 11/12/2012, Issue 4304, p42-43. 2p. 1 Color Photograph. Abstract: The article discusses economic conditions and fiscal policy in India as of November 2012, with a focus on reforms in September 2012 by Indian Prime Minister Manmohan Singh to reduce restrictions on foreign companies' operations in Indian industries. Topics include investor attitudes toward economic growth in India; international business enterprises operating in India; and the effects of partisanship in India's political system.

In India, a Facebook and Free-Speech Debate. By: Narayan, Adi. Bloomberg Businessweek. 12/17/2012, Issue 4309, p12-13. 2p. 1 Color Photograph. Abstract: The article discusses free speech and the internet in India, focusing on the arrest of Shaheen Dhada and a friend for posting comments about the political leader Bal Thackeray on the social networking website Facebook on November 18, 2012. Topics include India's Information Technology Act, commonly known as 66A, and a petition submitted to India's Supreme Court concerning the arrests.

India's Poor Starve as Politicians Steal Their Food. By: Srivastava, Mehul; MacAskill, Andrew. Bloomberg Businessweek. 9/10/2012, Issue 4295, p17-18. 2p. 1 Color Photograph. Abstract: The article discusses living conditions for the poor in India as of September 2012, with a focus on the country's inadequate food supply due to food scams and political corruption in the populous state of Uttar Pradesh. Topics include the levels of malnourishment for those living below the poverty line; investigations by India's Central Bureau of Investigation (CBI) of local governments involved in the food scam; and high food prices which India's poor cannot afford.

Can a Harvard MBA Fix India's Economy? By: Einhorn, Bruce; Mehrotra, Kartikay. Bloomberg Businessweek. 9/3/2012, Issue 4294, p15-17. 2p. Abstract: The article focuses on India's new finance minister Palaniappan Chidambaram and his plans to enact economic reforms and restart economic growth in India in 2012. It states he was commerce minister in the 1990s and finance minister from 2004-2008 but became home minister after the 2008 terrorist attacks in Mumbai. It comments he called on banks to reduce the average lending rate of 10 percent and is trying to reduce the deficit. It mentions his plans to review a retroactive tax on capital gains.

Course Calendar: Any changes to the course calendar will be announced in class and/or via email.

<i>Week 1</i> (January 15)	Introduction & syllabus review
<i>Week 2</i> (January 22)	<i>Slumdog Millionaire</i> & discussion
<i>Week 3</i> (January 29)	<i>American Desi</i> & discussion.
<i>Week 4</i> (February 5)	Group #1 Presentation – <i>Behind the Beautiful Forevers</i>
<i>Week 5</i> (February 12)	Pre-departure Orientation with Kate Jordan
<i>Week 6</i> (February 19)	Group # 2 Presentation – <i>The Maximum City</i>
<i>Week 7</i> (February 26)	Pre-Travel Blog/Journal due Final preparations for trip
<i>Week 8</i> (March 5)	In India for Spring Break
<i>Week 9</i> (March 12)	Post-Travel Activities
<i>Week 10</i> (March 19)	<i>Monsoon Wedding</i> & discussion
<i>Week 11</i> (March 26)	<i>Three Idiots</i> & discussion
<i>Week 12</i> (April 2)	Group #3 Presentation – <i>Midnight's Children</i>
<i>Week 13</i> (April 9)	<i>Outsourced</i> & discussion
<i>Week 14</i> (April 16)	Post-Travel Blog/Journal
<i>Week 15</i> (April 23)	Post-Travel Blog/Journal due
<i>Week 16</i> (April 30, 7p - 9:30p)	Final Paper due

Week 12
(April 2) Group #3 Presentation – *Midnight's Children*

Week 13
(April 9) *Outsourced, American Desi* & discussion

Week 14
(April 16) Post-Travel Blog/Journal

Week 15
(April 23) **Post-Travel Blog/Journal due**

Week 16
(April 30, 7p - 9:30p) **Final Paper due**