



Raymond A. Mason  
School of Business  
WILLIAM & MARY

# Global Business Minor Student Reference Guide

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# Minor – Global Business

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## Introduction

A minor in Global Business (GBM) will be offered starting in the summer of 2017. The minor study-abroad experience will be structured so that W&M students can meet the requirements for a minor in Global Business when they:

- Complete BUAD 203 Principles of Accounting comprising 3 credit hours, prior to the summer experience (or after the summer experience only by exception);
- Complete the 12-week GBM program comprising 15 credit hours delivered via:
  - One week of curriculum on campus;
  - Four weeks of curriculum delivered via online learning; and
  - Seven weeks of curriculum delivered in the host country, University College Dublin.

## Meeting Student Needs at William & Mary

The program will be a global addition to the current menu of opportunities offered by the Raymond A. Mason School of Business. The program provides the following benefits to the student community:

- **Business Acumen** - Students who are interested in adding business acumen to their liberal arts major in order to diversify their practical knowledge and skills.
- **Time-Constraints** - Students who have undergraduate majors that limit the opportunity to take additional coursework during the fall and spring semesters, but who would have time over the summer to complete this program which will add a valuable dimension to their educational experience and transcript.
- **Opportunity to Minor in Business** - This program will give students an opportunity to gain a business minor (global) outside of the regular undergraduate business admissions process. This minor will only be available to students who have a major outside of the Mason School. The GBM is not a pathway to a business major or another business minor as it will only be available to students who have a major outside of the business school.
- **Globalization** - Students who want to achieve a COLL 300/Cross-Cultural Experience. This minor will contribute to the College's increasing emphasis on globalization and cross-cultural/global experiences. The international portion of the GBM program will be run through the Reves Center Global Education Office (GEO) which should ensure that it will count as fulfilling students' COLL300 requirement:

*"COLL 300 connects you with people, places, and ideas that lift you out of your familiar surroundings and deepen the way you see yourself in the world. It asks you to use your knowledge, your emerging expertise in framing questions, and your communication skills to engage the world in a self-reflective, cross-cultural way."*<sup>1</sup>

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<sup>1</sup> <http://www.wm.edu/as/undergraduate/curriculum/coll/300/> emphasis added.

## Curriculum

The curriculum for the minor will include 18 credits of coursework, 15 credits of which will be earned during the summer experience. To earn the minor designation, it is preferred that BUAD 203 (Principles of Accounting) be completed prior to the start of the summer program. With prior approval, students may be granted special permission to take BUAD 203 in a subsequent semester in order to convey the designation on the student's transcript. This minor consists of four new courses along with two existing courses in accounting and business immersion:

Course	Credits
BUAD 203* Principles of Accounting ( <b>ACCT</b> )	3
BUAD 310 Marketing in an International Environment ( <b>MKT</b> )	3
BUAD 320 Finance in an International Environment ( <b>FIN</b> )	3
BUAD 411 Management in an International Environment ( <b>MGT</b> )	3
BUAD 493 Special Topics ( <b>ST</b> ) – Customer Insights	3
BUAD 413 Global Business Immersion ( <b>GBI</b> )	3
<b>Total for Global Minor</b>	<b>18</b>

*\*It is preferred that BUAD 203 be completed prior to the summer experience.  
BUAD 203 is not included in the cost of the summer program*

## Course Descriptions in Summer Program

### BUAD 310 Marketing in an International Environment

This course covers the fundamental principles and practices of marketing in today's global economy. Students consider the international similarities and differences in marketing functions related to the economic, cultural, political, and technological factors of the environment. Topics will reflect the breadth of marketing activities – from insight generation, through innovation of products and service, and integrated communications - in a designated global region.

### BUAD 320 Finance in an International Environment

This course introduces non-business students to corporate financial concepts and decision making in an international context. Students will gain an appreciation of the role of financial markets and institutions in our economy, as well as understand the responsibilities, concerns, and methods of analysis employed by corporate financial managers. Students will learn about the sources of funding for corporations and how managers increase the value of the firm by allocating financial resources. In this course, we will pay particular attention to how global differences in institutions, laws and regulations, and culture impact these financial decisions. Analysis of governance quality, taxation, capital market development, and political risk will focus on a designated global region

### **BUAD 411 Management in an International Environment**

This course focuses on key management topics in the global context at the organizational and international levels. Students will become familiar with relevant models and frameworks regarding strategy, innovation, leadership, teams, culture, group and individual dynamics, ethics, etc. They will apply their learning to the global context and be able to contrast the challenges of leading and managing an organization in their home country, versus in the global or individual national environments.

### **BUAD 493 Special Topics (Customer Insights for Innovation)**

This course addresses emerging issues or specialized content related to a selected global region. “Customer Insights for Innovation” will be taught using the Design Thinking framework and methods, thus introducing students to this important and versatile problem solving methodology (and providing a link to concepts, tools, hiring companies etc. beyond the single course experience). This course will be an immersive and experiential introduction to customer insights research, including fieldwork using a variety of qualitative research methods.

### **BUAD 413 Global Business Immersion**

This course encompasses an on-site immersion experience in a designated global region. During the on-site portion of the course particular emphasis will be placed on maximizing the immersion experience with a variety of activities such as: visiting businesses and governmental agencies, meetings and seminars with academic organizations, fieldwork to study the local culture, study tours to important cultural sites, and other opportunities for experiential learning.

## **Structure**

The program’s structure is designed to maximize flexibility for students. Students will begin their program with a short orientation in late April after they have been accepted and submitted their deposits. The orientation will set the framework and expectations for the program. In the third week of May (5/15/17) students will begin their online coursework. This coursework will introduce them to the content of each course and assign pertinent reading assignments to prepare students for their residency week at W&M. In the fourth week of May (5/22/17), students will return to campus and meet in-person with their faculty members. For the next three weeks (5/29/17 – 6/16/17), the students will complete coursework online for each course. In mid-June, the students will arrive at University College Dublin for the international portion of the program. There will be an orientation at the host institution over the weekend and they will begin their coursework the following Monday.

Students will spend seven weeks at their host institution (University College Dublin). During the work-week, they will attend classes, with two-weeks each devoted to Marketing, Special Topic, Finance and one week for Management which will be anchored at the end of the program. The order of the Finance, Marketing and Special Topic courses is flexible based on faculty schedules. In the example listed below,

FIN precedes MKT, but it could be reversed. The Global Business Immersion course will be facilitated by the host institution and will span the entire seven weeks of the program with excursions and weekend trips. Regardless of the staggered start date of each course at the host institution, the courses will all have the same beginning and end of term dates. A culminating reflective assignment will be assigned to each student which will cover all courses taught during the program. Faculty members will assign final grades at the end of Week 12 after review of the culminating assignment.

## Dates of Program

Week	Dates	Location	Purpose
	Late April	WM	Orientation Meeting (Introductions and Overview of Program)
Week 1	May 15- May 19	Online	Reading Assignments
Week 2	May 22 - 26	WM	Mini-classes: *order may change (Monday - Finance, Tuesday - Customer Insights, Weds - Marketing, Thursday & Friday - Management)
Week 3	May 29 - June 4	Online	Coursework
Week 4	June 5 - June 11	Online	Coursework
Week 5	June 12 - June 18	Online	Coursework
	June 15th	UCD	Students arrive in Dublin (Registration and Welcome Dinner)
	June 16- June 18	UCD	Orientation at University College Dublin (UCD)
Week 6	June 19 - June 23	UCD	Marketing (coursework M-F)
	June 24 - June 25	UCD	Weekend - Explore Dublin
Week 7	June 26 - June 29	UCD	Marketing (coursework continues M-Thur)
			Tentative weekend excursion (1 of 2)
	June 30 - July 2	UCD	
Week 8	July 3 - July 7	UCD	Special Topics - "Customer Insights" - (coursework M-F)
	July 8 - July 9	UCD	Weekend
Week 9	July 10 - July 13	UCD	Special Topics (coursework continues M-Thur)
	July 14 - July 16	UCD	Weekend
Week 10	July 17 - July 21	UCD	Finance (coursework M-F)
			Tentative weekend excursion (2 of 2)
	July 22 - July 23	UCD	
Week 11	July 24 - July 27	UCD	Management (coursework Mon-Thur)
	July 28 - July 30	UCD	Weekend
Week 12	July 31 - Aug 4	UCD	Management (coursework, with program concluding on 8/4)
	August 5th	Travel	Students check-out and leave UCD

Please note that, with the exception of the MGT course that is anchored in Week 12, the other courses (MKT, ST, FIN) may be rotated based on faculty availability.

## Program Fee

The program fee for the Global Business Minor Program is **\$18,200** exclusive of books and travel to/from Ireland. The program fee includes the following:

- Delivery of 15 credits of business coursework over the summer in global business immersion, marketing, special topics, finance and management.
- Housing on campus and breakfast and lunch while on campus during residency week at William & Mary
- Housing at the University College Dublin, local transportation (bus card) and a meal plan (for breakfast/lunch) and local phone service during the international portion of program.
- Insurance (provided by CISI).
- Weekend Excursions (Northern and Western Ireland), most meals and overnight lodging while on excursions
- Corporate visits and special events in Dublin
- Upon completion of summer program and BUAD 203, a designation of business minor will be placed on student's transcript.

This is limited financial aid for summer study. If you plan on using grants, loans or scholarships, you will need to print and return the consortium agreement found in your study abroad application for your specific program. The Global Education Office will then send this to the Financial Aid Office for their review. Here is the link to the Reves Center with more information:

[www.wm.edu/offices/revescenter/studyabroad/students/financialmatters/index.php](http://www.wm.edu/offices/revescenter/studyabroad/students/financialmatters/index.php)

## Application Process and Requirements

The deadline to apply to the Global Business Minor is **March 13<sup>th</sup>, 2017** (\$75 application fee). Decision notifications will be made by **March 14<sup>th</sup>, 2017** and the first payment agreement and deposit of \$500 will be due on **March 15, 2017**. Final deposit for the balance of the program fee will be due on **April 10, 2017**.

- The Global Business Minor Program is restricted to rising social sophomores and above.
- Students must have a GPA of 2.50 or higher to be considered for admission.
- Students must have either passed BUAD 203 Principles of Accounting prior to the start of the program or must have the ability in their schedule to take this course in a subsequent semester at William & Mary prior to graduation (with special permission) in order to earn the minor designation. Students graduating in August 2017 are not eligible to receive the Global Business Minor on their transcript.
- Students who participate in the Global Business Minor program are not eligible to pursue a business major or another business minor at the business school. The business fee minor surcharge will not apply to this program.
- Applications will be processed by the Reves Center and will contain three short essay questions.

- The Global Business Minor faculty will review the applications after they are first received by the Reves Center. After the application is reviewed, the undergraduate business office may request a faculty interview of the candidate. Decisions will be made and communicated to students by the undergraduate business office.

## Questions

Please direct any questions about the program's curriculum to [bba.global@mason.wm.edu](mailto:bba.global@mason.wm.edu).

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Please direct any questions about the application process and financing to:

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