



Raymond A. Mason  
School of Business  
WILLIAM & MARY

# Global Business Minor 2019 Student Reference Guide

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# Minor – Global Business

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## Introduction

A minor in Global Business (GBM) was first offered in the summer of 2017. The minor study-abroad experience is designed for W&M students to 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;
  - Three weeks of curriculum delivered via online learning; and
  - Eight weeks of curriculum delivered in the host country at University College Dublin.

## Meeting Student Needs at William & Mary

The program is 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 of Business. The Global Business Minor 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 is run through the Reves Center Global Education Office (GEO), which ensures the program qualifies to fulfill a student's COLL300 requirement.

## Curriculum

The curriculum for the minor includes 18 credits of coursework, 15 credits of which is earned during the summer experience. To earn the minor designation, it is preferred that BUAD 203 (Principles of Accounting) is 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 minor designation on the student's transcript.

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 – TBA	3
BUAD 413 – Global Business Immersion Dublin	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

### **BUAD 310 Marketing in an International Environment – Professor TBA**

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 – Professor TBA**

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. Students will also examine how global differences in institutions, laws and regulations, and culture affect 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 – Professor TBA**

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 – Professor TBA**

This course will concentrate on a special topic or emerging issue within business in an international context. Past topics have included Design Thinking and Customer Insights.

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

This course will be interwoven between the other marketing, finance and special topic courses and will encompass the on-site immersion experience. During the on-site portion of the course, particular emphasis is 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**

Students will begin with a short orientation in late April (4/24) after they have submitted their deposit for the program. The orientation will set the framework and expectations for the program. In the second week of May (5/13-5/17), students will begin their preliminary online coursework. This online work will introduce them to the content of each course with reading assignments to prepare for residency week at W&M (5/20-5/24). Students will return to campus for residency week and meet with their faculty members. Two weeks of online coursework (5/27-6/8) will follow. On June 9, students will arrive at University College Dublin (UCD) for the international portion of the program. There will be a mandatory orientation at UCD on Monday, June 10 and students will begin their coursework the next day, June 11. Students will spend eight weeks at UCD per the schedule below.

## Proposed Dates for 2019

Week	Dates	Purpose	Delivery Method
	April 24	Orientation Meeting (faculty introductions and overview of program)	On-site Miller Hall (W&M)
Week 1	May 13 - 17	Class introductions / reading assignments	Online
Week 2	May 20	Team Building / Communication	On-site Miller Hall (W&M)
	May 21	Marketing	
	May 22	Finance	
	May 23	Special Topics	
	May 24	Management	
Week 3	May 27 - 31	Online coursework for all classes	Online
Week 4	June 3 - 7	Online coursework continues	
	June 8 - 9	Travel to Dublin/Arrive at UCD/Welcome Dinner	University College Dublin
Week 5	June 10	Orientation at University College Dublin (UCD)	
	June 11 - 14	BUAD 310 Marketing	
	June 15 - 16	Dublin Experience	
Week 6	June 17 - 21	BUAD 310 Marketing	
	June 22 - 23	Weekend Excursion - Northern Ireland	
Week 7	June 24 - 28	BUAD 320 Finance	
	June 29 - 30	Free Weekend	
Week 8	July 1 - 5	BUAD 320 Finance	
	July 6	Saturday Excursion	
Week 9	July 8 - 12	BUAD 493 Special Topics	
	July 13 - 14	Free Weekend	
Week 10	July 15 - 19	BUAD 493 Special Topics	
	July 20 - 21	Weekend Excursion - Galway/Western Ireland	
Week 11	July 22 - 26	BUAD 411 Management	
	July 27 - 28	Free Weekend	
Week 12	July 30 - August 2	BUAD 411 Management	
	August 3	Students check-out and leave UCD	Travel

## Program Fee

The 2018 program fee for the Global Business Minor Program was **\$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 marketing, finance, special topics, 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), a meal card (75 Euros per week) and local phone service during the international portion of program.
- Insurance (provided by CISI).
- Weekend excursions (City of Dublin, Northern Ireland, Western Ireland and Central Ireland), certain meals and all 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 is placed on student's transcript. If the student has a double major or another minor, the student must decide whether they want the GBM minor to be conferred on the transcript.
- Upon completion of the program, the COLL 300 designation will be included on the student's transcript.

There is limited scholarship and financial aid for summer study. If students plan on using grants, loans or scholarships, they will need to indicate this on their Reves Center application, and print and return the consortium agreement found in their study abroad application for the Global Business Minor program. The Global Education Office will then send this to the Financial Aid Office for their review.

Following 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 first round deadline to apply to the Global Business Minor is **February 1, 2019** (\$75 application fee) through the Reves Center [Global Education Office's](#) study abroad portal, [Mason School of Business Global Business Minor Program in Dublin](#). Decision notifications will be emailed in late February with the deposit of \$1,000 due on **March 1, 2019**. Final deposit for the balance of the program fee will be due on **April 1, 2019**.

- 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 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 short essay questions.
- The Global Business Minor faculty will review the applications after they are 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

**Curriculum** - Please direct any questions about the program's curriculum to Professor Edmiston, Lead Faculty, at [Dawn.Edmiston@mason.wm.edu](mailto:Dawn.Edmiston@mason.wm.edu). Her phone number is 757-221-2074 and she is located in Miller Hall, Office 3032.

**Admission** – Please direct any questions about admissions to Jonathan Schramm, Director of Admissions for the Undergraduate Business program at [Jonathan.Schramm@mason.wm.edu](mailto:Jonathan.Schramm@mason.wm.edu). His phone number is 757-221-1763 and he is located in Miller Hall, Suite 2019.

**Application** - Please direct any questions about the application process and financing to Marina Knapp, Global Education Special Programs Advisor at [mpknapp@wm.edu](mailto:mpknapp@wm.edu). Her phone number is 757-221-1627 and she is located at the Reves Center for International Studies.