



Raymond A. Mason
School of Business
WILLIAM & MARY

Global Business Minor 2018 Student Reference Guide

February 2018

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, 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 is 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."*¹

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

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 designation on the student's transcript.

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

**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 Dawn Edmiston

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 Kathryn Guthrie

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 – Professor Brent Allred

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 – Design Thinking – Professor James Olver

The design thinking process is all about developing a deep empathic understanding of people with different needs and perspectives than one's own through interviews, observation, ethnographic analysis, etc. Armed with insights from that analysis, we try to make reasonable inferences (theories or hypotheses) about deeper underlying needs. After structured ideating around those theories, we experiment with possible solutions via rapid prototyping, and test those solutions quickly with the population that we are trying to serve.

BUAD 413 Global Business Immersion – UCD Faculty

This course encompasses an on-site immersion experience in a designated global region. 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. A UCD faculty member will teach this course.

Structure

Students will begin their program with a short orientation in late April (tentatively 4/16) after they are accepted and deposited into the program. The orientation will set the framework and expectations for the program. In the third week of May (5/14/18), students will begin their preliminary online coursework. This coursework will introduce them to the content of each course with pertinent reading assignments to prepare for residency week at W&M. Residency week is held during the fourth week of May (5/21/18), where students will return to campus and meet in-person with their faculty members. Two weeks of online coursework will follow (5/28/18 – 6/8/18), where the students will complete coursework online for each course. On June 10, 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 11 and students will begin their coursework the next day, June 12. Students will spend eight weeks at UCD per the schedule below. The Global Business Immersion course will be taught by a UCD faculty member and will span the entire eight weeks of the program with excursions and weekend trips. Regardless of the staggered start date of each course, all courses will have the same beginning and end of term dates. There will be a culminating reflective assignment 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	Purpose	Delivery Method
	April 16	Orientation Meeting (Introductions / Overview of Program)	On-site Miller Hall (W&M)
Week 1	May 14 - May 18	Class Intros / reading assignments	Online
Week 2	May 21	Finance (subject to change)	On-site Miller Hall (W&M)
	May 22	Special Topics (subject to change)	
	May 23	Marketing (subject to change)	
	May 24	Management (subject to change)	
	May 25	TBD activities	
Week 3	May 28 - June 3	Online coursework for all classes	Online
Week 4	June 4 - June 9	Online coursework continues	
	June 10	Travel to Dublin/check into UCD/Welcome Dinner	
Week 5	June 11	Orientation at University College Dublin (UCD) on Monday	University College Dublin
	June 12	Global Business Immersion	
	June 13 - June 15	Finance	
	June 16 - 17	Weekend Excursion to Dublin (city walking tours/GBO/Gaol, etc. - split into 2 groups)	
	June 18	Global Business Immersion	
Week 6	June 19 - June 22	Finance	
	June 23 - June 24	Weekend Excursion - Galway/West	
	June 25	Global Business Immersion	
Week 7	June 26- June 29	Marketing	
	June 30 - July 1	Free Weekend	
	June 30 - July 1	Free Weekend	
Week 8	July 2	Global Business Immersion	
	July 3 - July 6	Marketing	
	July 7 - July 8	Saturday Excursion - County Cork	
Week 9	July 9	Global Business Immersion	
	July 10 - July 13	Special Topics	
	July 14 - July 15	Free Weekend	
Week 10	July 16	Global Business Immersion	
	July 17 - July 20	Special Topics	
	July 21 - July 22	Weekend excursion - Northern Ireland	
Week 11	July 23	Global Business Immersion	
	July 24 - July 27	Management	
	July 28 - July 29	Free Weekend	
Week 12	July 30	Global Business Immersion	
	July 31 - Aug 3	Management (with program concluding on 8/3)	
	August 4th	Students check-out and leave UCD	Travel

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 (City of Dublin, Northern Ireland, Western Ireland and Central 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 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.

This 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. Here is the link to the Reves Center with more information:

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, 2018** (\$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 2**. *Students who are applying for a business school major/minor (accounting, business analytics, finance or marketing) will follow a different deadline structure based on the business school major/minor admissions process.* Final deposit for the balance of the program fee will be due on **April 10, 2018**.

- 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 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 julie.hummel@mason.wm.edu.

Julie Y. Hummel, M.Ed.
 Director of Student Services, Undergraduate Business School
 Raymond A. Mason School of Business
 College of William & Mary
julie.hummel@mason.wm.edu
 757-221-6213

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

Ebony Majeed
 Global Education Special Programs Advisor
 Global Education Office
 Reves Center for International Studies, Room 212
 The College of William and Mary
 200 South Boundary Street
 Williamsburg, Virginia 23185
 Office: 757-221-1627
ecmajeed@wm.edu
<http://www.wm.edu/offices/revescenter/>