MEMORANDUM

TO: Undergraduate Curriculum Committee
FROM: Alexander R. Vamosi, Associate Dean COB
DATE: Friday, April 13, 2012
SUBJECT: Adding New Courses

The College of Business seeks approval to add two new courses to its offerings in the area of international business. The courses are:

1. BUS 3805 Emerging Market Strategies

2. BUS 4219 Globalization and Corporate Social Responsibility.

These courses will strengthen the College's offerings in the area of international business, and foster the mission of Florida Tech and the College of Business to provide its students with a global business perspective.

The syllabi are attached and have been catalog approved by Liz Fox.

Please note that BUS 4219 is a bi-level course that will be cross-listed with BUS 5219. As such we request Senior level standing for Bus 4219.
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT BUSINESS

COURSE NO.* 3805

CREDIT HOURS 3

TERM TO BE ADDED TO THE FILE Spring 2013

*Justify level if 1000-level and no co- or prerequisites.

CLASS HOURS 45

LECTURE HOURS 45

LAB HOURS

CONTACT HOURS (CEU ONLY)

SCHEDULE TYPE Lecture (A)

DEPARTMENT Business (e.g., Computer Sciences)

(Alternatives: COLLEGE OF AERONAUTICS - 23
NATHAN M. BISK COLLEGE OF BUSINESS - 24
COLLEGE OF SCIENCE - 26
COLLEGE OF ENGINEERING - 1
EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS - 90)

COMPUTER TITLE Restricted to 25 characters, Including spaces Emerging Mrkt Strategies

Dual-Prefix, Bl-Level, Full-Load? Yes No

CATALOG TITLE Emerging Markets Strategies

CATALOG DESCRIPTION OF COURSE Restricted to 330 characters, Including spaces

Examines the characteristics and issues special to emerging markets. Includes financial globalization and development, exchange rate volatility and financial crises and institutional voids. Focuses on strategies for successful multinational enterprise (MNE) operations. Also examines issues in corporate governance and business ethics.

This description has been approved by the catalog office.

Date

In addition, please attach a course syllabus and/or more detailed description.

GRADES TO BE ISSUED

A, B, C, D, F

A, B, C, D, F, CEU/Audit

CEU

S, U

P, F

Other

ADDITIONAL RESTRICTION

(e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

In addition, please attach a course syllabus and/or more detailed description.

REQUIREMENTS

Prerequisite BUS 2303

Course Number

Prerequisite BUS 2304

Course Number

Prerequisite

Course Number

AND/or

Corequisite

Course Number

Corequisite

Course Number

Corequisite

Course Number

Corequisite

Course Number

A, B, C, D, F

A, B, C, D, F, CEU/Audit

CEU

S, U

P, F

Other

ADDITIONAL RESTRICTION

(e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

SUBJECT Alpha Prefix (e.g., CSE)

COURSE NO. (e.g., 1301)

TERM TO INACTIVATE

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Chair, Graduate Council

Date

Chair, Undergraduate Curriculum Committee

Date

CATALOG DIRECTOR

Date

REGISTRAR'S USE ONLY

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Date

Catalog Director

Date

DISTRIBUTION

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ROR:025-001
Emerging Markets Strategies

Subject Area  International Business  
Lecturer  Prof. Joan Wiggenhorn  
Course Code  Bus 3805  
Credit Value  3  

PREREQUISITES: BUS 2303 and Bus 2304

COURSE DESCRIPTION:

This course examines the issues that are special to emerging markets. While these economies show tremendous opportunities for growth, they are also subject to various risks. This course is designed to help students become better business practitioners in a global environment by understanding the unique characteristics of emerging markets. While studying the opportunities for global investments, issues in corporate governance and business ethics are also examined. An integral part of the course is for each student to pick an emerging market country and to become an "expert" in that country.

TEXTBOOKS and READINGS:


Assigned Articles posted in ANGEL

Regular reading of business journals, including Wall Street Journal, Financial Times, News Wires,
GRADING:

Exchange Rate Journal 200 points
Portfolio of Country Articles: 100 points
Cases and Assignments 300 points
Participation 100 points
Final Exam 300 points
TOTAL 1000 points

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90% and up</td>
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<tr>
<td>B</td>
<td>80-89.9%</td>
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<tr>
<td>C</td>
<td>70-79.9%</td>
<td>700-799</td>
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<tr>
<td>D</td>
<td>60-69.9%</td>
<td>600-699</td>
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<tr>
<td>F</td>
<td>Below 60%</td>
<td>599 or fewer</td>
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</table>

**Exams** Your final exam is a take home final which is due no later than the time assigned for the final by the registrar. You may hand it in early.

**Exchange Rate Journal** Each student will keep a record of weekly exchange rate changes for their chosen emerging market country. At midterms and finals, student will hand in the journal along with an explanation of what has caused the weekly changes.

**Country Portfolio** Each student will collect articles about their chosen emerging market country which explain exchange rate changes, current events, and topics that are discussed in class. Grade will be determined by quality (first) and quantity (second) of the articles chosen. In addition, students should place graded cases and assignments. Portfolio will be handed in at midterms and finals along with the exchange rate journal.

**Cases and Assignments:** These will total 30% of the grade. At least one week’s notice will be given for each assignment. Late assignments will be penalized.

**Participation:** Participation grade will be determined by the quality of the student’s contribution to the class discussion. In addition, each student will be responsible for coming with possible exam questions from a chosen chapter.
<table>
<thead>
<tr>
<th>Week of</th>
<th>TOPIC</th>
<th>CHAPTER</th>
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<tbody>
<tr>
<td>August 23</td>
<td>Introduction to Emerging Markets and Exchange Rates</td>
<td>EM Ch 1</td>
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<td></td>
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<td>WIN Intro</td>
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<td>August 30</td>
<td>Financial Globalization</td>
<td>EM Ch 2 &amp; 3</td>
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<td>September 6</td>
<td>Financial Development</td>
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<td>September 13</td>
<td>Legal Foundations and Corporate Governance</td>
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<td>September 20</td>
<td>Institutional Voids</td>
<td>WIN Ch 1-3</td>
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<td>September 27</td>
<td>Financial Crises in Emerging Markets</td>
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<tr>
<td>October 4</td>
<td>Preventing Financial Crises</td>
<td></td>
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<tr>
<td>October 11</td>
<td>Fall Holiday</td>
<td>EM Ch 4-6</td>
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<tr>
<td>October 13</td>
<td>Global GDP and Linkages</td>
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<td></td>
<td>EXCHANGE RATE JOURNAL AND PORTFOLIO DUE OCT 13</td>
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<tr>
<td>October 18</td>
<td>Volatility and Business Cycle Co-movement</td>
<td>EM Ch 7-9</td>
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<td>October 25</td>
<td>Recessions and the Global Financial Crisis</td>
<td>EM 10-11</td>
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<td>October 27</td>
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<td>November 1</td>
<td>Resilience of Emerging Markets</td>
<td>EM 12-13</td>
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<td>November 8</td>
<td>MNEs in Emerging Markets</td>
<td>WIN 4</td>
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<td>November 15</td>
<td>Emerging Giants</td>
<td>WIN 5-6</td>
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<td>November 22</td>
<td>TBA</td>
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<td>November 24</td>
<td>Thanksgiving</td>
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<td>Emerging Markets: The Good and the Not-So-Good</td>
<td>EM 12</td>
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<td></td>
<td></td>
<td>WIN 7</td>
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<tr>
<td>December 6</td>
<td>Policy Implications</td>
<td>EM 14</td>
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<tr>
<td></td>
<td>EXCHANGE RATE JOURNAL COMPLETE PORTFOLIO</td>
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<tr>
<td>Dec 16 10:30</td>
<td>TAKE HOME FINAL</td>
<td></td>
</tr>
</tbody>
</table>

EM: *Emerging Markets* by M. Kose and E. Prasad  
WIN: *Winning in Emerging Markets* by T. Khanna and K. Palepu

This schedule may change and students will be responsible for the material covered. At least one week's notice will be provided for any assignments that are due.
Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

This course is available for student registration only after the approval process has been completed.

SUBJECT BUS COURSE NO.* 4219 CREDIT HOURS 3 TERM TO BE ADDED TO THE FILE Spring 2013 Fall 2012

*Justify level if 1000-level and no co- or prerequisites

CLASS HOURS 45/semester LECTURE HOURS 45/semester LAB HOURS CONTACT HOURS (CEU ONLY)

DEPARTMENT Business SCHEDULE TYPE Lecture (A)

☐ COLLEGE OF AERONAUTICS – 23 ☐ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS – 23
☐ NATHAN M. BISK COLLEGE OF BUSINESS – 24 ☐ COLLEGE OF SCIENCE – 26
☐ COLLEGE OF ENGINEERING – 1 ☐ EXTENDED STUDIES DIVISION / NATHAN M. BISK COLLEGE OF BUSINESS – 90

COMPUTER TITLE Restricted to 25 characters, including spaces Corp Soc Responsibility Dual-Prefix Bi-Level Full-Load? ☒ Yes ☐ No

CATALOG TITLE Globalization and Corporate Social Responsibility

CATALOG DESCRIPTION OF COURSE Restricted to 350 characters, including spaces

Examines globalization as it relates to corporate social responsibility (CSR). Analyzes policies and standards, and gives guidance on developing compliance programs and managing relations with key stakeholders. Reviews trends in corporate citizenship, social enterprise and philanthropy. Offers innovative strategies for ethical leadership.

This description has been approved by the catalog office:

Catalog Director 4/4/12

In addition, please attach a course syllabus and/or more detailed description.

RESTRICTIONS ☐ Prerequisite _____________________________ ☐ Corequisite _____________________________ ☐ and ☐ or

☐ Prerequisite _____________________________ ☐ Corequisite _____________________________ ☐ and ☐ or

☐ Prerequisite _____________________________ ☐ Corequisite _____________________________ ☐ and ☐ or

☐ Prerequisite _____________________________ ☐ Corequisite _____________________________ ☐ and ☐ or

ADDITIONAL RESTRICTION Senior Standing (e.g., Major, Class Level, Department Head Approval)

If this course replaces a course currently offered in BANNER, please indicate old course information and the date/term the course may be removed from the system.

SUBJECT Alpha Prefix (e.g., CSE) 1301 COURSE NO. (e.g., 1301) TERM TO INACTIVATE

APPROVALS: Upon completion of appropriate department approvals, submit form to Chair, Graduate Council, or Chair, Undergraduate Curriculum Committee for approval below and forward to Catalog Director.

Originator 4/13/12 Date

Chair, Graduate Council Date

Department Head/Program Chair 4/13/12 Date

OR

Dean or Associate Dean 4/13/12 Date

Chair, Undergraduate Curriculum Committee Date

CATALOG DIRECTOR

These changes/ additions have been made for the University Catalog/policy management system and entered into the BANNER term named above.

Catalog Director ___________________________ Date ___________________________

REGISTRAR'S USE ONLY

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SCCARES __________ Operator Init. ___________________________ Date ___________________________

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RGR-122-101
Globalization and Corporate Social Responsibility

Subject Area          Special Topics in Business, Spring 2012
Lecturer              Prof. Isabella D. Bunn
Course Code           Bus 4219/5219
Credit Value          3

Senior Standing

COURSE DESCRIPTION:

The process of globalization has transformed the international economic system, raising unique challenges for corporations and their managers. Increased trade and investment has prompted unprecedented scrutiny of the social, human rights and environmental impacts of business activities. This course examines globalization as it relates to the dynamic field of corporate social responsibility (CSR). It analyzes CSR policies and standards, and provides guidance on developing compliance programs and managing relations with key stakeholders. A review of trends in related areas -- such as corporate citizenship, social enterprise and philanthropy -- offers innovative strategies for ethical leadership. The course also considers the implications of the global financial crisis on both globalization and CSR.

AIMS AND OBJECTIVES:

- Understand the patterns and problems of economic globalization, focusing on the role of the business corporation.
- Comprehend the theoretical basis for the social responsibility of business, as well as policy implications at the national and international levels.
- Analyze complex CSR issues in a variety of industries and contexts, assessing corporate risks and opportunities.
- Distinguish the demands of stakeholders such as employees, customers, investors, non-governmental organizations and policy-makers.
- Develop techniques to manage and implement a CSR program.
- Recognize and promote the strategic importance of ethical leadership.

TEACHING FORMAT AND MATERIALS:

The class sessions will be presented in seminar style, balancing the professor’s lectures with student discussion and presentations. Basic readings, as indicated on the Course Outline, will be from the main textbook on corporate responsibility and the short introduction to globalization. A variety of additional materials will be drawn upon, including media articles, case studies, business reports and web-based resources. A selection of supplemental readings will be assigned prior to certain class sessions. The fields of globalization and CSR are constantly changing, and the course will try to address new developments. The main books are:
TEXTBOOKS:


Supplemental reading materials, including articles and reports, will be distributed in class. Consult the corporate responsibility information resources in the appendix of the main textbook as well as the CSR internet list for further information as needed. Class sessions will also feature student presentations of Company Case Studies focusing on globalization and corporate responsibility.

GRADING:

**Note** that this class includes both graduate and undergraduate students, with different standards for assessment. If you have any questions about the course requirements or any special needs, please do not hesitate to ask.

<table>
<thead>
<tr>
<th></th>
<th>Graduate</th>
<th>Undergraduate</th>
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</thead>
<tbody>
<tr>
<td>Class attendance and participation:</td>
<td>10 percent</td>
<td>20 percent</td>
</tr>
<tr>
<td>Class presentation of Company Case Study:</td>
<td>25 percent</td>
<td>30 percent</td>
</tr>
<tr>
<td>Written report on CSR initiative:</td>
<td>25 percent</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Final examination:</td>
<td>40 percent</td>
<td>50 percent</td>
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</tbody>
</table>

CLASS ATTENDANCE AND PARTICIPATION:

Students are encouraged to join in class discussions for an international exchange of views and approaches. In addition to the assigned readings, try to review publications such as *The Wall Street Journal, BusinessWeek, The Economist,* or the *Financial Times.* Please bring items of interest to the attention of the class, so we can analyze corporate opportunities and dilemmas. You are also invited to attend ethics-related events of the FIT College of Business, such as the Ethics Breakfast, High School Ethics Competition, and Annual Ethics & Leadership Conference.

CLASS PRESENTATION OF CASE STUDY:

During the semester, each student will deliver a 10-15 minute oral presentation featuring a Company Case Study. While global businesses confront similar issues in their international activities, distinctive risks arise in different sectors and geographical locations. Students will be asked to choose a suitable company based on their academic or professional experience or personal interests.
The main focus of the presentation is on globalization and corporate social responsibility. The class textbook and list of internet resources, plus the websites of the company and its industry associations, will provide a useful starting point. Responding to the following questions may help in organizing your research and findings:

1. An overview of the selected company, including the scope of its global markets and operations.
2. One or two examples of challenges or opportunities the company faces in the areas of corporate social responsibility and business ethics.
3. An explanation of how the company addresses these challenges or opportunities, drawing on some of the policies, practices and initiatives described in the textbook.

Feel free to use power-point, handouts, or other materials in preparing your presentation. Class members are encouraged to ask questions and contribute to the subsequent discussion. A schedule of presentations will be provided in a separate hand-out. The overall aim is to cover a diverse range of industries and countries to build CSR awareness and expertise.

REPORT ON A GLOBAL CSR INITIATIVE (GRADUATE STUDENTS):

All graduate students are required to complete a written report on a global CSR initiative of their choice. The due-date for submission is FRIDAY, MARCH 30, 2012. The report is intended to enhance your research and analytical skills in this field. It should be approximately 3,000-4,000 words in length, and conclude with a list of references. Direct quotations or data in the report should also include citations to sources, either by way of a footnote or in parenthesis in the text. To help select a global CSR initiative, see for example the list of CSR resources distributed in class and the chart on Published Standards of Corporate Responsibility on page 9 of the main textbook. There are literally hundreds of different sets of codes, guidelines and declarations that companies are being asked to uphold. The report should include the following:

1. An overview of the selected CSR initiative, how it was developed, and the type of issues it seeks to address. A good starting point is the website for the initiative, including various links to internal reports and procedures.
2. An assessment of the benefits or limitations of the CSR initiative in achieving its objectives. Useful critiques may be found on the websites of certain non-governmental organizations (NGOs) or industry associations.
3. An indication of future prospects for the CSR initiative, especially with respect to implementation of CSR standards or the development of related regulations.

FINAL EXAMINATION:

The final examination is scheduled for Tuesday, May 1, 2012. In mid-April, we will hold a review session to go over the format of the exam and answer any questions. The last day of class is Tuesday, April 24. You may take your two textbooks into the exam room for reference, but no notes, outlines, computers, electronic devices or other materials are permitted.
BASIC COURSE OUTLINE AND READING ASSIGNMENTS

Teaching Materials:


Class Sessions:

**Session 1, January 10**

- Overview of Class Topics
- Characteristics of the Global Political and Economic System
- Globalization & CSR – Assignment of Company Case Study Presentations

**Session 2, January 17**

- Global Actors, Issues and Values
- Dimensions of Globalization and the Role of Business
- Introduction to Corporate Social Responsibility


**Session 3, January 24**

- Market Capitalism and the Evolution of the Corporation
- Critiques of Globalization
- Challenges of the Global Financial Crisis

Basic Reading: *Corporate Responsibility*, Ch. 2-- The Origins of Corporate Responsibility

**Session 4, January 31**

- Globalization and CSR
- The Role of Technology
- Introduction to the UN Global Compact

Basic Reading: *Corporate Responsibility*, Ch. 5-- Globalization and Corporate Responsibility
**Session 5, February 7**

- Overview of International Law and Institutions
- The International Trade and Investment Regime
- Global Regulatory Frameworks

**Session 6, February 14**

- Global CSR: Human Rights and Working Conditions

**Session 7, February 21**

- Global CSR: Environmental Protection and Sustainable Development

**Basic Reading:** *Corporate Responsibility, Ch. 3—Sustainable Development*

**Session 8, February 28**

- Global CSR: Preventing Bribery and Corruption

**Session 9, March 6**

*NO CLASSES – SPRING BREAK!*

**Session 10, March 13**

- Global CSR: International Development and the Millennium Development Goals

**Basic Reading:** *Corporate Responsibility, Ch. 4—Corporate Responsibility in Developing Economies*

**Session 11, March 20**

- Developing and Implementing a Program for Corporate Responsibility
- The Benefits of and Business Case for CSR
- The Role of Risk Assessment

**Basic Reading:** *Corporate Responsibility, Ch. 6—How Corporate Responsibility is Managed*

**Session 12, March 27**

- Stakeholder Engagement
- Key CSR Standards and Codes
- Business, Government and Civil Society
Basic Reading: *Corporate Responsibility*, Ch. 9—Stakeholder Management and Engagement

**Session 13, April 3**

- Trends in CSR: Corporate Governance, Social Accounting, Socially Responsible Investment

Basic Reading: *Corporate Responsibility*, read the overviews at the beginning and the summaries at the end of the following chapters for a basic understanding of concepts: Ch. 7 -- The Place of Corporate Responsibility in the Corporate Governance Framework; Ch. 8-- Social Accounting; Ch. 10-- Socially Responsible Investment.

**Session 14, April 10**

- Trends in CSR: Small and Medium-Sized Enterprises, Social Entrepreneurship, Strategic Philanthropy

Basic Reading: *Corporate Responsibility*, Ch. 11 -- Corporate Responsibility in Smaller Enterprises.

*Note: Sample exam will be distributed and discussed; opportunity to raise questions for exam review session on April 17.*

**Session 15, April 17**

- Business Ethics in Theory and Practice
- The Impact of CSR
- Critiques of CSR

Basic Reading: *Corporate Responsibility*, Ch. 12-- The Impact of Corporate Responsibility; Ch. 13-- Criticisms of Corporate Responsibility

*Note: Exam review session takes place today.*

**Session 16, April 24**

- The Future of CSR
- The Role of Business in 'Ethical Globalization'
- Ethical Leadership

Basic Reading: *Corporate Responsibility*, Ch. 14-- The Future of Corporate Responsibility

**Session 17, May 1**

- Final Examination