



## ***Bus 40 – International Business Distance Education Proposal***

### **Need/Justification:**

Business-40 International Business is a 3-unit lecture course that discusses the phenomenon of globalization, its impact on society, people and business. It covers basics of international trade theories, differences in cultural, political, and economic systems among countries, financial, marketing, HR and other aspects of a global firm.

Listed below are some of the *facts* that demonstrate the justification of offering Business-40 in the DE format.

- Business Department has been expanding its online offering. Business-40 is a requirement for AS degrees in Business, as well as an optional course for our certificates in Small Business Management, Management, and Marketing. Offering this class online will help student complete some of the Business programs online.
- Business-40 requires a significant amount of research, writing, critical thinking, and reading. Online environment provides additional sources to facilitate and improve these elements of the class.
- Business-40 fulfills the Social and Behavioral Science GE requirement for Chabot's AA/AS degree. Offering this class online will give interested students an opportunity to finish at least a part of their GE online.
- Some small business owners are interested in taking Business-40 if they are planning to expand their business abroad. These individuals are also very busy outside of school and will appreciate the ability of taking the class online.
- The enrollments in the class need to be improved. The class is offered twice a year: in the morning in the Spring semester with enrollments of 30-38 students, and at night in the Fall with enrollments around 20-30. Because the night enrollments are lower, offering this class online will attract a larger number of busy, working adults
- Other community colleges in Bay Area (DVC, CCSF, and Skyline) are successfully offering an International Business class online.

*Due to the facts stated above, online offering of Business-40 will lead to:*

- Increased enrollment as we can reach students who are not able to attend classes on campus, i.e. single parents, disabled students, and geographically dispersed individuals.
- Offering all classes required for a certificate in Management completely online. This will be a first program in the Business department, and possible the first program at Chabot that will be offered **completely on-line**. This will improve the college's and department's images, improve our competitiveness, and increase number of students completing this popular certificate.
- Community college with a reputation of Chabot College is losing a competitive edge due to its inability to keep up with other educational institutions in their variety of offerings in various modalities.

### **Course Content Delivery:**

This course will be offered completely online. Business-40 meets 54 hours per semester. The online class will comprise of the same number of hours with the following schedule of time.

- E-lectures, Research & Assignments - 30
- Quizzes - 4
- Exams - 8
- Online discussion - 10
- E-mail communication - 2

Instructor will hold traditional office hours on campus and will be available to meet online students by appointment via phone or email too.

### **Nature & frequency of instructor-student orientation:**

- Instruction will be completely asynchronous-online. For each chapter there will be e-lectures, PP, assignments, assessments and discussion board.
- Announcement section will be used to remind students of weekly assignments. Each chapter will be followed by an assessment. These assessments will be graded automatically in Bb. Students not participating in these assessments will be contacted via phone or email. Tests will consist of problems, multiple choice and true/false questions. Publishers offer variety of resources and supporting materials that will be incorporated into the course content to offer variety of learning tools.
- Above stated teaching/learning modalities will lead to student centered learning versus a traditional teacher centered classroom. The course design will encourage students to take responsibility in their learning, to develop better communication and critical thinking skills. The online modality will allow the instructor to contact students individually and more frequently to provide feedback.

### **Assignments & Methods of Evaluation:**

Student progress will be evaluated as follows:

- Each chapter will be followed by a quiz to help students assess their understanding of the material. These quizzes will comprise of 10% of the grade
- Exams will consist of short answers, Multiples Choice and True/False questions and will account for 40% of the grade.
- Discussion Board will be used to post questions, carry discussion on each chapter. This will help students improve their communications skills and provide a freedom to post/answer questions at any time. This component will be 20% of the total grade.
- Assignments will be 10% of the grade. These assignments will follow every chapter and require that students spend 2-3 hrs per chapter on this section.
- Final research paper will allow students to apply all acquired knowledge to open a fictitious business in a specific country of their choice. This paper will be completed by the end of the semester and will account for 20 percent of the grade.

### **Technical Support:**

On campus service will be available to the instructor and all students. Support services offered by the Instructional Technology Center staff and the Blackboard Help Desk will also be utilized. Also, the instructor will need to cooperate with the library, bookstore, and admissions and records to ensure the smooth running of the course to maintain accuracy of records, books used and library resources available to students.

### **Student Services:**

Students will be able to access all services offered at Chabot by visiting the campus. Library services can also be utilized online through the library's website.

### **Accommodations for Students with Disabilities:**

Students that require assistance with disabilities will be able to use services in DSRC as available by Chabot for online courses.

### **Class Size & First Term to be Offered:**

The standard limit for the class is 44 students. The class will be offered online in addition to traditional class offering, not instead of it. The department plans to offer Business-40 course at least once a year, possibly to replace a night section in the fall semester. The department plans to offer this course first time in Fall 07.