

SECTION A - Overview

1. Provide a brief description of the new certificate.

This Thunderbird Undergraduate Certificate in International Trade will help prepare students for careers in international trade that are in increasingly high demand, such as global logistics managers, freight forwarders, international compliance managers, country and regional marketing managers. In terms of comparable academic programs at other institution, there is a Certificate in International Business at the W. P. Carey School of Business. Nevertheless, Thunderbird’s Certificate in International Trade includes unique courses that are targeted specifically to those interested in careers in international trade, such as “International Trade and Regional Economic Agreements” and “Global Risk Assessment and Management.”

2. This proposed certificate: (check one)

- is cross disciplinary; or
- is certified by a professional or accredited organization/governmental agency; or,
- clearly leads to advanced specialization in a field; or,
- is granted to a program that does not currently have a major

3. Why should this be a certificate rather than a concentration or a minor?

Rather than a concentration or a minor, this certificate allows students greater freedom in selecting the courses that are relevant to their particular needs and interests. We designed the certificate specifically to give students this flexibility in selecting courses.

4. Affiliation

If the certificate program is affiliated with a degree program, include a brief statement of how it will complement the program. If it is not affiliated with a degree program, incorporate a statement as to how it will provide an opportunity for a student to gain knowledge or skills not already available at ASU.

The Certificate in International Trade is related to the Bachelor of Science in International Trade. The Certificate complements this degree program because it allows students more flexibility – they do not have to complete all of the requirements for the degree program, but can select courses that are of special interest or relevance to them. They can also complete this in a much shorter time, thus getting exposure to some of the kinds of ideas and concepts that students in the degree program learn, but in a much shorter time.

5. Demand

Explain the need for the new certificate (e.g., market demand, interdisciplinary considerations).

International trade is increasingly important – but also increasingly challenging. The International Monetary Fund predicts that most of the world’s growth in the next decade will take place in the largest emerging markets, which are not always easy for companies to penetrate. . This certificate is for students who need the skills in global management to help companies or not for profit organizations enter foreign markets successfully. It complements well existing programs at the Downtown Phoenix and West campuses in fields such as health, public policy, and journalism.

6. Projected enrollment

What are enrollment projections for the first three years?

3-YEAR PROJECTED ANNUAL ENROLLMENT			
	1st YEAR	2nd YEAR <i>Yr 1 continuing + new entering</i>	3rd YEAR <i>Yr 1 & 2 continuing + new entering</i>
Number of Students (Headcount)	20	40	80

SECTION B - Support and Impact

7. Faculty governance

Attach a supporting letter from the chair of the academic unit verifying that the proposed certificate has received faculty approval through appropriate governance procedures in the unit and that the unit has the resources to support the certificate as presented in the proposal, without impacting core program resources.

8. Related programs

Identify related ASU programs and outline how the new certificate will complement these existing ASU programs. *Statements of support from potentially affected academic unit administrators must be included with this proposal.*

Thunderbird’s Certificate in International Trade includes unique courses that are targeted specifically to those interested in careers in international trade, such as “International Trade and Regional Economic Agreements” and “Global Risk Assessment and Management.” That makes the certificate very different from W.P. Carey’s Certificate in International Business. In fact, I have attached an impact letter from Dr. Kay Faris, Senior Associate Dean of Academic Programs at W.P. Carey, who supports our offering this Certificate (as well as the Global Management certificate).

9. Letter(s) of support for courses

Provide a supporting letter from each college/school dean from which individual courses are taken.

SECTION C - Academic Curriculum and Requirements

10. Knowledge, competencies, and skills

List the knowledge, competencies, and skills (learning outcomes) students should have when they complete this proposed certificate. Examples of program learning outcomes can be found at <https://uocee.asu.edu/assessment>. While learning outcomes are needed, the measures and performance criteria are not needed for certificates.

- Students will be able to explain the importance of key institutions of the global economy and their relevance to international managers;
- Students will be able to identify cultural factors that can create challenges for international managers when doing business outside of their home countries
- Students will be able to identify factors that would make a country favorable for a specific company’s business prospects
- Students will be able to identify key regional economic agreements and how to make use of them to enhance their prospects for doing business in specific countries

11. Enrollment criteria

Describe the procedures and any qualifications for enrollment in the proposed certificate. Please note if they are identical to the admission criteria for the existing major and degree program under which this certificate will be established.

Identical to existing university criteria

12. Program Map

Attach a copy of the “proposed” map for this certificate program.

See the [Build a Major Map Training Guide](#) for instructions on how to create a “proposed certificate map” in [BAMM](#).

13. Curricular structure

Provide the curricular structure for this certificate by listing the required courses in alphanumeric order.

REQUIRED COURSES				
Prefix	Number	Title	New Course?	Credit Hours
TGM	101	Principles of Global Management	No	3
TGM	430	International Trade and Regional Economic Agreements	No	3

<i>Section sub-total:</i>				6
ELECTIVE COURSES				
Prefix	Number	Title	New Course?	Credit Hours
TGM	204	Principles of Marketing for Global Organizations	No	3
TGM	300	Principles of Finance for Global Organizations	No	3
TGM	310	Supply Chain Operations for Global Organizations	No	3
TGM	312	Big Data in the Global Economy	No	3
TGM	353	Regional Management Environment: Asia Region	No	3
TGM	353	Regional Management Environment: Latin America Region	No	3
TGM	460	Global Risk Assessment and Management	No	3
TGM	468	States and Markets in a Global Economy	No	3
TGM	478	Cross Cultural Communication and Negotiation	Yes	3
TGM	489	Multinational Organizational Leadership	No	3
<i>Section sub-total:</i>				12
OTHER REQUIREMENTS				Credit Hours
E.g. – Capstone experience, internship, clinical requirements, field studies, foreign language skills				
N/A				0
N/A				0
				0
				0
<i>Section sub-total:</i>				0
Total minimum credit hours required for certificate				18

14. Minimum residency requirement

How many hours of the certificate must be ASU credit?

18

15. New courses

List new courses in alphanumeric order and provide a brief course description for each one.

Prior to submitting this proposal, all new courses must be at the *University Review* level in [Curriculum ChangeMaker](#).

TGM 478-Cross Cultural Communication and Negotiation (new course/approved.)

Course Description: the course focuses not only on cross-cultural issues and communicating in cross-cultural environments, but the theory and processes of global negotiation involved in negotiating in a variety of settings around the world.

SECTION D - Administration and Resources

16. Administration

How will the proposed certificate be administered (including admissions, student advisement, retention, etc.)?

The program will be administered by Thunderbird School of Global Management's Undergraduate Program

17. Resources

What are the resource implications for the proposed certificate, including any projected budget needs? Will new books, library holdings, equipment, laboratory space and/or personnel be required now or in the future? If multiple units/programs will collaborate in offering this certificate, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate.

No additional resources are needed

18. Primary faculty

List the primary faculty participants regarding this proposed certificate. For interdisciplinary certificates, please include the relevant names of faculty members from across the University. The areas of specialization should refer to

FACULTY NAME	TITLE	AREA(S) OF SPECIALIZATION
Roy Nelson, Ph.D.	Associate Professor of Global Studies	Global Studies; Global Management; Latin America
Todd Taylor	Adjunct Professor of Global Supply Chain Management	Global Supply/Chain Management
Joshua Ault, Ph.D.	Assistant Professor of Global Management	Global Management; Global Entrepreneurship
Olufemi Babarinde, Ph.D.	Clinical Professor of Global Studies, Risk Assessment	Global Studies; Global Risk Assessment
Jonas Gamso, Ph.D.	Assistant Professor of Global Studies and International Trade	Global Studies; Regional Economic Agreements
Patrick Lynch, Ph.D.	Clinical Professor of Analytics and Leadership	Big Data; Analytics
Lena Booth, P.h.D.	Associate Professor of Global Finance; Associate Dean of Thunderbird Academic Programs	Global Finance
Denis LeClerc, Ph.D.	Clinical Professor of Cross-Cultural Communication and Negotiations	Cross-Cultural Communication and Negotiations
Suzanne Peterson	Associate Professor of Management Leadership	Global Leadership
John Zerio, Ph.D.	Adjunct Professor of Global Marketing	Global Marketing

SECTION E - Additional Materials

19. Complete and attach the Appendix document.
20. Provide one or more model programs of study (if appropriate).
21. Attach other information that will be useful to the review committees and the Office of the Provost.

APPENDIX**Operational Information for Undergraduate Certificates**

This information is used to populate the [Degree Search/catalog website](#).

Please consider the student audience in creating your text.

1. Certificate Name: International Trade**2. Marketing Text** *Optional, 50 words maximum*

The marketing text should make an emotional connection with prospective students to draw them in so they continue reading. Do not repeat content found in the program description.

Are you interested in trade across borders? Do you want to be at the forefront of emerging markets? This certificate program will help you on your way to an increasingly high-demand career in international trade in positions such as global entrepreneur, global logistics manager, freight forwarder, international compliance manager, or country and regional marketing manager.

3. Program Description *150 words maximum*

Present factual basic and specialized information about the program to help students decide if the program is the right fit. This section is not the place for hyperbole, information about enrollment or admission, campus, course requirements, or potential careers.

International trade is increasingly important in this globalized world – but also increasingly challenging. The International Monetary Fund predicts that most of the world’s growth in the next decade will take place in the largest emerging markets, which are not always easy for companies to penetrate. Most of the world’s consumers are outside of the United States. Given these trends, companies are increasingly in need of managers who understand the complexities of the global economy. The certificate program in international trade provides students with an understanding of foreign markets and the intricacies of international trade.

4. Contact and Support Information

Building code and room number: (Search ASU map)	FAB N290
Program office telephone number: (<i>i.e.</i> 480/965-2100)	602/543-0029
Program Email Address:	undergrad.tbird@asu.edu
Program Website Address:	https:// thunderbird.asu.edu

5. Program Requirements

These requirements will be drawn from the “proposed certificate map” that must be submitted with this proposal. Instructions to create a “proposed certificate map” in [BAMM](#) can be found in the [Build a Major Map Training Guide](#).

6. Enrollment Requirements

If applicable, list any special enrollment requirements applicable to this certificate in addition to the standard text. *Enrollment requirements for all undergraduate certificates include the following text.*

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

Standard

7. Keywords

List all keywords used to search for this program (limit 7). Keywords should be specific to the proposed program. *All parts of the certificate name are automatically included as keywords.*

International Trade, Regional Economic Agreements, Leadership, Multinational, Global, Cross-cultural, Entrepreneurship

8. Delivery/Campus Information Options: Both, campus and digital immersion

9. **Campus/Locations:** Indicate all campus immersion locations where this program will be offered

Downtown Phoenix Polytechnic Tempe West Other:

2019 - 2020 CERTIFICATE Map

Certificate in International Trade (Proposed)

Program Requirements

The certificate in international trade requires a minimum of 18 credit hours as outlined below, with a minimum of 12 upper-division credits. Students are encouraged to take courses that develop breadth within their sector rather than limiting their selection to courses in one particular subject area.

Required Courses -- 6 credit hours

TGM 101: Principles of Global Management (G) (3)

TGM 430: International Trade and Regional Economic Agreements (3)

Electives -- 12 credit hours

TGM 204: Principles of Marketing for Global Organizations (3)

TGM 300: Principles of Finance for Global Organizations (3)

TGM 310: Supply Chain Operations for Global Organizations (3)

TGM 312: Big Data in the Global Economy (3)

TGM 353: Asia Region (G) (3)

TGM 353: Latin America Region (G) (3)

TGM 460: Global Risk Assessment and Management (3)

TGM 468: States and Markets in a Global Economy (SB & G) (3)

TGM 478: Cross-Cultural Communication and Negotiation (3)

TGM 489: Multinational Organizational Leadership (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

Study abroad or international experience is encouraged but not required. Consider [ASU Study Abroad](#) opportunities.



The completed and signed proposal should be submitted by the dean's office to curriculumplanning@asu.edu. Before academic units can advertise undergraduate certificates or include them in their offerings as described in the university catalogs, they must be recommended for approval by CAPC, University Senate (two readings), and be approved by the Office of the University Provost.

Definition and minimum requirements:

An undergraduate certificate is a programmatic or linked series of courses from a single field or one that crosses disciplinary boundaries and may be freestanding or affiliated with a degree program. The certificate provides a structured and focused set of courses that can be used to enhance a student's baccalaureate experience or professional development.

Listed below are the minimum requirements for approval. Individual undergraduate certificates may have additional requirements.

- Requires a minimum of 15 credit hours of which at least 12 credit hours must be upper division
• Requires a minimum grade of "C" or better for all upper-division courses
• Consists of courses that must directly relate in whole or large part to the purpose of the certificate. Example: Geographic area certificates must include only courses specific to the title of the certificate, other than a non-English language
• Is cross disciplinary; or,
o Certified by a professional or accredited organization/governmental agency; or,
o Clearly leads to advanced specialization in a field; or,
o Is granted to a program that does not currently have a major

College/School: Thunderbird School of Global Management
Department/Division/School: Undergraduate
Proposed certificate name: Certificate in International Trade
Requested effective date: Fall 2019
Initial delivery method: Both, campus and digital immersion

Once students elect a campus or digital option, they will not be able to move between the modalities. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Approval begins by submitting the Request for Digital Immersion Consideration form in Curriculum ChangeMaker. An EdPlus letter of support must be included with this proposal to demonstrate preliminary approval for digital immersion. Contact EdPlus at edplusprogrammanagement@asu.edu for additional information.

Campus/Locations: Indicate all locations where this program will be offered.

[X] Downtown Phoenix [] Polytechnic [] Tempe [X] West [X] Other: Digital Immersion

PROPOSAL CONTACT

Name: Roy C. Nelson Title: Associate Dean of Undergraduate Programs
Phone number: 602.543-6323 Email: roy.nelson@asu.edu

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and college/school levels of review and the college/school(s) has the resources to support the requested changes. I recommend implementation of the proposed organizational change.

An electronic signature, an email from the dean or dean's designee or a PDF of the signed signature page is acceptable. The second signature is only required if multiple colleges are involved.

College/School/Division Dean name: Roy C. Nelson

Signature: [Handwritten Signature]

Date: 3/28

College/School/Division Dean name: Sanjeev Khagram

Signature: [Handwritten Signature]

Date: 3/28/2019

Kay Faris

Reply all

Thu 11/1/2018, 1:22 PM

Roy Nelson;
Michele Pfund;
Roy Nelson;
Lena Booth;
Kay Faris
Inbox

Hi Roy,

I have consulted with our folks in W. P. Carey. We have no objections to your offering these certificates at West, Downtown, Poly or Online. I would prefer that you hold off on Tempe as that could have a negative impact on us.

Please let me know if you have additional questions. It was good to talk with you!

Kay

Kay A. Faris
Senior Associate Dean, Academic Programs
W. P. Carey School of Business
Arizona State University
Tempe, AZ 85287-3406
Phone: 480-965-7587
Fax: 480-965-3846
Kay.Faris@asu.edu

RN

Roy Nelson

Mon 10/29/2018, 4:15 PM

Certificates_October29,2018b.docx
14 KB

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Kay and Michele:

It was good to speak with you today. I really appreciate having this opportunity to discuss our programs together.

Attached please find the proposed Thunderbird Undergraduate Certificates in Global Management and International Trade.

These are different from the W.P. Carey Certificate in International Business in the following ways:

1. They are 15 credit hours, rather than 18
2. They do not require foreign language or study abroad
3. Many of the course offerings are unique to Thunderbird

Our original plan was to offer these at the following campuses:

-West
-Downtown
-Online

If there is sufficient demand, we would eventually offer these at the Polytechnic Campus, too.

Please let me know if that plans sounds OK to you.

We could eventually offer these certificates in Tempe, too, but of course would refrain from doing this if that would have a negative impact on you.

Please let me know if this works, or if you have any additional questions.

Thank you,

Roy

Roy C. Nelson, Ph.D.

Associate Professor

Academic Director | Thunderbird Undergraduate Programs (ASU West: FAB 290B)

OR

Thunderbird School of Global Management

400 E. Van Buren, Room 826

Phoenix, Arizona 85004

T: +1.602.496-7079 | E: Roy.Nelson@thunderbird.asu.edu

Website: www.thunderbird.edu

A Unit of the Arizona State University Knowledge Enterprise

[Learn More About Thunderbird's Undergraduate Programs](#)

From: Lena Booth
Sent: Friday, March 1, 2019 11:36 AM
To: Roy Nelson
Subject: Support for Undergraduate Certificates

Roy:

I support both the undergraduate certificates to be offered starting Fall 2019: Undergraduate Certificate in Global Management and Undergraduate Certificate in International Trade. These certificates will not require additional resources as certificate students will be taking classes together with the Bachelor of Global Management (BGM) and Bachelor of Science in International Trade (BSIT) students. Thank you.

Lena

Lena C. Booth, Ph.D. | Associate Dean of Academic Programs and Finance Professor | Thunderbird School of Global Management | 400 E Van Buren, Suite 800 | Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: lena.booth@thunderbird.asu.edu | Website: <http://www.thunderbird.edu> | A Unit of Arizona State University Knowledge Enterprise