

**University of Windsor  
Program Development Committee**

**\*5.4 Cross Border Institute – Border Management and International Trade Certificate**

Item for: **Approval**

**MOTION:** That the following course additions be made:\*

**14-69-300 The Global Business Environment and Intercultural Aspects of Integrative Trade**

**14-69-310 International Trade Law, Policy and the Political Environment**

**14-69-315 Supply Chain and Border Management**

**14-69-320 International Business Development, Operations and Planning**

**14-69-325 International Investment and Growth Strategy**

**14-69-330 International Trade Compliance**

**14-69-335 International Risk Management and Trade Finance**

**14-69-340 International Marketing and Regulatory Environment**

*\*Subject to approval of expenditures required*

**Rationale/Approvals:**

- The proposed changes have been approved by the Inter-Faculty Programs Council.
- These courses are offered in 1 month modules.
- *See attached*

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 69-300 The Global Business Environment and Intercultural Aspects of Integrative Trade

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

The aim of this course is to provide each learner with an overview of the role of border agencies and the principles of border management. This course raises participants' awareness of the intricacies involved in the communication process with various government agencies, border officials, and business partners and equips participants with specific techniques for effective communication in a variety of business situations. Attentiveness to the ethical dimension of business in a global setting is cultivated within each learner and decision-making models for resolving ethical dilemmas are utilized. The integrative trade approach is introduced within a cross-border and international trade environment and intercultural aspects of such trade are considered. In particular, learners focus on recognizing, understanding, and respecting differences in trading practices due to cultural influences. (This is a four-week course. 9 lecture hours/week)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	x			x	9/wk for 4 weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The purpose of the course is to provide a unique blend of training and education. Depending on the students' objectives, the course is designed to meet the needs for professional advancement, thus addressing the training aspect or as a required course in the program, leading to a professional designation. The course will be open as

# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM “D”

general elective for all University of Windsor students. It can be taken as a standalone course, part of an individual’s professional development or personal interest, or as part of a required course, leading to a Level I or/and Level II Certificate. Completion of all eight courses with one year of professional experience leads to a CITP designation.

#### **B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)**

*Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.*

*Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.*

*Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.*

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Identify relevant codes of conduct related to human rights, ethics, and the environment in international business contexts (e.g. case studies) and apply them towards decision-making. (Also relevant to C and H).	A. the acquisition, application and integration of knowledge
B. Identify relevant codes of conduct related to human rights, ethics, and the environment in international business contexts (e.g. case studies) and apply them towards decision-making. (Also relevant to A).	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D. Communicate both orally and in writing for international audiences and trade stakeholders, with critical attention to the communication process and its role in developing sustainable international business partnerships and collaborations. (Also relevant to F).	D. literacy and numeracy skills
E. Reflect on and analyze the potential for multiple interpretations from different ethical and cultural perspectives in situational analysis, and justify business, trade, and interpersonal decision making.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
G. Create and adapt international business and trade strategies, analyses, and decisions that demonstrate awareness of, and respect for, cultural differences concerning business and trade relationships, norms, practices, and expectations.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I. Reflect on learning about global business and intercultural aspects and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to E).	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20	30	40	60	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.*

*NOTE: Student workload should be consistent with the credit weight assigned to the course.*

**Average number of hours per week that the student will be expected to devote to:**

9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>

**How does the student workload for this course compare with other similar courses in the department/program area?** Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Kobe, Renata	F	Cross-Border Institute, Sessional Instructor (Odette School of Business)	International business, global entrepreneurship, international trade management, supply chain management, business planning and operations, organizational behaviour, and cross-cultural management
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development

#### C.1.2

*Describe the area’s expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer’s control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## **C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)**

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### **C.5.1**

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.

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**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 69-310 International Trade Law, Policy and the Political Environment

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course focuses on how to use the border, by discussing practical implications of cross-border trade from various stakeholders' perspectives, including government, business professionals, and entrepreneurs. This course provides learners with a contextual understanding of policy and the political environment in international trade while exploring practical implications for border users. Topics explored include existing legal mechanisms that govern international trade, including corporate law, tax law, and trade compliance practices. Emphasis is placed on understanding the risks associated with integrative trade and developing contingency strategies to protect organizations. The course engages learners on an individual basis to develop and share their diverse perspectives. Learners will benefit from an array of guest speakers from the Government of Canada, stressing the importance of the tools, access, and support needed to reach and succeed in global markets. (This is a four-week course. 9 lecture hours/week)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	x			x	9/wk for four weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

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## NEW COURSE PROPOSALS

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#### **B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)**

*Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.*

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<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
<b>A.</b> Draw legal comparisons and differences between global business alliances, partnerships, and joint ventures and write or analyze appropriate supporting documentation, e.g. memorandums of understanding, letters of intent, and various agreements.  Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).	<b>B.</b> the acquisition, application and integration of knowledge
<b>B.</b> Examine legal codes, rules, legislation, policy, and agreements for how to use the border, including the international sale and transportation of goods, e.g. the Vienna Sales Convention, Hamburg Rules, and Uniform Commercial Code.	<b>B.</b> research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
<b>C.</b> Relate the significance of international intellectual property law and international competition and anti-trust laws with respect to trade rights, agreements, and disputes.	<b>C.</b> critical thinking and problem-solving skills
<b>D.</b> Discuss the aims and operating principles of global trade agreements relative to their importance for international business and trade practices, such as the World Trade Organization (WTO), Beyond the Border Agreement, and North American Free Trade Agreement (NAFTA), relative to their importance for international business and trade practices. (Also relevant to F).	<b>D.</b> literacy and numeracy skills



# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
E. Reflect on learning about international trade law and policy and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to I)	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20	30	40	60	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.*

*NOTE: Student workload should be consistent with the credit weight assigned to the course.*

<b>Average number of hours per week that the student will be expected to devote to:</b>	
9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>
<b>How does the student workload for this course compare with other similar courses in the department/program area?</b> Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.	

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development
Dunphy, Sarah	F	Cross-Border Institute, Sessional Instructor (Political Science)	International political economy, Canada-US and International trade, international relations, comparative politics and public policy
Tannous, Laurie	F	Sessional Instructor (Faculty of Law)	Customs and immigration management, supply chain import process, Canada-US legal issues, customs and regulatory compliance, public policy councils, and border security and management

#### C.1.2

*Describe the area’s expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer’s control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing*

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

*programs and courses, deleting courses, etc.)?*

N/A

## **C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)**

*Describe all additional faculty, staff and GA/TA resources (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### **C.5.1**

*Describe all additional institutional resources and services required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.

# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate Program  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

#### A. NEW COURSE PROFILE

**Course # and Title:** 69-315 Supply Chain and Border Management

##### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

In this course, participants will gain an in-depth understanding of customs procedures and services offered by freight forwarders and customs brokers. This course aims to help learners manage the relationships associated with multiple directional flows of goods and services in a complex, global system. Learners increase their understanding of existing, and evolving, rules and regulations that govern international trade to ensure compliance for the international import/export of goods and services. Learners also develop technical and systems knowledge pertaining to transportation modes, distribution, and logistics. (This is a four-week course. 9 lecture hours/week)

##### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	x			x	9/wk for 4 weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

#### B. RATIONALE

##### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The purpose of the course is to provide a unique blend of training and education. Depending on the students' objectives, the course is designed to meet the needs for professional advancement, thus addressing the training aspect or as a required course in the program, leading to a professional designation. The course will be open as general elective for all University of Windsor students. It can be taken as a standalone course, part of an individual's professional development or personal interest, or as part of a required course, leading to a Level I or/and Level II Certificate. Completion of all eight courses with one year of professional experience leads to a CITP designation.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

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Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Define global supply chain management and risk and apply its concepts in developing strategy, planning, implementation, documentation, and the continuous improvement thereof for various business and international trade contexts.  Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).	C. the acquisition, application and integration of knowledge
B. Analyze and propose procurement and sourcing processes and strategies, including outsourcing, partnerships and alliances, negotiation, and law compliance with consideration for effective and competitive international business and trade. (Also relevant to D).	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C. Evaluate decisions regarding manufacturing aspects, such as production and inventory, and their business and trade impacts (e.g. product design, inventory management, warehousing, etc.).	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E. Reflect on learning about global supply chain management and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to I).	E. responsible behaviour to self, others and society

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
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*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.  
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

**Average number of hours per week that the student will be expected to devote to:**

9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>

**How does the student workload for this course compare with other similar courses in the department/program area?** Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development
Maoh, Hanna	M	Civil and Environmental Engineering	Large-scale simulation models, travel demand analysis, location choice processes, sustainable transportation and GIS and spatial analysis
Kobe, Renata	F	Cross-Border Institute, Sessional Instructor (Odette School of Business)	International business, global entrepreneurship, international trade management, supply chain management, business planning and operations, organizational behaviour, and cross-cultural management

#### C.1.2

*Describe the area’s expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer’s control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing*

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

*programs and courses, deleting courses, etc.)?*

N/A

## **C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)**

*Describe all additional faculty, staff and GA/TA resources (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### **C.5.1**

*Describe all additional institutional resources and services required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.



# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate Program  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 69-320 International Business Development, Operations and Planning

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

In this course, learners gain essential knowledge and skills to expand a business internationally. Key considerations and activities for international business are explored alongside cross-border opportunities and challenges. Correspondingly, learners develop core competencies in business planning, understanding the roles of government agencies, managing strategic alliances, working with multinational workforces, and identifying different sources of funding. Relationships between funding initiatives, government policy, and an organization's objectives are examined. Course participants utilize tools to develop growth-focused business and entrepreneurial strategies that reflect a dynamic understanding of rules and regulations that govern international trade – equipping the manager/entrepreneur with the ability to tackle international business growth in accordance with trade compliance for effective and seamless flow of cross-border goods and services. (This is a four-week course. 9 lecture hours/week)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	x			x	9/wk for 4 weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The purpose of the course is to provide a unique blend of training and education. Depending on the students' objectives, the course is designed to meet the needs for professional advancement, thus addressing the training

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

aspect or as a required course in the program, leading to a professional designation. The course will be open as general elective for all University of Windsor students. It can be taken as a standalone course, part of an individual's professional development or personal interest, or as part of a required course, leading to a Level I or/and Level II Certificate. Completion of all eight courses with one year of professional experience leads to a CITP designation.

## B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)

*Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.*

*Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.*

*Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.*

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A.  Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).	D. the acquisition, application and integration of knowledge
B. Interpret and summarize information and data from various international sources on key international trends in trade and incorporate them into a business plan	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D. Write an international business plan.	D. literacy and numeracy skills
E. Adapt business practices in new cultural environments.  Reflect on learning about international business, operations, and planning and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to I).	E. responsible behaviour to self, others and society

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  At the end of this course, the successful student will know and be able to:	<b>Characteristics of a University of Windsor Graduate</b>  A U of Windsor graduate will have the ability to demonstrate:
F. Develop and present a management strategy for an international venture.	F. interpersonal and communications skills
G. Assess the risk of doing business internationally.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20	30	40	60	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course. NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>
<b>How does the student workload for this course compare with other similar courses in the department/program area?</b> Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.	

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development
Kobe, Renata	F	Cross-Border Institute, Sessional Instructor (Odette School of Business)	International business, global entrepreneurship, international trade management, supply chain management, business planning and operations, organizational behaviour, and cross-cultural management

#### C.1.2

*Describe the area's expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer's control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### C.5.1

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate Program  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 69-325 International Investment and Growth Strategy

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course equips learners with the tools to identify and evaluate market entry options against a company's objectives and abilities. Participants learn how to perform a company strategic-needs assessment and determine potential barriers to market entry. Barriers such as regulatory, legal, political, environmental, and cultural vary by case; in turn, a custom, multi-faceted market entry strategy needs to be designed for each case, inclusive of these considerations. The role of free trade agreements and foreign investment promotion are explored to enhance competition across a range of sectors. Participants learn how to identify potential international partners to help bring a company into foreign markets. Finally, participants learn how to negotiate global partnership agreements, and monitor their compliance, to ensure mutual benefit between parties. (This is a four-week course. 9 lecture hours/week)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	x			x	9/wk for 4 weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The purpose of the course is to provide a unique blend of training and education. Depending on the students' objectives, the course is designed to meet the needs for professional advancement, thus addressing the training aspect or as a required course in the program, leading to a professional designation. The course will be open as general elective for all University of Windsor students. It can be taken as a standalone course, part of an

# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM “D”

individual’s professional development or personal interest, or as part of a required course, leading to a Level I or/and Level II Certificate. Completion of all eight courses with one year of professional experience leads to a CITP designation.

#### **B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)**

*Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.*

*Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.*

*Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.*

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  <u>At the end of this course, the successful student will know and be able to:</u>	<b>Characteristics of a University of Windsor Graduate</b>
A. Assess a range of market entry strategies for selection relative to corporate needs, aims, and competencies, e.g. exporting, licensing, franchising, subcontracting, strategic alliances, and foreign direct investment.  Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).	E. the acquisition, application and integration of knowledge
B. Identify and analyze market entry barriers such as political, cultural, environmental, and economic.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D. Relate the performance of international business operations to communication, motivation, conflict resolution, and exit strategies. (Also relevant to F).	D. literacy and numeracy skills
E. Reflect on learning about international investment and growth and correspondingly the ability to initiate change in current work practices to improve international trade and border management.	E. responsible behaviour to self, others and society

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  At the end of this course, the successful student will know and be able to:	<b>Characteristics of a University of Windsor Graduate</b>  A U of Windsor graduate will have the ability to demonstrate:
(Also relevant to I)	
F. Strategically develop alignments between a company and potential partners and embody these in negotiation processes and partnering agreements.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20	30	40	60	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.*

*NOTE: Student workload should be consistent with the credit weight assigned to the course.*

**Average number of hours per week that the student will be expected to devote to:**

9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>

**How does the student workload for this course compare with other similar courses in the department/program area?** Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.



# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development
Kobe, Renata	F	Cross-Border Institute, Sessional Instructor (Odette School of Business)	International business, global entrepreneurship, international trade management, supply chain management, business planning and operations, organizational behaviour, and cross-cultural management

#### C.1.2

*Describe the area’s expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer’s control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## **C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)**

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### **C.5.1**

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate Program  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 69-330 International Trade Compliance

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course equips learners with various tools to plan, and carry out, trade research effectively and efficiently. Research addresses evolving rules and regulations that govern international trade to poise the learner with the necessary skills to inquire into, and stay abreast of, current developments and regulation. To ensure compliance related to the import/export activities of goods and services and, at the same time promote an authentic international business objective, participants learn to use market intelligence to identify the most promising foreign markets and international business opportunities. (This is a four-week course. 9 lecture hours/week)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	x			x	9/wk for 4 weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The purpose of the course is to provide a unique blend of training and education. Depending on the students' objectives, the course is designed to meet the needs for professional advancement, thus addressing the training aspect or as a required course in the program, leading to a professional designation. The course will be open as general elective for all University of Windsor students. It can be taken as a standalone course, part of an individual's professional development or personal interest, or as part of a required course, leading to a Level I or/and Level II Certificate. Completion of all eight courses with one year of professional experience leads to a CITP designation.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM “D”

## B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Define research objectives for determining international trade considerations, such as business market potential and opportunities.  Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).	F. the acquisition, application and integration of knowledge
B. Distinguish between primary and secondary data sources and their appropriate use relative to research objectives and the research context.  Apply the research process (including defining research objectives, selecting data sources, and determining data collection methods and analysis) towards inquiring into competitive intelligence for international trade and global business strategy. (Also relevant to G).	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D. Determine methods for data collection, analysis, and presentation relative to data sources, research objectives, and research context. (Also relevant to F).	D. literacy and numeracy skills
E. Reflect on learning about research and trade compliance and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to I).	E. responsible behaviour to self, others and society

# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>	<b>Characteristics of a University of Windsor Graduate</b>
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

#### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20	30	40	60	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

#### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.*

*NOTE: Student workload should be consistent with the credit weight assigned to the course.*

<b>Average number of hours per week that the student will be expected to devote to:</b>	
9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>
<b>How does the student workload for this course compare with other similar courses in the department/program area?</b> Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.	

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development
Dunphy, Sarah	F	Cross-Border Institute, Sessional Instructor (Political Science)	International political economy, Canada-US and International trade, international relations, comparative politics and public policy
Tannous, Laurie	F	Sessional Instructor (Faculty of Law)	Customs and immigration management, supply chain import process, Canada-US legal issues, customs and regulatory compliance, public policy councils, and border security and management

#### C.1.2

*Describe the area's expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer's control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing*

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

*programs and courses, deleting courses, etc.)?*

N/A

## **C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)**

*Describe all additional faculty, staff and GA/TA resources (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### **C.5.1**

*Describe all additional institutional resources and services required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate Program  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 69-335 International Risk Management and Trade Finance

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course covers the nature and scope of international trade finance. In particular, facilitating trade payment flows across a network of relationships is addressed to ensure effective trade activities. The course topics include the provision of information for a global trade transaction, commercial and country risks that may be encountered during import-export operations, and risk management and mitigation how to manage and mitigate these risks. Risk-mitigation techniques are discussed in terms of legal implications and appropriate practices and the use of these techniques. Participants develop a financial plan for a company's short-, medium- and long-term needs, including essential data considerations for cash flow analysis. (This is a four-week course. 9 lecture hours/week)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	x			x	9/wk for 4 weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The purpose of the course is to provide a unique blend of training and education. Depending on the students' objectives, the course is designed to meet the needs for professional advancement, thus addressing the training aspect or as a required course in the program, leading to a professional designation. The course will be open as general elective for all University of Windsor students. It can be taken as a standalone course, part of an



# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM “D”

individual’s professional development or personal interest, or as part of a required course, leading to a Level I or/and Level II Certificate. Completion of all eight courses with one year of professional experience leads to a CITP designation.

#### **B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)**

*Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.*

*Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.*

*Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.*

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  <u>At the end of this course, the successful student will know and be able to:</u>	<b>Characteristics of a University of Windsor Graduate</b>  <u>A U of Windsor graduate will have the ability to demonstrate:</u>
<p>A. Consider exchange rates and a range of pricing options (short-, medium-, and long-term) as they relate to a global business market.</p> <p>Identify sources of risk as they relate to payment, settlement, and cash flow planning and examine mitigation and management approaches for planning and monitoring. (Also relevant to B).</p> <p>Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).</p>	<p>G. the acquisition, application and integration of knowledge</p>
<p>B. Navigate potential sources of financing to support international business growth and integrative trade.</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>C.</p>	<p>C. critical thinking and problem-solving skills</p>
<p>D. Debate the role of technology as it relates to international trade with critical perspectives on how it can be leveraged and how it can pose risk. (Also relevant to F).</p>	<p>D. literacy and numeracy skills</p>
<p>E. Reflect on learning about trade finance and risk and correspondingly the ability to initiate change in current work practices to improve international trade and border management.</p>	<p>E. responsible behaviour to self, others and society</p>

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  At the end of this course, the successful student will know and be able to:	<b>Characteristics of a University of Windsor Graduate</b>  A U of Windsor graduate will have the ability to demonstrate:
(Also relevant to I).	
F. Discuss the roles and relationships between multiple financial parties involved in international transactions, e.g. export credit agencies, private sector insurers, banks, suppliers, etc.	F. interpersonal and communications skills
G. Develop fundamental elements for effective financial planning in line with the four pillars of trade finance – payment facilitation, risk management, financing, and transaction information.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20	30	40	60	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.  
NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>
<b>How does the student workload for this course compare with other similar courses in the department/program area?</b> Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.	

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development
Dunphy, Sarah	F	Cross-Border Institute, Sessional Instructor (Political Science)	International political economy, Canada-US and International trade, international relations, comparative politics and public policy
Tannous, Laurie	F	Sessional Instructor (Faculty of Law)	Customs and immigration management, supply chain import process, Canada-US legal issues, customs and regulatory compliance, public policy councils, and border security and management

#### C.1.2

*Describe the area's expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer's control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## **C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)**

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### **C.5.1**

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

**TITLE OF THE PROGRAM/CERTIFICATE:** Border Management and International Trade Certificate Program  
**DEPARTMENT/SCHOOL:** Cross-Border Institute  
**FACULTY:** Centre for Inter-Faculty Programs

**Proposed change(s) effective as of:** January 2015

## A. NEW COURSE PROFILE

**Course # and Title:** 69-340 International Marketing and Regulatory Environment

### Calendar Description

*Calendar descriptions should be written in the third person and should provide a general outline of the course material. Where appropriate, examples of topics or themes, which might be covered in the course, should also be provided.*

This course identifies the main principles of international marketing and introduces learners to market intelligence, promotional strategies, and e-marketing in order to trade and sell products and/or services globally. Participants learn to recognize the influence of culture, politics, law, and regulatory considerations in international markets alongside building and maintaining international trade relationships with all levels of government. Participants learn why companies must adapt their products and/or services for international markets; in turn, participants prepare a promotional strategy tailored to this objective and the aforementioned considerations in an authentic context. One of the intentions of the course is for participants to develop an international marketing plan designed to assist reaching international marketing and sales goals while considering the domestic and international political contexts that the business operates in. (This is a four-week course. 9 lecture hours/week)

### Other Course Information

*Please complete the following tables.*

Credit weight	Total contact hours	Delivery format				Breakdown of contact hours/week			
		In-class	e-learning	Distance	Other flexible learning delivery [blended]	Lecture	Tutorial	Lab.	Co-op/practicum
3	36	X			X	9/wk for 4 weeks	N/A	N/A	N/A

Pre-requisites	Co-requisites	Anti-requisites	Cross-listed with:	Required course	Optional course	Replacing old course*** [provide old course number]
N/A	N/A	N/A	N/A	Yes		No

**[\*\*\*Replacing Old Course: this does not mean that the former course will be deleted from the calendar. If it is to be deleted, a Form E must be completed.]**

Will students be able to obtain credit for the new course and the course(s) that it is replacing?

N/A

## B. RATIONALE

### B.1 Course Goal(s)

*Please provide a statement about the purpose of the course within the program of study or as an option.*

The purpose of the course is to provide a unique blend of training and education. Depending on the students' objectives, the course is designed to meet the needs for professional advancement, thus addressing the training aspect or as a required course in the program, leading to a professional designation. The course will be open as

# PROGRAM DEVELOPMENT COMMITTEE

## NEW COURSE PROPOSALS

### FORM “D”

general elective for all University of Windsor students. It can be taken as a standalone course, part of an individual’s professional development or personal interest, or as part of a required course, leading to a Level I or/and Level II Certificate. Completion of all eight courses with one year of professional experience leads to a CITP designation.

#### **B.2 LEARNING OUTCOMES (QAF section 2.1.1, 2.1.3, and 2.1.6)**

*Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.*

*Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.*

*Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.*

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  <u>At the end of this course, the successful student will know and be able to:</u>	<b>Characteristics of a University of Windsor Graduate</b>
<b>A.</b> Formulate decisions regarding marketing channels, modes, and promotional strategies including e-marketing, for different international trade purposes and regulatory environments.  Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).	<b>H.</b> the acquisition, application and integration of knowledge
<b>B.</b> Formulate decisions regarding marketing channels, modes, and promotional strategies including e-marketing, for different international trade purposes and regulatory environments.  Relate financial considerations to marketing decisions, e.g. pricing strategies, value proposition, payment, etc.	<b>B.</b> research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
<b>C.</b> Relate market research to marketing decisions.	<b>C.</b> critical thinking and problem-solving skills
<b>D.</b> Explain aims and challenges for international marketing. (Also relevant to F).	<b>D.</b> literacy and numeracy skills
<b>E.</b> Reflect on learning about international marketing and regulations and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to I).	<b>E.</b> responsible behaviour to self, others and society

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

<b>Learning Outcomes</b> <i>This is a sentence completion exercise.</i>  At the end of this course, the successful student will know and be able to:	<b>Characteristics of a University of Windsor Graduate</b>  A U of Windsor graduate will have the ability to demonstrate:
F.	F. interpersonal and communications skills
G. Adapt marketing concepts and approaches for multiple international customers with attention to cultural, political, legal, and regulatory considerations.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

### B.3 Demand for Course

*Please provide as much information on projected enrolment as possible.*

Projected enrolment levels for the first 5 years of the new course.	Year 1	Year 2	Year 3	Year 4	Year 5
	20	30	40	60	80

*What will be the impact of offering the new course on enrolments in existing courses in the program or Department?*

Not relevant because this course taps into new area of education at the University of Windsor.

### B.4 Student Workload

*Provide information on the expected workload per week of a student enrolled in this course.*

*NOTE: Student workload should be consistent with the credit weight assigned to the course.*

Average number of hours per week that the student will be expected to devote to:	
9	Lectures (for four weeks)
N/A	Tutorials
N/A	Labs
N/A	Practical experience
N/A	Independent Study
1-2	Reading for the course
2-3	Work for assessment (essays, papers, projects, laboratory work)
1-2	Meeting with others for group work/project assignments
N/A	Studying for tests/examinations
1-2	Other: <i>[research]</i>
<b>How does the student workload for this course compare with other similar courses in the department/program area?</b> Student workload for this course compares to other similar courses at the University of Windsor that are offered over a four week period.	

# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C. RESOURCES

### C.1 Available Faculty and Staff Resources (QAF sections 2.1.7, 2.1.8, 2.1.9 and 2.1.10)

*Describe all faculty and staff resources (e.g., administrative, teaching, supervision) from all affected areas/departments currently available and actively committed to support the new course.*

#### C.1.1

*Provide an assessment of faculty expertise available and committed to actively support the new course.*

Faculty Name	Gender	Home Unit	Area of Expertise
Anderson, William	M	Political Science	Canada-US trade, transportation policy, international trade and globalization and regional economic development
Dunphy, Sarah	F	Cross-Border Institute, Sessional Instructor (Political Science)	International political economy, Canada-US and International trade, international relations, comparative politics and public policy
Tannous, Laurie	F	Sessional Instructor (Faculty of Law)	Customs and immigration management, supply chain import process, Canada-US legal issues, customs and regulatory compliance, public policy councils, and border security and management

#### C.1.2

*Describe the area's expected reliance on, and the role of adjunct, limited-term, and sessional faculty in delivering the new course.*

Initially, reliance on the role of adjunct, limited-term, and sessional faculty will be imperative to allow for cost efficiency. With growing enrolment and proven sustainable track record, additional full-time faculty may be hired.

### C.2 Resource Implications for Other Campus Units (MTCU sections 3 and 4)

*Describe the reliance of the proposed new course on existing resources from other campus units, including for example:*

- *faculty teaching,*
- *equipment or facilities outside the proposer's control,*
- *external resources requiring maintenance or upgrading using external resources*

*Provide relevant details.*

N/A

### C.3 Anticipated New Resources (QAF sections 2.1.7, 2.1.8 and 2.1.9; MTCU section 4)

*List all **anticipated new resources** originating from within the area, department or faculty (external grants, donations, government grants, etc.) and committed to supporting the revisions to this program.*

Federal Economic Development Agency of Southern Ontario Prosperity Initiative Project Number 802390 supported the development of the Border Management and International Trade Certificate Program and will continue to support delivery as per mandate.

### C.4 Planned Reallocation of Resources and Cost-Savings (QAF section 2.1.7 and 2.1.9; MTCU section 4)

*Identify all opportunities for*

- *internal reallocation of resources and*
- *cost savings*

*identified and pursued by the area/department in support of the new course. (e.g., streamlining existing programs and courses, deleting courses, etc.)?*

N/A



# PROGRAM DEVELOPMENT COMMITTEE NEW COURSE PROPOSALS FORM "D"

## C.5 Additional Resources Required – Resources Requested (QAF section 2.1.7 and 2.1.9)

*Describe all **additional faculty, staff and GA/TA resources** (in all affected areas and departments) required to offer the new course.*

**Faculty:** Currently not needed, new faculty may be hired as per needs due to enrollment numbers increasing.

**Staff:** Supporting staff will be hired with anticipated growth of the program.

**GA/TAs:** Currently not needed, hired as needed (enrollment increase).

### C.5.1

*Describe all **additional institutional resources and services** required by all affected areas or departments to offer the new course, including library, teaching and learning support services, student support services, space and facilities, and equipment and its maintenance.*

**Library Resources and Services:** The participants will have access to existing print and electronic books and reference materials at the University of Windsor library.

**Teaching and Learning Support:** The Centre for Teaching and Learning (CTL) offers a variety of instructional workshops, courses, as well as technology based teaching resources, such as video conferencing, audio-visual equipment, and media production facilities that support professional development of instructors teaching in the Border Management and International Trade Certificate Program.

#### **Student Support Services:**

The following services are available to learners/students:

- Student disability services: <http://www.uwindsor.ca/disability>
- Skills to enhance personal success (S.T.E.P.S): <http://www.uwindsor.ca/lifeline/steps-skills-to-enhance-personal-success>
- Student counseling centre: <http://www.uwindsor.ca/scc>
- Student Success Centre: <http://www.uwindsor.ca/advising/>

**Space and Facilities:** Given the availability of the classroom spaces at the University of Windsor in the timeframe the courses will be offered (Friday 18:00 – 21:00 and Saturday 9:00 –15:00), it is anticipated that this will be easily accommodated.

**Equipment (and Maintenance):** The Cross-Border Institute has resources and equipment needed to support this program.