

Black Hawk College

Detailed Assessment Report 2010-2011 International Trade 5531, CERT *As of: 9/17/2013 07:28 AM CENTRAL*

Analysis Questions and Analysis Answers

(PR) PROGRAM REVIEW ONLY Please answer these questions if your program is going through a review.

The 31 credit hour International Trade certificate was originated in the mid-1990's when the Quad Cities area was expanding with small freight forwarder firms and import/export firms. The target was working personnel who wished to acquire international trade terminology and awareness of US regulations, documents, etc., mandated for each export. It was designed by a team of knowledgeable advisory members and led by a full time instructor (who has now retired but remains the primary instructor in most courses specifically tied to this program). Personnel working for freight companies and banks were very responsive. The certificate was designed to lead into the Business Management & Marketing degree. There are 4 courses that should be directly tied to this certificate: BA 272: International Marketing (3 credit hours) BA 276: International Internship (3 credit hours) BA 278: International Seminar (1 credit hour) BA 287: International Business Cultures (1-3 credit hours) The following course is tied to the certificate erroneously and data includes it: BA 270: Introduction to International Business (3 credit hours)

Connected Document

[FY2011 PROGRAM REVIEW TIMELINE](#)

(PR) STUDENT/MARKET NEED: (CTE) Describe the current and future occupational demand for the program. Include Advisory Committee feedback on demand for skills and an analysis of student enrollment trends and projections.

Current and Future Occupational Demand: This certificate is basically an export training program. The Planning and Institutional Effectiveness office ran data on the closest occupations available which were Transportation, Storage, and Distribution Managers (SOC 11-3071) and Logistics (SOC 13-1081). Since logistics positions require bachelor's degrees the data used for this review is only that for Transportation, Storage, and Distribution Managers. Data indicates that regional job growth between 2008-2018 will be relatively flat with an anticipation of a loss of 3 jobs. The reader should keep in mind that the data is probably more specific, while the certificate is more broad based in nature. Advisory Council feedback on demand for skills: Our current Advisory Council is a combination of all Black Hawk College business programs including Business Management & Marketing, Financial Services Management, and Accounting Specialist. Input on this program has been minimal in the last five years as we do not have an active participant in the related field. We will bring this program forward at our Spring 2012 Advisory meeting for a detailed discussion and procure more export-specific members. We can investigate the potential of merging or updating this program to be identified with the logistics/supply chain management arena. Student Enrollment trends and projections: The number of students claiming the certificate as a 'major' in 2007, 2009, and 2010 is one. However, the individual courses are popular for Business Management & Marketing degree students as they utilize them as electives. Since the courses are online they attract a variety of students. Many students wish to learn more about international topics and are using it for personal rather than academic reasons. Enrollment in these specific courses are low but steady (3 -5). But since they are taught by an adjunct whose pay is prorated for the online courses, financial impact to the college is negligible. Because globalization continues to be a market reality, future trends could increase the number of participants.

Connected Documents

[International Trade-Student Demographics Data](#)
[SCO-SOC International Trade-Occupation Report](#)

(PR) STUDENT/MARKET NEED: (Discipline) Are the course offerings appropriate to meet the needs of students who will transfer and/or support general education requirements?

This is a career certificate which will not transfer to a 4 year institution.

(PR) HUMAN RESOURCE REVIEW: Describe the Programs/Discipline capacity and capability needs including skills, competencies and faculty staffing levels to meet student needs and/or employer's needs.

The certificate is one which leads to and directly supports a Business Management & Marketing degree. The instructor of the courses tied to the program is highly skilled with over 40 years experience as a full time instructor in the department and is now retired as an adjunct. He has obtained a great deal of international business experience in his role as Director of International Initiatives for 15 years prior to retirement. He held state and regional offices in Community College international organizations. He was instrumental in developing the International Trade degree for business transfer majors as well as this certificate. At this time staffing needs are adequate for this certificate. A future concern about staffing levels is the impact if the primary instructor reduces his teaching level. Online teaching is much more time consuming and demanding than face-to-face instruction and is a skill that most adjuncts do not have or want to learn.

Connected Document

[International Trade-10th Day Course Capacity Data](#)

(PR) STUDENT OUTCOMES, ACHIEVEMENT, PLACEMENT, FOLLOW-UP: What measures of student learning and development does the Program/Discipline collect and analyze regularly? What are the findings from this analysis? What improvements have been made as a result of these findings?

Measures of student learning collected and analyzed regularly: Pre-Post tests are regularly used in BA 110, BA 230, SPEC 175, and GEOG 105. The measures utilized by the courses that are tied to this program are primarily papers and projects. Analytical skills related to case studies and projects such as an international marketing plans are included. Papers on case studies are required weekly. Projects are typically the final output from the course. Internship performance and work supervisor evaluation is utilized for the interns. Instructors in all courses use a customized student evaluation form as it delivers better information than a standardized form. Self-evaluation of student's learning, appropriateness of text, self-evaluation of their study habits/attendance/etc. is included in the customized form. Grades/grade distribution is also analyzed regularly in all courses. The Planning and Institutional Effectiveness department sends an annual survey to our graduates but the return rate is so low as to be statistically invalid. Findings: The grade distribution, reflects integrity of the program which indicate quality and stringency in the courses. The program is designed to be as heavy as possible in courses with an international emphasis. Students in the program like the relevancy of the courses. Because of this we find high levels of self motivation and satisfaction in the students. Improvements: Student evaluations indicate a high degree of satisfaction with the projects and papers required in the courses. The program was enhanced by providing students with

the opportunity to do even more projects and research relevant to their interests. .

Connected Document

[International Trade-Grade Distribution Data](#)

(PR) STUDENT OUTCOMES, ACHIEVEMENT, PLACEMENT AND FOLLOW-UP: Describe the evidence that the students completing programs/degrees/certificates/courses have acquired the knowledge and skills required by employers or transfer institutions?

Student evaluations indicate a high degree of satisfaction in the course work and the quality of instruction. They believe the application of the coursework in the papers and projects they are required to complete hone their critical thinking and analytical skills and prepare them for employment. The capstone course in the program is an internship and the employer supervisors have been satisfied with students and given high marks on their evaluations. While this certificate is not a transfer program, many courses are accepted by institutions. In particular, the International Marketing course which is specific to this program, is approved by Bradley, Purdue, and St. Ambrose.

(PR) STUDENT OUTCOMES, ACHIEVEMENT PLACEMENT, AND FOLLOW-UP: Of the _____ ICCB Generic course syllabi in this program area, _____ meet all course syllabi elements as established by the ICCB Program Manual and outlined in the Faculty Handbook. List those Generic course syllabi and describe the approach the department will use to ensure those not meeting all the Generic Course syllabi elements will be updated within the coming academic year. Faculty course level and Distance Learning Course Syllabus review is not included in this process.

The syllabi for the pertaining courses were revised in 2010 and were approved by the college's Curriculum Committee and ICCB. Of the ____4____ ICCB Generic course syllabi in this program area, ____4____ meet all course syllabi elements as established by the ICCB Program Manual and outlined in the Faculty Handbook.

(PR) CURRICULUM/INSTRUCTIONAL APPROACHES: (CTE) Is the level of the curriculum appropriate to the credential?

There is no 3rd party credential for this certificate.

(PR) CURRICULUM/INSTRUCTIONAL APPROACHES: (Discipline) Describe the transfer requirements or content that may be imposed on the program during the next five years and the department's plans to address those changes.

The International Trade Certificate is a career-oriented certificate that is not designed to transfer. Therefore no transfer requirements or content changes would be imposed from transfer institutions. However, many of the courses in the degree are IAI approved for transfer. As IAI undergoes its new initiative of course evaluations, the department will be attentive. Courses within the program that transfer follows (not all are tied to the certificate): BA 110 - Introduction to Business ECON 270 - International Business (BA 270 is the same course but not considered transferrable) CS 100 - Introduction to Computer Science SPEC 175 - Intercultural Communications GEOG 105 - Introduction to Regional Geography BA 272 - International Marketing (although not IAI approved, Purdue University, St Ambrose University, and Bradley University accept this course)

Connected Documents

[International Trade-BHC Catalog pages 157-159](#)

[International Trade-Clearinghouse Data](#)

[International Trade-Courses Tied to CIP](#)

(PR) CURRICULUM/INSTRUCTIONAL APPROACHES: Describe how the program structure, schedule, curriculum, and modes of delivery are designed to effectively achieve student learning objectives and/or student needs?

Structure & Curriculum: This is a 31 credit hour certificate consisting of a small but adequate base of general business courses and a heavy component of international oriented courses. The business base consists of Intro to Business, Intro to Computers, Business Math, and Marketing. The remaining courses are Intercultural Communications, International Business, International Marketing, Regional Geography (or E-Commerce), International Business Cultures, and an internship. The outcomes of the certificate are to provide the student with marketing related business knowledge, a sound understanding of international trade and vocabulary, and an experience working in the field. The structure and curriculum achieve those goals. Schedule & Modes of Delivery: The International Trade certificate, as in all career business programs, is mindful of student needs. Most are working full time and have family obligations. To meet student time constraints the department monitors the delivery modes and scheduling carefully. All courses with the exception of Business Math and Regional Geography are offered online. If necessary, these two courses can be taken through ICE system from another college. Only Business Math and Marketing have a prerequisite. This allows students the flexibility of course choice as well as the delivery mode to meet their needs.

Connected Documents

[International Trade Certificate-BHC Web Page](#)

[International Trade-Academic Checklist](#)

[International Trade-BHC Catalog page 66](#)

[International Trade-Fact Sheet](#)

(PR) CURRICULUM/INSTRUCTIONAL APPROACHES: Describe scheduling changes that may be needed or where implemented in the past five years.

Past 5 year scheduling changes: The department added Business Math to the curriculum. The change aligned the International Trade certificate to the Business Management & Marketing degree in hopes of enticing students to complete a degree. In order to maintain the same number of credit hours, students now choose between taking Geography or E-Commerce. In addition, more of the courses are offered online than in the past. Lastly, courses have been rearranged within and between the semesters as a result of compressing the number of sections offered overall in the department. The compression resulted in a better pedagogical sequencing of classes. Future scheduling changes: The department is considering offering Business Math in the future. We will discuss other possible changes with our Advisory Council in the spring of 2012.

(PR) FINANCIAL ANALYSIS: Based on the UNIT COST/CURRICULUM REVIEW (if appropriate) what steps are necessary to sustain program viability? (i.e.; increasing enrollment, upgrading or new equipment, improving facilities, finding qualified faculty, professional development)?

Credit hours in the program have increased substantially in the last two years (75 - 138 from FY08 to FY10). Credit hours are generally up overall in the college and offering more courses online may be a factor in increased credit hour generation. However, the inclusion of BA 270 inflates the credit hours. Unit costs have decreased dramatically (\$294.49 -

\$183.22 from FY07 to FY10). Likely cost reduction is due to the movement from full-time pay to adjunct pay for the main instructor of the courses tied to this program. In addition, the instructor's pay is prorated on any online course with enrollment under 10. Up to 9 of the 10 courses (not counting the internship and seminar) are offered online and usually prorated. These two very positive factors are encouraging and increased enrollment would only enhance the numbers. The department is comfortable with many aspects of the certificate program but will await Spring 2012 Advisory Council input as to other suggestions for the program.

Connected Document

[International Trade-Credit Hour and Unit Cost Data](#)

(PR) RECOMMENDATIONS: What specifically did your review show regarding proven strengths or progress made on outcomes/objectives?

Strengths of International Trade Certificate: Unit cost is decreasing substantially (\$294.49 - \$183.22 from FY07 - FY10) Credit Hour generation is increasing substantially (75 - 138 from FY08 - FY10) Course content is concentrated and well balanced to achieve outcomes for the student Course scheduling and modes of delivery meet student needs with the online offerings Faculty are experienced Program is taught by full time faculty (or retired full time faculty)

(PR) RECOMMENDATIONS: What specifically did your review show regarding proven weaknesses or outcomes/objectives that will need continued attention?

Weaknesses of International Trade Certificate: Low student enrollment courses and degree tied to the program are inaccurate Advisory Council participants for the program are inactive Majority of the courses are taught by one faculty member (the faculty member would be extremely difficult to replace)

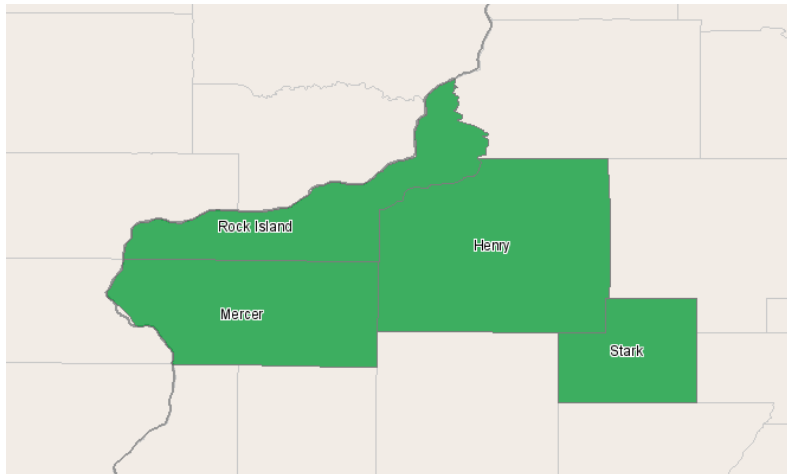
(PR) RECOMMENDATIONS: Recommendations for Opportunities for Improvement- Be sure to also create Action Plans for these recommendations.

The department will obtain Advisory Council members with specific expertise in the exporting business to provide input on the program. There may be a variety of methods to increase enrollment such as marketing efforts, offering the Business Math online, etc. In addition, an Advisory Council discussion will be held as to future occupations and relationship to Supply Chain management careers.

Black Hawk College

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Occupation Report



Region Info

Region: PR District

County Areas: Henry, Illinois (17073), Mercer, Illinois (17131), Rock Island, Illinois (17161), Stark, Illinois (17175)

Selected Occupations

Occupation	Education Level
Chief executives (SOC 11-1011)	Degree plus work experience
General and operations managers (SOC 11-1021)	Degree plus work experience

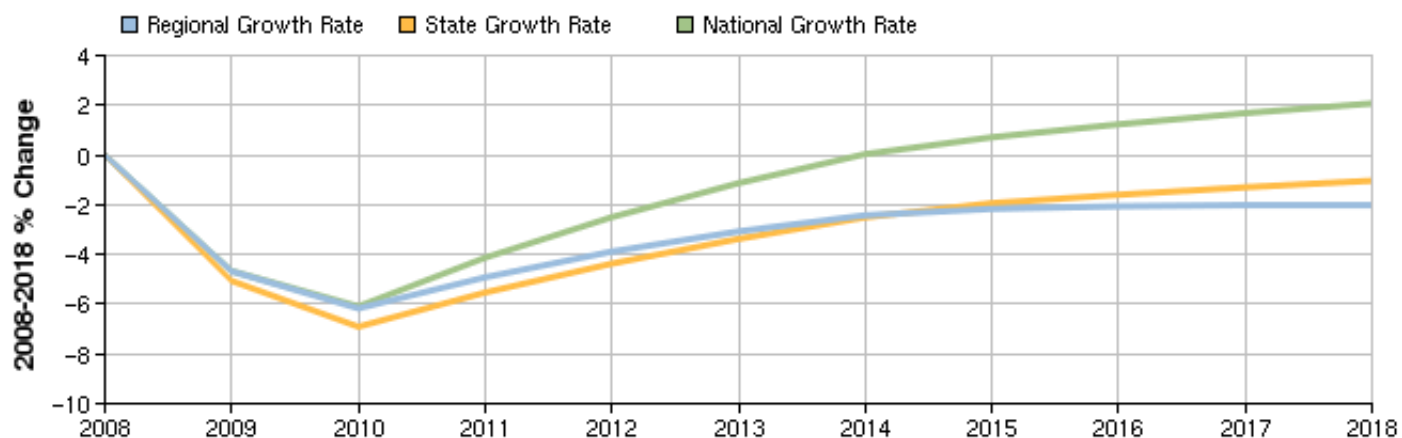
Executive Summary

Basic Information	
2008 Occupational Jobs	1,700
2018 Occupational Jobs	1,666
Total Change	-34
Total % Change	-2.00%
Openings	548
2010 Avg Hourly Earnings	\$42.31

Economic Indicators	
2008 Location Quotient	0.74
2018 Location Quotient	0.75
Shift Share: Regional Competitiveness Effect	-83
Shift Share: Occupational Mix Effect	-59
Shift Share: National Effect	107

Source: EMSI Complete Employment - 3rd Quarter 2010

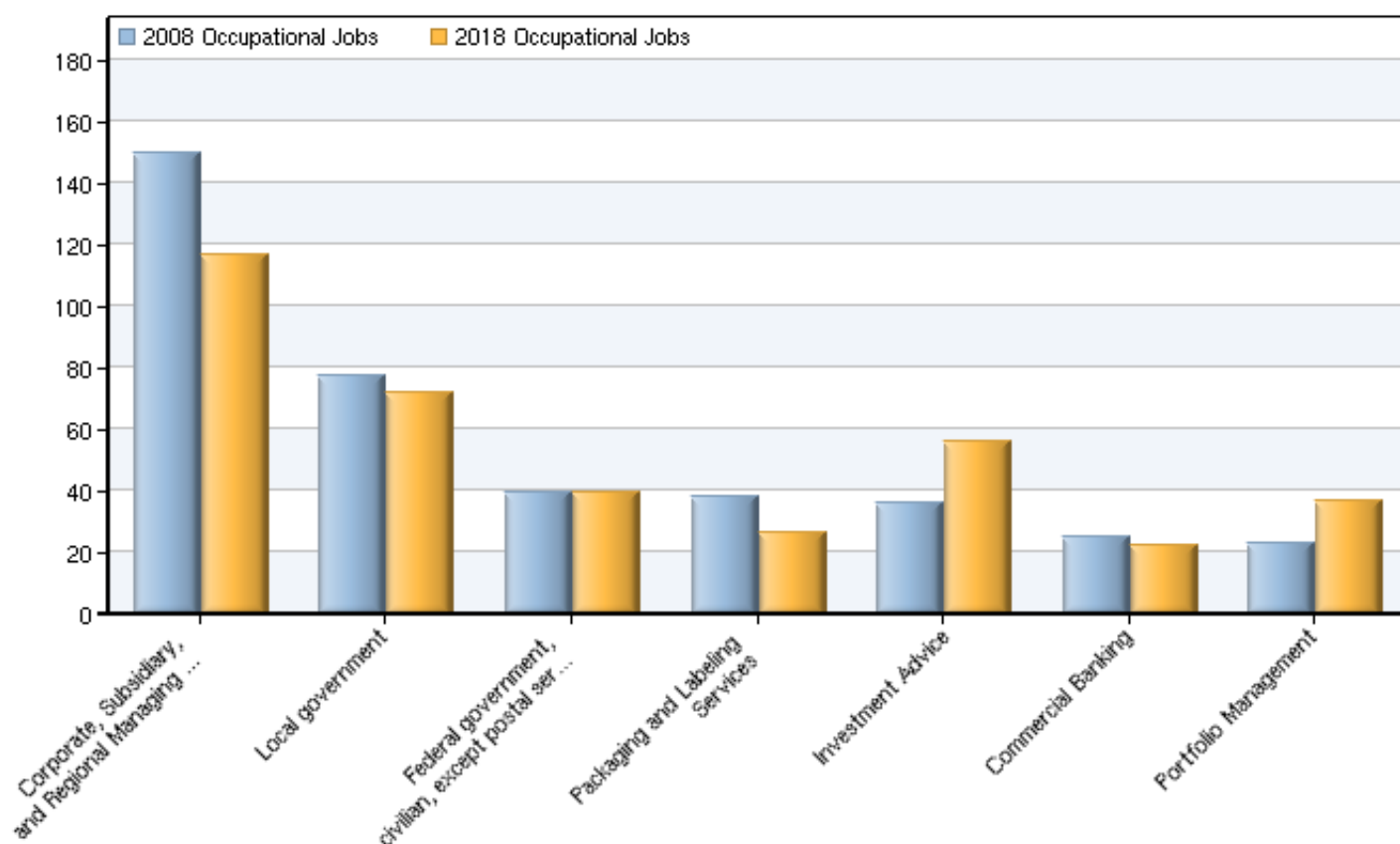
Occupational Change Summary



Region	2008 Jobs	2018 Jobs	Change	% Change	Openings	2010 Avg Hourly Earnings
Regional Total	1,700	1,666	-34	-2%	548	\$42.31
State Total	128,672	127,340	-1,332	-1%	43,044	\$45.97
National Total	3,238,118	3,305,193	67,075	2%	1,169,309	\$43.60

Source: EMSI Complete Employment - 3rd Quarter 2010

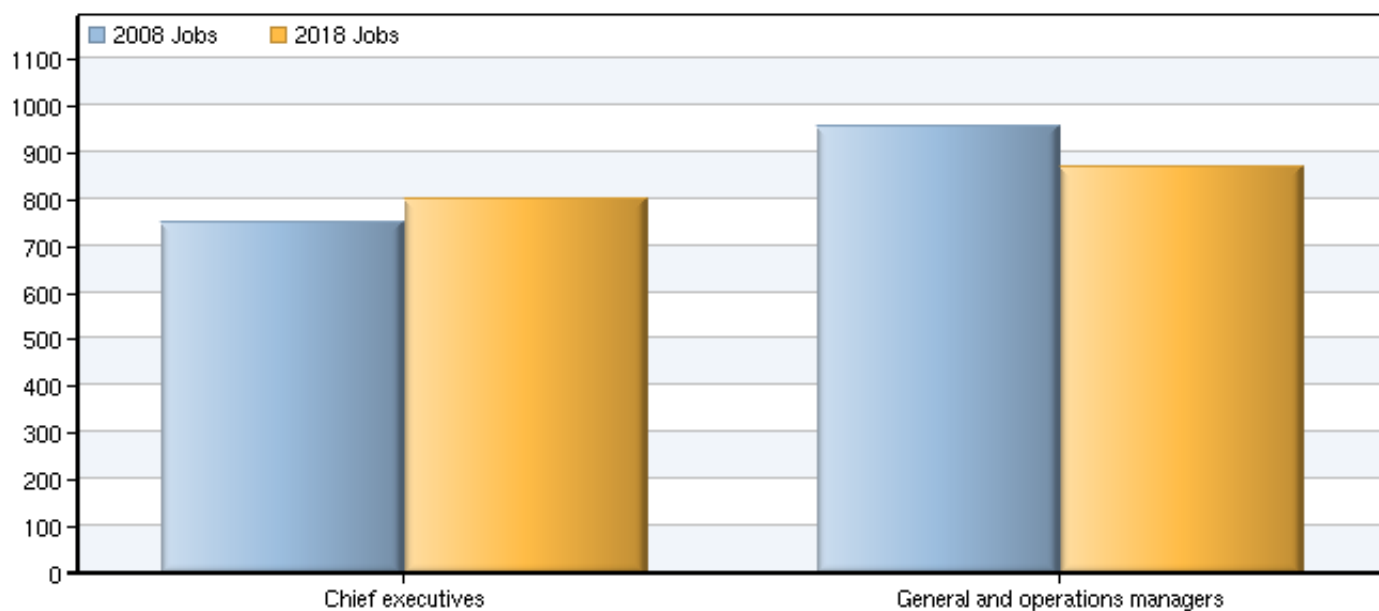
Top Industries for Selected Occupations



NAICS Code	Name	2008 Jobs	2018 Jobs	Change	% Change
551114	Corporate, Subsidiary, and Regional Managing Offices	150	117	-33	-22%
930000	Local government	77	72	-5	-6%
911000	Federal government, civilian, except postal service	40	39	-1	-3%
561910	Packaging and Labeling Services	38	26	-12	-32%
523930	Investment Advice	36	56	20	56%
522110	Commercial Banking	25	22	-3	-12%
523920	Portfolio Management	23	36	13	57%

Source: EMSI Complete Employment - 3rd Quarter 2010

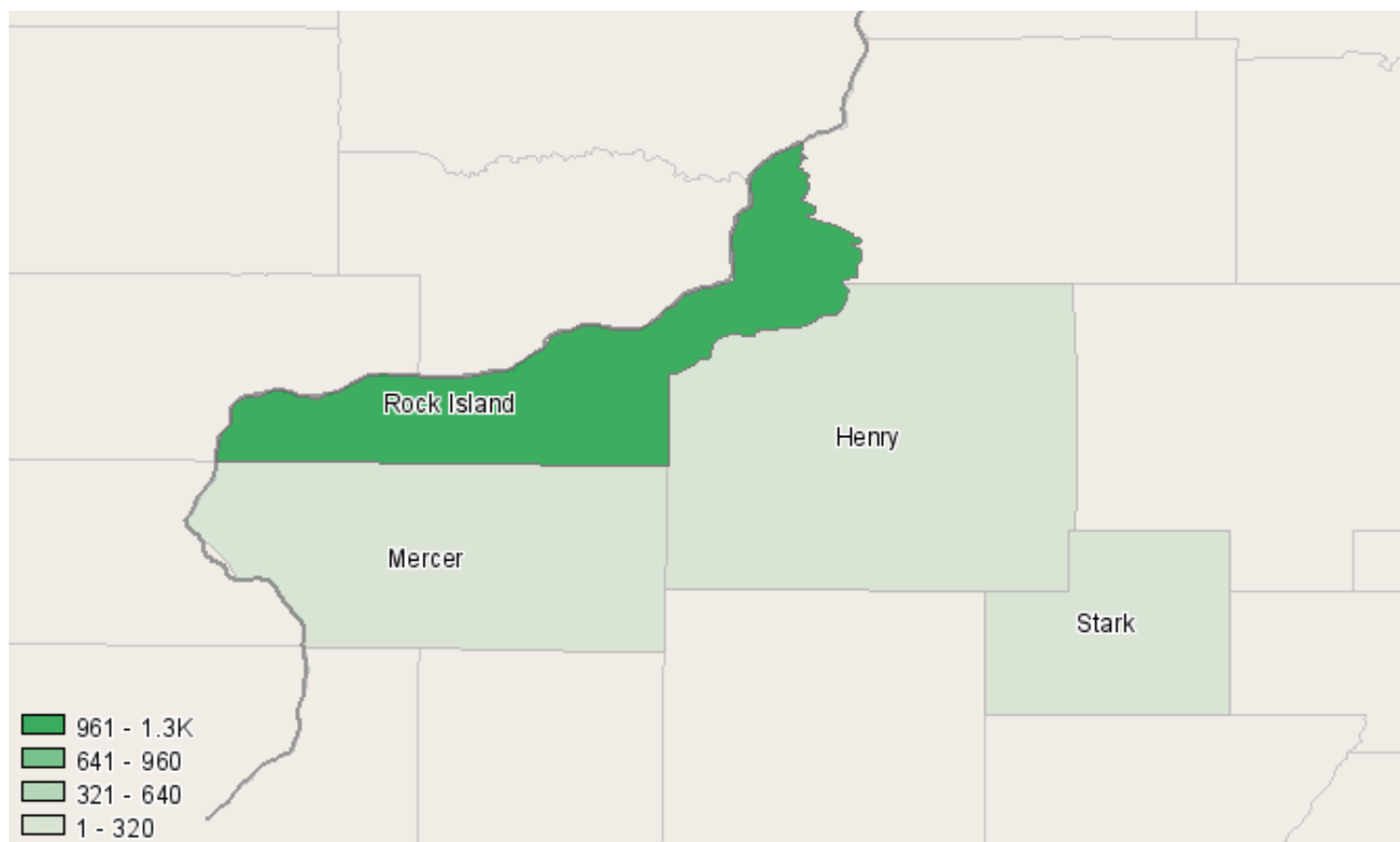
Occupational Breakdown



SOC Code	Description	2008 Jobs	2018 Jobs	Openings	2010 Avg Hourly Earnings
11-1011	Chief executives	746	799	286	\$33.80
11-1021	General and operations managers	954	867	262	\$49.25
	Total	1,700	1,666	548	\$42.31

Source: EMSI Complete Employment - 3rd Quarter 2010

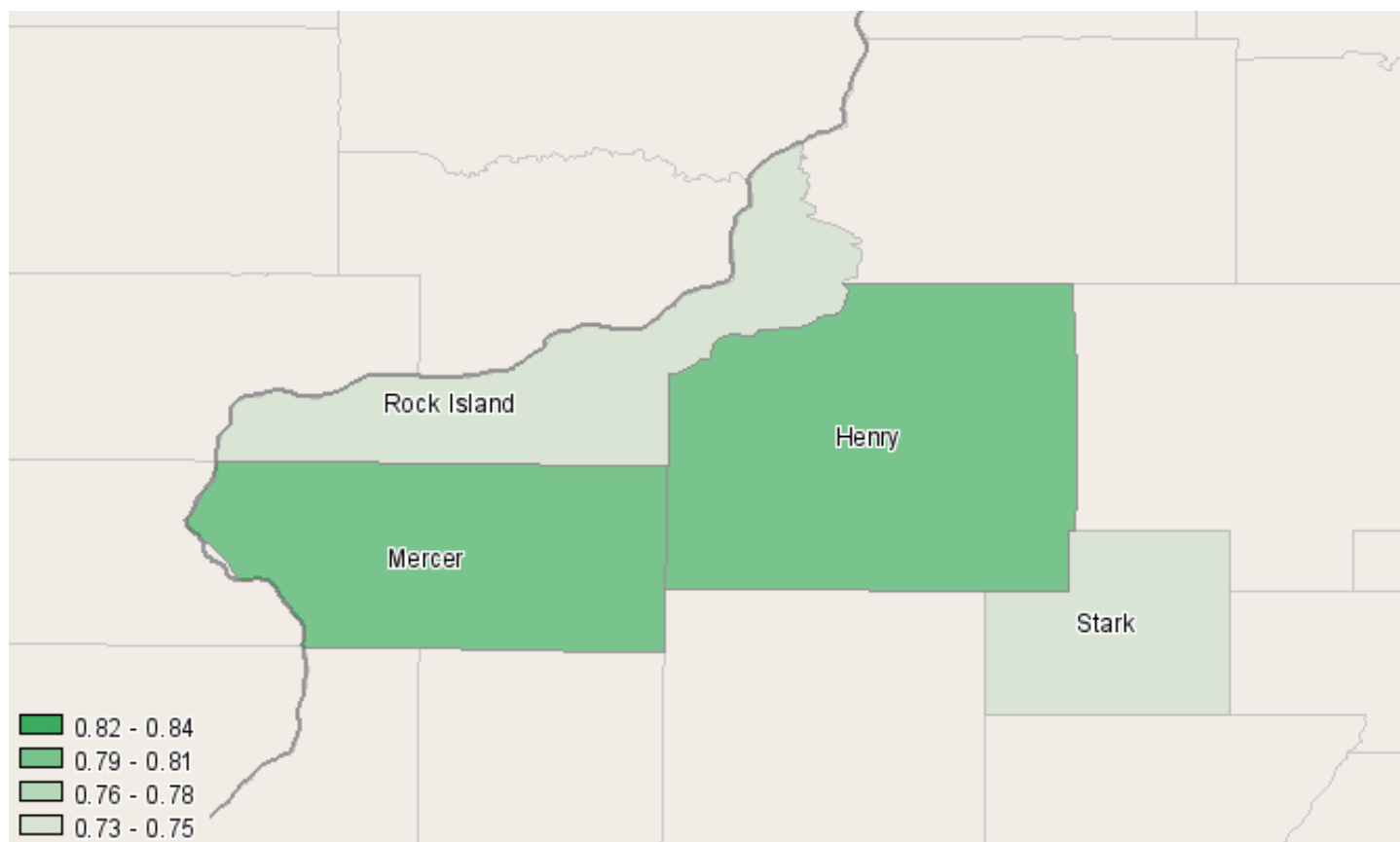
Occupation Distribution



County	2008 Jobs
Rock Island, IL (17161)	1,270
Henry, IL (17073)	319
Mercer, IL (17131)	82
Stark, IL (17175)	30

Source: EMSI Complete Employment - 3rd Quarter 2010

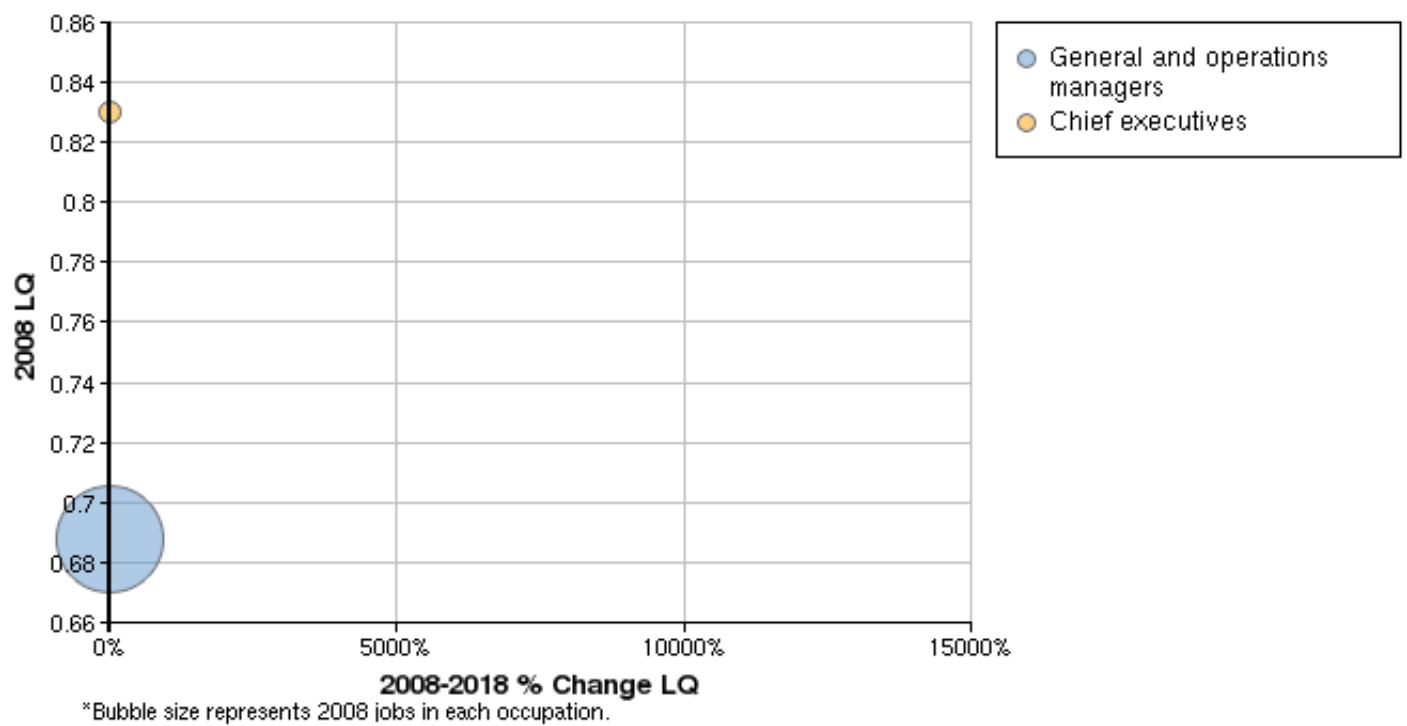
Occupation Concentration



County	2008 Location Quotient
Henry, IL (17073)	0.79
Mercer, IL (17131)	0.79
Stark, IL (17175)	0.75
Rock Island, IL (17161)	0.73

Source: EMSI Complete Employment - 3rd Quarter 2010

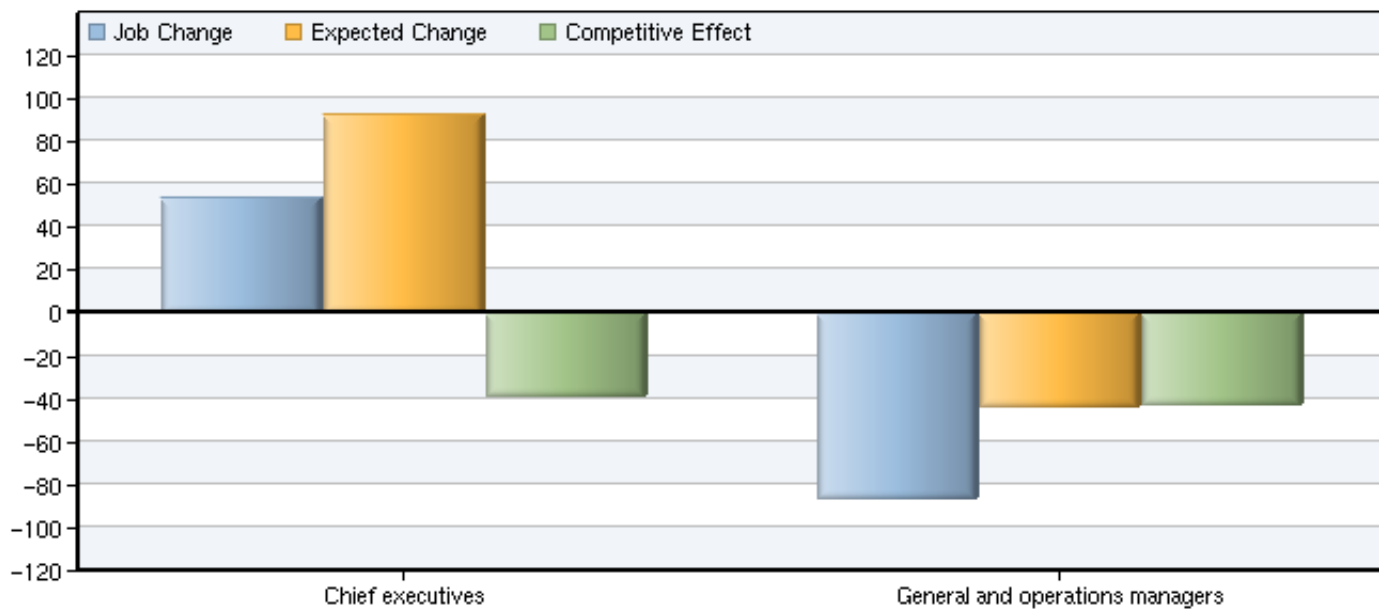
Location Quotient Breakdown



SOC Code	Description	2008 Jobs	2008 LQ	2018 LQ
11-1021	General and operations managers	954	0.69	0.69
11-1011	Chief executives	746	0.83	0.83
Total		1,700	0.74	0.75

Source: EMSI Complete Employment - 3rd Quarter 2010

Shift Share Breakdown



SOC Code	Description	Job Change	Occ Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect
11-1011	Chief executives	53	45	47	92	-39
11-1021	General and operations managers	-87	-104	60	-44	-44
	Total	-34	-59	107	48	-83

Source: EMSI Complete Employment - 3rd Quarter 2010

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Shift Share

Shift share is a standard regional analysis method that attempts to determine how much of regional job growth can be attributed to national trends and how much is due to unique regional factors.

State Data Sources

This report uses state data from the following agencies: Illinois Department of Employment Security, Employment Projections.

Prefix	Number	Course Master File.Title	PCS	CIP	PreK2000	Curriculum Prefix	Curriculum Number	Curriculum Master File.Title	Curriculum Master File.Status	Course Master File.Status	Begin Date	End Date	Fund Level
BA	287	INTERNATIONAL BUSINESS CULTURE	12	521101	521101	0419	5531	INTERNATIONAL TRADE	A	A	1/12/2007		2
GMRK	101	INTERNATIONAL MARKETING I	16	521101	521101	VOCSK	1604	VOC SKILLS IN MARKET & DISTRIB	A	A	7/31/1997		2
These courses need to be aligned with the appropriate active program.													
BA	270	INTRO TO INTERNATIONAL BUSINES	12	521101	521101	0419	5054	BUSINESS MANAGEMENT	I	A	5/1/1994		2
BA	272	INTERNATIONAL MARKETING	12	521101	521101	0419	5054	BUSINESS MANAGEMENT	I	A	1/1/1995		2
BA	274	THE GLOBAL ECONOMY	12	521101	521101	0419	5054	BUSINESS MANAGEMENT	I	A	1/17/1995		2
BA	282	DOCUMEN FOR INTERNATIONAL BUSI	12	521101	521101	0419	5054	BUSINESS MANAGEMENT	I	A	8/1/1995		2

Prefix and Number Used: 0419 5531

CIP Code(s): 521101

Year of Review: FY2011

		<u>FY2006</u>	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	<u>FY2010</u>
Total Number of Students:		-	1	-	1	1
<u>Category</u>						
Gender	Male	0	1	0	0	1
	Female	0	0	0	1	0
Ethnicity	Caucasian	0	1	0	0	1
	Asian	0	0	0	0	0
	Native American	0	0	0	1	0
	African American	0	0	0	0	0
	Hispanic	0	0	0	0	0
	Other/Unknown	0	0	0	0	0
	Total Minority	0	0	0	1	0
Age	Under 25	0	1	0	0	0
	25 and Over	0	0	0	1	1
	Unknown	0	0	0	0	0
Previous Education	< High School	0	0	0	0	0
	High School or GED	0	1	0	1	0
	Some College	0	0	0	0	1
	Certificate/Associate's	0	0	0	0	0
	>=Bachelor's	0	0	0	0	0
	Unknown	0	0	0	0	0
Student Level	Freshman	0	1	0	1	1
	Sophomore	0	0	0	0	0
	High School	0	0	0	0	0
	Other	0	0	0	0	0
Current Goal	Transfer	0	0	0	0	0
	Improve job skills	0	0	0	0	0
	Career prep	0	1	0	1	0
	Basic skills	0	0	0	0	0
	Personal Interest	0	0	0	0	0
	Other	0	0	0	0	1
Objective	Courses only	0	0	0	0	0
	Earn Certificate	0	1	0	1	1
	Earn Degree	0	0	0	0	0
Status	Full-time	0	1	0	0	0
	Part-time	0	0	0	1	1

Program: International Trade

Prefix and Number Used: 0419 5531

CIP Code(s): 521101

Year of Review: FY2011

		<u>FY2006</u>	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	<u>FY2010</u>
Disadvantage Status	Economic Disadvantage	0	0	0	1	0
	Academic Disadvantage	0	0	0	0	0
	Both	0	0	0	0	0
	None	0	1	0	0	1
Student Completers	Yes	0	0	0	0	0
	No	0	1	0	1	1
Number of Degrees Awarded		0	0	0	0	0

International Trade 10th Day Course Capacity Data

Campus	Type	Course	FiscalYear	Sections	Maxseats	Actualseats	%Filled
1	T	BA 270	200108	3	90	15	16.67%
1	T	BA 270	200208	3	90	20	22.22%
2	T	BA 270	200208	1	25	20	80.00%
1	T	BA 270	200301	2	60	6	10.00%
1	W	BA 270	200301	1	30	8	26.70%
1	T	BA 270	200308	2	60	5	8.33%
1	W	BA 270	200308	1	30	3	10.00%
1	T	BA 270	200401	2	60	11	18.33%
1	T	BA 270	200408	2	60	12	20.00%
1	T	BA 270	200501	2	60	12	20.00%
1	W	BA 270	200501	1	30	6	20.00%
1	T	BA 270	200508	2	60	4	6.67%
1	T	BA 270	200601	2	60	13	21.67%
1	T	BA 270	200608	2	60	9	15.00%
1	T	BA 270	200701	2	60	7	11.67%
1	T	BA 270	200708	2	60	6	10.00%
1	T	BA 270	200801	1	30	4	13.33%
1	T	BA 270	200808	2	60	12	20.00%
1	T	BA 270	200901	1	30	5	16.67%
2	T	BA 270	200901	1	20	8	40.00%
1	T	BA 270	200908	1	30	7	23.33%
2	T	BA 270	201001	1	20	10	50.00%
1	T	BA 270	201001	1	30	12	40.00%
1	T	BA 270	201008	1	28	7	25.00%
1	W	BA 272	200208	1	20	5	25.00%
1	W	BA 272	200301	1	20	6	30.00%
1	W	BA 272	200308	1	20	3	15.00%
1	T	BA 272	200501	1	1	1	100.00%
1	W	BA 272	200508	1	20	2	10.00%
1	W	BA 272	200608	1	20	6	30.00%
1	W	BA 272	200708	1	18	3	16.67%
1	W	BA 272	200808	1	30	8	26.67%
1	W	BA 272	200908	1	30	2	6.67%
1	W	BA 272	201001	1	25	4	16.00%
1	W	BA 274	200308	1	25	3	12.00%
1	W	BA 287	200208	1	20	4	20.00%
1	W	BA 287	200301	1	20	3	15.00%
1	W	BA 287	200308	1	20	1	5.00%
1	W	BA 287	200401	1	19	2	10.53%
1	W	BA 287	200501	1	19	3	15.79%
1	W	BA 287	200508	1	20	2	10.00%
1	W	BA 287	200601	1	19	5	26.32%
1	W	BA 287	200608	1	20	1	5.00%
1	W	BA 287	200701	1	19	4	21.05%

T = Traditional Sections

W = Online Sections

International Trade 10th Day Course Capacity Data

Campus	Type	Course	FiscalYear	Sections	Maxseats	Actualseats	%Filled
1	W	BA 287	200708	1	20	1	5.00%
1	W	BA 287	200801	1	19	5	26.32%
1	W	BA 287	200808	1	20	0	0.00%
1	W	BA 287	200901	1	19	3	15.79%
1	W	BA 287	200908	1	15	1	6.67%
1	W	BA 287	201001	1	19	3	15.79%

T = Traditional Sections

W = Online Sections

ICCB ACCOUNTABILITY AND PROGRAM REVIEW REPORT

Career and Technical Education Programs
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College Name: Black Hawk College 5-digit College Number: 50301 Date: FY2011
 CIP Code Category and Number: International Trade (521101)

CREDIT HOUR GENERATION

PCS-12	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
Credit Hours	81	150	57	81	75	108	138
% Change	--	85.19%	-62.00%	42.11%	-7.41%	44.00%	27.78%

PCS-16	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
Credit Hours	0	0	0	0	0	0	0
% Change	--	--	--	--	--	--	--

Source: Illinois Community College Board's Unit Cost Report. Based on credit hours generated by CIP codes listed above.

UNIT COST ANALYSIS (Cost to provide one credit hour instruction to one student)

PCS-12	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
Departmental	250.36	219.55	238.83	294.49	235.89	240.39	183.22
Peer Group	285.05	260.10	262.22	278.89	284.79	231.79	n/a
State Average	311.55	299.08	271.86	271.44	313.40	295.53	n/a

PCS-16	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
Departmental	--	--	--	--	--	--	--
Peer Group	--	--	132.32	--	--	--	n/a
State Average	176.85	201.14	243.42	329.22	275.31	252.74	n/a

Source: Illinois Community College Board's Unit Cost Report.

Based on credit hours and net instructional costs generated by CIP codes listed above.

PROGRAMS INCLUDED IN REVIEW

Prefix	Number	Title	Type
0419	5531	International Trade	20

Source: Curriculum Master File

Black Hawk College – Academic Planning Checklist

**International Trade
Certificate Program** 5531

Name: _____

Date: _____

General Education Courses			
Mathematics and Computer Science			
☐ CS 100 – Introduction to Computers			
Program Requirements			
Courses		Semester taken	Grade
☐ BA 110 – Introduction to Business	3	_____	_____
☐ BA 230 – Principles of Marketing	3	_____	_____
☐ BA 272 – International Marketing	3	_____	_____
☐ BA 276 – International Internship	3	_____	_____
☐ BA 278 – International Seminar	1	_____	_____
☐ BA 280 – Introduction to E-Commerce	3	_____	_____
☐ BA 287 – International Business Cultures	3	_____	_____
☐ ECON 270 – Introduction to International Business	3	_____	_____
☐ GEOG 105 – Introduction to Regional Geography	3	_____	_____
☐ SPEC 175 – Intercultural Communication	3	_____	_____

BE 141	Computerized Keyboarding I
BE 143	Keyboarding Speed & Accuracy
BE 247	Advanced Information Processing Apps
BE 299	Independent Study
COMM 105	Essentials of English

*Students should look at Assessment and Orientation on page 23.

International Trade

Certificate Code 5531

Contact Person: QC Campus, Gwen Johnson, Ext. 5268, Rm. 2-259

The International Trade curriculum is designed for those who want a career in importing and exporting functions throughout business and industry, and also for those who are currently employed in the field but need to improve their skills and knowledge for better job performance or promotability. Those already having a degree in another discipline may use this program to expand their existing capabilities or to enter a new career. This certificate helps provide a foundation toward the completion of the Business Management and Marketing degree.

International trade is becoming increasingly important in the United States and the world. This growth requires the availability of well trained people to carry on the business of importing and exporting and related activities.

		Credit Hours
FIRST SEMESTER SUGGESTED COURSES		
BA 110	Introduction to Business	3
●BA 160	Math as Applied to Business	3
CS 100	Introduction to Computers	3
ECON 270	Introduction to International Business	3
SPEC 175	Intercultural Communications	3

SECOND SEMESTER SUGGESTED COURSES		
BA 230	Principles of Marketing	3
BA 272	International Marketing	3
BA 276	International Internship	3
BA 278	International Seminar	1
BA 280	Introduction to E-Commerce OR	3
GEOG 105	Introduction to Regional Geography	
BA 287	International Business Cultures	3

Minimum total hours required for certificate 31

● Students enrolling in BA 160 must have an appropriate COMPASS test score (see course description) OR have taken MATH 103 or MATH 080.

Inventory Specialist

Certificate Code 5774

Contact Person: QC Campus, Gwen Johnson, Ext. 5268; Stephanie Allers, Ext. 5160, Rm. 1-Advising; East Campus, Paula Luft, Ext. 1818, Rm. E2-111

The Inventory Specialist certificate program is designed for entry-level employment in the logistic or warehousing industry or the logistics department of a manufacturing or retail company. Modern inventory control relies on technology for successful inventory management; therefore, the program includes computer skills as defined by industry, primarily word processing, spreadsheets, databases, and accurate data entry. Students will receive an introduction to modern business practices and warehouse management as well as an opportunity to use standard warehouse management software.

		Credit Hours
FIRST SEMESTER SUGGESTED COURSES		
BE 100	Work Environment Orientation	2
BE 101	Office Accounting (Fall only)	3
BE 110	Data Entry Applications (Fall only)	2
BE 141	Computerized Keyboarding	3
BA 160	Business Math I	3
BA 241	Intro to Supply Chain Management	3

SECOND SEMESTER SUGGESTED COURSES		
BE 146	Excel for Business	3
BE 153	Warehouse Management Systems	2
BE 261	Seminar	1
BE 264	Intro to Database Management	3
BE 265	Field Project/Internship	3
COMM 100	Communications Skills	3
Minimum total hours required for certificate		31

Lead Employee

Certificate Code 5636

Contact Person: QC Campus, Acie Earl, Ext. 5267, Rm. 2-255

Students who enroll in the Lead Employee Certificate program will pursue a one-year course of study designed to give students a basic understanding of several business topics, including accounting, computer skills, human relations, and law. This certificate helps provide a foundation toward the completion of the Business Management and Marketing degree.

Students interested in additional educational opportunities will find that the courses required for the Lead Employee Certificate also apply to the Team Leader Certificate.

		Credit Hours
FIRST SEMESTER SUGGESTED COURSES		
BA 110	Introduction to Business	3
●BA 160	Math as Applied to Business	3
CS 100	Introduction to Computers	3
BL 201	Business Law I	3

BA 160 Business Math I 3 cr. hrs.

Prerequisite: A minimum score of 32 on COMPASS pre-algebra test or a minimum score of 22 on ACT math.

A short review of basic math concepts and their application to actual business problems. Covers insurance, interest calculations, merchandising discounts, taxes, dividends and basic statistical measures. 3 lecture hours; 0 lab hours per week.

BA 170 Fundamentals of Accounting I 3 cr. hrs.

Basic principles, procedures, and methods of accounting. Provides accounting theory and practice as applied to proprietorships and partnerships. Stresses use of accounting data in business decisions. With BA 180, is designed for two-year career program students desiring to enter business occupations, not for transfer to a four-year college. 3 lecture hours; 0 lab hours per week.

BA 171 Fundamentals of Accounting Lab I 1 cr. hr.

Prerequisite: Concurrent enrollment in or previous completion of BA 170.

Uses computers to provide students with experience in data entry and computerized financial reporting on topics related to BA 170. Also uses the computer as an individual learning resource. Exercises, worksheets, and computerized practice problems are completed by the student. Not for transfer to a four-year college. 0 lecture hours; 2 lab hours per week.

BA 180 Fundamentals of Accounting II 3 cr. hrs.

Prerequisites: BA 170 and BA 171; BA 160 recommended.

Continues study of basic accounting principles and procedures as applied to corporations, manufacturing and merchandising businesses. With BA 170, is designed for two-year career program students desiring to enter business occupations, not for transfer to a four-year college. 3 lecture hours; 0 lab hours per week.

BA 181 Fundamentals of Accounting Lab II 1 cr. hr.

Prerequisite: Concurrent enrollment in BA 180.

Uses computers to provide students with experience in data entry and computerized financial reporting on topics related to BA 180. Also uses the computer as an individual learning resource. Exercises, worksheets, and computerized practice problems are completed by the student. Not for transfer to a four-year college. 0 lecture hours; 2 lab hours per week.

BA 200 Special Studies 1-3 cr. hrs.

Prerequisite: Department Chairperson consent.

Independent study or group study designed to fit the needs of individual students. Workshops, seminars and selected course work offered to a unique group of students may be offered within this course. 1-3 lecture hours; variable lab hours per week.

BA 210 Financial Institutions and Markets 3 cr. hrs.

Overview of relationships between financial institutions, markets and investments. Analyzes the relationships

between institutions, markets, government regulation and business cycles. 3 lecture hours; 0 lab hours per week.

BA 215 Personal Investing 3 cr. hrs.

This is an introductory personal investment course which will introduce students to the financial markets, stocks, bonds, mutual funds, IRAs and money markets. Students will become familiar with investment and financial jargon, understand the basic tools of investing, and get practical experience in establishing, monitoring, and managing a personal portfolio via an online trading simulation. 3 lecture hours; 0 lab hours per week.

BA 220 Business Math II 3 cr. hrs.

Prerequisite: BA 160 or instructor consent.

An advanced introduction survey of mathematics (basic algebra and statistics) as used in complex business problems and situations. The emphasis will be on problem identification analysis and the application of and use of quantitative tools and techniques to solve them. 3 lecture hours; 0 lab hours per week.

BA 230 Principles of Marketing 3 cr. hrs.

An in-depth analysis of major contemporary marketing concepts and practices. Covers marketing environments and trends, product development, pricing practices, distribution networks and relationships with advertising agencies and sales forces. 3 lecture hours; 0 lab hours per week.

BA 236 Introduction to Advertising 3 cr. hrs.

Prerequisites: BA 110 and BA 230 or instructor consent.

The role of advertising in a consumer-oriented market is intensively analyzed. Topics range from the development of advertising campaigns to actual preparation of a mini-campaign for a local business, industry or charitable organization. 3 lecture hours; 0 lab hours per week.

BA 238 Salesmanship 3 cr. hrs.

Prerequisites: BA 110 and BA 230 or instructor consent.

Analyzes activities and processes of the professional sales presentation including prospecting, approaching, demonstration, meeting objections, and closing a sale. Studies characteristics and attributes of successful sales professionals. 3 lecture hours; 0 lab hours per week.

BA 240 Principles of Management 3 cr. hrs.

Prerequisite: BA 110 recommended.

A detailed study of the basic functions and processes of management in a typical organizational setting. Includes coverage of planning, organizing, directing, and controlling, with emphasis on communication, leadership, group dynamics, and motivation. 3 lecture hours; 0 lab hours per week.

BA 241 Introduction to Supply Chain Management 3 cr. hrs.

This course will give students an overview of the field of logistics, as well as information and skills specific to computerized inventory management. Topics include an

overview of supply chain management and related terminology, warehouse and transportation operations, typical warehouse management software, and warehousing technologies – including radio frequency and basic accounting and economic principles. 3 lecture hours; 0 lab hours per week.

BA 242 Principles of Supervision 3 cr. hrs.

Course deals with the responsibilities of the supervisor or leader in the industrial and administrative environment. Leadership qualities, human relations skills, motivation, communication, training techniques, and problem of the work group are discussed. 3 lecture hours; 0 lab hours per week.

BA 243 Developing Team Skills 3 cr. hrs.

A basic course introducing the team dynamics such as the formation of teams, stages of team development, strengths and weaknesses of teams and the practical application to team skills. 3 lecture hours; 0 lab hours per week.

BA 245 Business Entrepreneurship 1-3 cr. hrs.

A highly motivational hands-on course designed to prepare the beginning entrepreneur to establish, operate and maintain his or her own business with emphasis on each student's personal needs. Students will do preliminary research, write a business plan, apply for financing, and prepare organization, managerial, and marketing plans. 3 lecture hours; 0 lab hours per week.

BA 245A Purchasing the Small Business 1 cr. hr.

This course provides preparation for decision making about purchasing a small business or franchise. Students will explore strategies for purchasing a small business or franchise. 1 lecture hour; 0 lab hours per week.

BA 245B The Business Plan 1 cr. hr.

This course provides preparation for decision making about purchasing a small business or franchise. Students will explore strategies for purchasing a small business or a franchise. 1 lecture hour; 0 lab hours per week.

BA 245C Financial Statement Analysis 1 cr. hr.

This course provides skills used to understand and apply accounting principles in a small business environment. Students will explore, compile, evaluate, and analyze financial statements. Students will learn to read and interpret annual reports. 1 lecture hour; 0 lab hours per week.

BA 247 Business Management Internship 1-4 cr. hrs.

Prerequisite: Department Chair consent.

A supervised work experience providing on-the-job training in a business firm for students enrolled in various business career curricula of the Department of Business and Office Technology Education (QCC) or Department of Business and Technology (EC). 0 lecture hours; 5-20 lab hours per week.

BA 249 Business Management Seminar 1 cr. hr.

Prerequisite: Concurrent enrollment in BA 247.

Designed exclusively for Business Management and Marketing Interns enrolled in BA 247. Provides intensive review and evaluation of on-the-job experience. 1 lecture hour; 0 lab hours per week.

BA 250 Human Resource Management 3 cr. hrs.

Prerequisites: BA 110 and BA 240 recommended.

Basic understanding of current practice in the field. Covers staffing, development, methodology, labor relations, and wage and salary administration. 3 lecture hours; 0 lab hours per week.

BA 251 Organizational Behavior 3 cr. hrs.

Study covers individual, interpersonal and group behavior in organizations. Motivation, power, influence, communication, leadership development, evaluation systems in business and industry. 3 lecture hours; 0 lab hours per week.

BA 252 Pay and Benefits Administration 3 cr. hrs.

Examination of the total compensation package including wages, executive salaries, pensions, insurance, cafeteria/multi-employer plans and other benefits. A look at historical perspective, current status and future trends in compensation management. 3 lecture hours; 0 lab hours per week.

BA 260 Business Financial Management I 3 cr. hrs.

Prerequisites: BA 170 and BA 171.

Introductory course in financial management, stressing an understanding of business finance, allocation of funds within a business and raising of funds. 3 lecture hours; 0 lab hours per week.

BA 263 Accounting Specialist Internship 3 cr. hrs.

Prerequisites: Department Chair and instructor consent.

A supervised work-experience program providing on-the-job training in a business firm for students enrolled in the management curriculum. 0 lecture hours; 15 lab hours per week.

BA 264 Internship II 3 cr. hrs.

Prerequisites: Department Chair and instructor consent.

To provide the student with an opportunity to apply theories and skills learned in the classroom to an actual work environment. 0 lecture hours; 15 lab hours per week.

BA 266 Business Policy and Ethics 3 cr. hrs.

An introduction to ethical decision making in business. Special attention is given to making informed ethical decisions on a daily basis. Models of ethical and unethical decision making are analyzed. 3 lecture hours; 0 lab hours per week.

BA 270 Introduction to International Business 3 cr. hrs.
This course provides an overview and a basic understanding of current world activities, practices, and governmental aids and barriers to international trade. Exploration of various economic, geographic, political, and cultural differences affecting international trade. 3 lecture hours; 0 lab hours per week.

BA 272 International Marketing 3 cr. hrs.
Students will learn of the challenges posed when marketing in the international marketplace and how marketers approach and solve them. Topics covered will include market entry strategies, effects of culture on marketing, product design, sales, and analysis of foreign markets. There will be a strong emphasis on exporting. 3 lecture hours; 0 lab hours per week.

BA 274 The Global Economy 3 cr. hrs.
A basic class which examines why nations trade, the effects of barriers to trade, trade policies, and the formation of trading arrangements between countries. The course also examines exchange rates, as well as the impact of developing countries and environmental factors on international trade and finance. 3 lecture hours; 0 lab hours per week.

BA 276 International Internship 1-3 cr. hrs.
Prerequisites: Concurrent enrollment in BA 278 and instructor consent.
A supervised work-experience program providing on-the-job training in a business firm for students enrolled in the international business program. 0 lecture hours; 15 lab hours per week.

BA 278 International Seminar 1 cr. hr.
Prerequisites: Concurrent enrollment in BA 276 and instructor consent.
Discussion of internship activities. 1 lecture hour; 0 lab hours per week.

BA 280 Introduction to E-Commerce 3 cr. hrs.
This course presents a comprehensive summary of the nature and environment of electronic commerce. Topics include designing the digital enterprise, customer empowerment, e-Commerce models, thee-Commerce business plan, e-Commerce trends, governmental influences, and defining a cyber community. 3 lecture hours; 0 lab hours per week.

BA 282 Documentation for International Business 2 cr. hrs.
This course provides the student with a working knowledge of the wide variety of documents necessary to conduct international trade. Documentation requirements for both import and export transactions will be explored, U.S. customs documents, transportation documents, financial documents, and insurance documents will be covered. 2 lecture hours; 0 lab hours per week.

BA 284 Marketing for E-Commerce 3 cr. hrs.
This course provides an awareness of marketing issues, trends, and barriers in a digital environment. Web page design, trends, and practices will be explored. Students will design a digital marketing plan for a business and design Web pages for simulated small businesses. 3 lecture hours; 0 lab hours per week.

BA 286 Managerial Strategy for E-Commerce 3 cr. hrs.
Students will develop Web page strategies, develop web pages, develop digital managerial policies for simulated digital businesses, and evaluate Web pages for firms in multiple cultures. 3 lecture hours; 0 lab hours per week.

BA 287 International Business Cultures 1-3 cr. hrs.
This course explores non-Western business cultures, focusing on the business cultures of South America, Africa, Eastern Europe, and Asia; focusing on communication patterns, perspectives of work, and decision-making processes in business and how they differ from business practices and protocol found in the U.S. and Western Europe. 3 lecture hours; 0 lab hours per week.

BA 288 The U.S. Business Culture 3 cr. hrs.
This course acquaints students with the U.S. business culture. Topics include gender issues, organized labor, rewards and punishments, promotions, legal issues, attire, employee rights, and nonverbal communication. 3 lecture hours; 0 lab hours per week.

BA 290 Accounting Applications I 2 cr. hrs.
Prerequisites: Concurrent enrollment in BA 170 and BA 171 or instructor consent.
This practicum is a hands-on course primarily covering payroll systems, payroll tax forms (all federal/state/local), and sales tax forms and pegboard accounting systems. 1 lecture hour; 2 lab hours per week.

Business Education

BE 100 Work Environment Orientation 2 cr. hrs.
This course is intended to introduce the facts, skills, strengths, and career goals necessary for success in the business education curricula. 2 lecture hours; 0 lab hours per week.

BE 101 Office Accounting 3 cr. hrs.
Designed as an introductory accounting course for business students with emphasis on the accounting cycle and small business transactions in a user-oriented environment for students with little computer experience. 3 lecture hours; 0 lab hours per week.

BE 106 Records Management 3 cr. hrs.
Management of records using ARMA rules. Emphasis is on current business practices, systems, supplies, and computers in records control, retrieval, disposal, and database management. 3 lecture hours; 0 lab hours per week.

Occupational Program: International Trade
Black Hawk College's Prefix and Number: 0419 5531
Year of Review: FY2011

	Fiscal Year the Student is Enrolled In at BHC				
	<u>FY2006</u>	<u>FY2007</u>	<u>FY2008</u>	<u>FY2009</u>	<u>FY2010</u>
Students with a major of Small Business Management:	-	1	-	1	1
Number transferring to another institution the next fiscal year:	-	-	-	-	-
Most Frequent Institution Transferred To:	n/a	n/a	n/a	n/a	n/a
Number that graduated from the institution they transferred to:	-	-			
Most Frequent Institution Graduated From:	n/a	n/a			
Number that earned a related degree from the institution they transferred to:	-	-			
Most Frequently Earned Degree:	n/a	n/a			
Students Earning a Degree from Another Institution After Leaving BHC*:	1,683	1,280			
Number earning a degree from a 4-year institution:	1,519	1,128			
Number earning a degree from a 2-year institution:	179	158			
Number earning a related degree from another institution:	-	-			
Number that had a transfer major while at Black Hawk College:	-	-			
Most Frequent Transfer Major:	n/a	n/a			
Number that had an occupational major while at Black Hawk College:	-	-			
Most Frequent Occupational Major:	n/a	n/a			

* -- Earning a degree through the Summer of 2010



International Trade: Certificate Code 5531

This degree is offered at the Quad-Cities Campus and East Campus.

Description

The International Trade curriculum is designed for those who want a career in importing and exporting functions throughout business and industry, and also for those who are currently employed in the field, but desire to improve their skills and knowledge for better job performance or for promotability. Those having a degree in another discipline may use this program to expand their existing capabilities or to enter a new career.

International Trade is becoming increasingly important in the United States and the world. This growth requires the availability of well trained people to carry on the business of importing and exporting and related activities.

FIRST SEMESTER		SEM. HR.	SECOND SEMESTER		SEM. HR.
BA 110	Introduction to Business	3	BA 287	International Business Cultures	3
ECON 270	Introduction to International Business	3	BA 278	International Seminar	1
BA 272	International Marketing	3	BA 276	International Internship	3
CS 100	Introduction to Computers	3	BA 280	Introduction to E-Commerce	3
Semester Total		12	GEOG 105	Introduction to Regional Geography	3
			SPEC 175	Intercultural Communication	3
			BA 230	Principles of Marketing	3
			Semester Total		19
			Minimum hours required for certificate		31

Admission Requirements

High School graduate or equivalent.

Desirable Background

1. Students should have a strong desire for accuracy and detail.
2. Students should be comfortable in meeting fast deadlines.

Employment Opportunities

Students completing this certificate may be employed in export departments of large corporations or by freight forwarders or acquire expertise for self-employment. Students completing this curriculum can expect to earn between \$18,000 and \$25,000 a year.

Faculty

Courses in this curriculum are taught by both full-time and part-time faculty. Part-time faculty may be used in specialized courses to provide the student with up-to-date regulations and familiarity with current government forms.

Facilities

Black Hawk College's classrooms are modern and well equipped to meet the instructional needs of students.

Enrollment

Enrollment for summer and fall semesters begins in April. Enrollment for spring semester begins in November. Students are encouraged to register early to have a greater selection of courses and times available. Students are encouraged to seek advisement. Contact people are listed below:

Additional Sources of Information

Angela Heckman

Recruitment Coordinator

Black Hawk College Quad-Cities Campus

Phone: 309-854-1724

E-mail: heckmana@bhc.edu

Paula Luft

Professor

Black Hawk College East Campus

Phone: 309-852-5671, ext. 6206

E-mail: luftp@bhc.edu

Vashti Berry

Recruiter

Black Hawk College Quad-Cities Campus

Phone: 309-796-5341

E-mail: berryv@bhc.edu

Gwen Johnson

Professor

Marketing/Management Department

Black Hawk College Quad-Cities Campus

Phone: 309-796-5268

E-mail: johnsong@bhc.edu

Black Hawk College East Campus

1501 State Highway 78
Kewanee, Illinois 61443-8630

(309) 852-5671

1-800-233-5671



Black Hawk College Quad-Cities Campus

6600 34th Avenue
Moline, Illinois 61265-5899

(309) 796-5000

1-800-334-1311

Black Hawk College will make all educational and personnel decisions without regard to race, color, religion, gender, sexual orientation, marital status, national origin or ancestry, age, physical or mental disability unrelated to ability, or status as a disabled veteran or Vietnam era veteran, except as specifically exempted by law.

If you need accommodations due to a disability, please contact the Coordinator of Student Accommodations at (309) 796-5949 or (TTY) 796-5903.

Students, faculty, and staff at Black Hawk College participate in a variety of activities designed to assess and improve students and to bring about institutional change. Examples of such activities may include placement testing, surveys, collecting random samples of student work, exit testing, and portfolio evaluation.

International Trade Grade Distribution Data

SUBJ	CRSE	Term	# of Secs.	# of As	# of Bs	# of Cs	# of Ds	# of Fs	# of Ps	# of Ws	# of Xs	ABCDFPW&X	ABCDP&P	Reten. Rate	ABC&P	Completer Success	Enrollee Success
BA	270	200608	2	1	2	1	2	2	0	1	0	9	8	88.89%	4	50.00%	44.44%
BA	270	200701	2	0	1	1	1	4	0	0	0	7	7	100.00%	2	28.57%	28.57%
BA	270	200708	2	0	5	0	0	0	0	2	0	7	5	71.43%	5	100.00%	71.43%
BA	270	200801	1	1	1	0	0	2	0	0	0	4	4	100.00%	2	50.00%	50.00%
BA	270	200808	2	1	1	3	3	2	0	2	0	12	10	83.33%	5	50.00%	41.67%
BA	270	200901	2	6	1	3	0	2	0	1	0	13	12	92.31%	10	83.33%	76.92%
BA	270	200908	1	0	3	1	0	0	3	0	0	7	7	100.00%	7	100.00%	100.00%
BA	270	201001	2	7	3	4	1	4	0	2	0	21	19	90.48%	14	73.68%	66.67%
BA	270	201008	1	2	0	4	0	1	0	0	0	7	7	100.00%	6	85.71%	85.71%
BA	272	200608	1	2	1	3	0	0	0	0	0	6	6	100.00%	6	100.00%	100.00%
BA	272	200708	1	1	2	0	0	0	0	0	0	3	3	100.00%	3	100.00%	100.00%
BA	272	200808	1	1	4	1	1	1	0	0	0	8	8	100.00%	6	75.00%	75.00%
BA	272	200908	1	0	1	1	0	0	0	0	0	2	2	100.00%	2	100.00%	100.00%
BA	272	201001	1	2	1	1	0	0	0	0	0	4	4	100.00%	4	100.00%	100.00%
BA	287	200608	1	0	1	0	0	0	0	0	0	1	1	100.00%	1	100.00%	100.00%
BA	287	200701	1	3	0	0	0	0	0	0	0	3	3	100.00%	3	100.00%	100.00%
BA	287	200708	1	0	0	0	0	1	0	0	0	1	1	100.00%	0	0.00%	0.00%
BA	287	200801	1	3	0	0	0	0	0	2	0	5	3	60.00%	3	100.00%	60.00%
BA	287	200901	1	2	0	0	0	0	0	1	0	3	2	66.67%	2	100.00%	66.67%
BA	287	200908	1	0	0	0	0	0	0	0	1	1	0	0.00%	0	#DIV/0!	0.00%
BA	287	201001	1	2	0	0	0	1	0	0	0	3	3	100.00%	2	66.67%	66.67%



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International Trade Certificate

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Certificate Code 5531

The International Trade curriculum is designed for those who want a career in importing and exporting functions throughout business and industry, and also for those who are currently employed in the field but need to improve their skills and knowledge for better job performance or promotability. Those already having a degree in another discipline may use this program to expand their existing capabilities or to enter a new career. This certificate helps provide a foundation toward the completion of the Business Management and Marketing degree.

International trade is becoming increasingly important in the United States and the world. This growth requires the availability of well trained people to carry on the business of importing and exporting and related activities.

Program Contacts:

QC Campus

Gwen Johnson
309-796-5268

johnsong@bhc.edu

Course of Study Outline

First Semester Suggested Courses		Credit Hours
BA 110	Introduction to Business	3
*BA 160	Business Math I	3
CS 100	Introduction to Computers	3
ECON 270	Introduction to International Business	3
SPEC 175	Intercultural Communication	3
Second Semester Suggested Courses		Credit Hours
BA 230	Principles of Marketing	3
BA 272	International Marketing	1
BA 276	International Internship	3
BA 278	International Seminar	1
BA 280	Introduction to E-Commerce OR	3
GEOG 105	Introductory Regional Geography	3
BA 287	International Business Cultures	3
Minimum total hours required for certificate		31
*Students enrolling in BA 160 must have an appropriate COMPASS test score (see course description) OR have taken MATH 103 or MATH 080.		

Required courses for this program include:

BA 110 Introduction to Business

Basic course introducing major kinds of business organizations and forms of ownership. Study of vocabulary and functions of activities such as financing, marketing, management, personnel administration, and international business.

3 credit hours: 3 lecture hours; 0 lab hours per week. IAI: BUS 911

BA 160 Business Math I

Prerequisite: A minimum score of 32 on COMPASS pre-algebra test or a minimum score of 22 on ACT math.

A short review of basic math concepts and their application to actual business problems. Covers insurance, interest calculations, merchandising discounts, taxes, dividends and basic statistical measures.

3 credit hours: 3 lecture hours; 0 lab hours per week.

BA 230 Principles of Marketing

An in-depth analysis of major contemporary marketing concepts and practices. Covers marketing environments and trends, product development, pricing practices, distribution networks and relationships with advertising agencies and sales forces.

3 credit hours: 3 lecture hours; 0 lab hours per week.

BA 272 International Marketing

Students will learn of the challenges posed when marketing in the international marketplace and how marketers approach and solve them. Topics covered will include market entry strategies, effects of culture on marketing, product design, sales, and analysis of foreign markets. There will be a strong emphasis on exporting.

3 credit hours: 3 lecture hours; 0 lab hours per week.

BA 276 International Internship

Prerequisites: Concurrent enrollment in BA 278 and instructor consent.

A supervised work-experience program providing on-the-job training in a business firm for students enrolled in the international business program.

1-3 credit hours: 0 lecture hours; 15 lab hours per week.

BA 278 International Seminar

Prerequisites: Concurrent enrollment in BA 276 and instructor consent.

Discussion of internship activities.

1 credit hour: 1 lecture hour; 0 lab hours per week.

BA 280 Introduction to ECommerce

This course presents a comprehensive summary of the nature and environment of electronic commerce. Topics include designing the digital enterprise, customer empowerment, e-Commerce models, the e-Commerce business plan, e-Commerce trends, governmental influences, and defining a cyber community.

3 credit hours: 3 lecture hours; 0 lab hours per week.

BA 287 International Business Cultures

This course explores non-Western business cultures, focusing on the business cultures of South America, Africa, Eastern Europe, and Asia; focusing on communication patterns, perspectives of work, and decision-making processes in business and how they differ from business practices and protocol found in the U.S. and Western Europe.

1-3 credit hours: 3 lecture hours; 0 lab hours per week.

CS 100 Introduction to Computers

Prerequisite: Appropriate placement score or REA 093 "B" or better.

Introduction to computer concepts, computer applications, and the impact of computers on society. Applications include word processing, spreadsheet, database, presentation and web-based software. Basic Algebra or equivalent is recommended.

3 credit hours: 3 lecture hours; 1 lab hour per week.

ECON 270 Introduction to International Business

This course provides an overview and a basic understanding of current world activities, practices, and

governmental aids and barriers to international trade. Exploration of various economic, geographic, political and cultural differences affecting international trade.
3 credit hours: 3 lecture hours; 0 lab hours per week.

GEOG 105 Introductory Regional Geography

A study of the world's cultural, economic, historical, political, environmental and physiographic features. The regions examined and discussed include Europe, North America, South America, Africa, Asia and the Pacific.
3 credit hours: 3 lecture hours; 0 lab hours per week. IAI: S4 900N

SPEC 175 Intercultural Communication

Promotes awareness, knowledge, and skills for communicating among persons of differing cultural backgrounds. Focuses on cultures with whom U.S. Americans interact.
3 credit hours: 3 lecture hours; 0 lab hours per week.