The International Programs Committee of CBA met on Tuesday, February 09, 2010 from 1545 to 1645. Kamal Haddad, Victoria Krivogorsky, Fred Raafat and Massoud Saghafi were present. Two issues were on the agenda:

I. A new external program with the National Central University, Taiwan presented by Kamal Haddad, and

II. International faculty-led programs proposed by Krentler and Saghafi.

I. The Committee discussed Haddad’s request and granted him permission to explore the possibility of launching a new collaborative graduate business program with the National Central University in Taiwan.

II. The Committee discussed the merits of faculty-led academic international programs. Two such summer programs have been proposed. The first is a five-week program in collaboration with John Cabot University (JCU) to be offered in Italy. Students will earn three units of MKT 370 credits from SDSU and take a second three-unit course chosen from a list of JCU summer courses transferrable to SDSU.

The second program is to offer MKT 475 (Global Marketing Applications) focusing on Latin America in Chile and Argentina. The first week of classes will be held on campus at SDSU followed by three weeks of instruction and field trips in Chile and Argentina. Students will earn four SDSU credits for this course.

In principle, the Committee agrees with faculty-led international programs and will approve the proposed offerings pending review of the tentative program of activities in both locations.