Texas A&M University  
New Certificate, Bachelors, Masters, or Doctoral Program  
- Proposal Checklist -

Requested by the Department or Unit of: Maritime Administration

**Program Type, Level, Designation, Title, Description, Hours**

Program Type  Certificate Program  Degree Program X
Program Level  Undergrad Certificate  Grad Certificate  Bachelor ☐  Master X  Doctoral ☐
Degree Designation (i.e., BS, BA, MA, MS, MAgr, Med, PhD, EdD, etc.)  MMAL
Title of proposed program: Master of Maritime Administration and Logistics Distance
Proposed CIP Code (if known): 52.0209.00

Brief program description (provide a catalog description for undergraduate and graduate certificates):
The program is a master’s degree in maritime management, commerce and policy. Emphasis will be given to
transportation logistics and international business. Students will choose between two program options: shipping and
port management, or policy and law.

Minimum program semester credit hours (SCH)  
Certificates - 12 hours*  Bachelors - 120 hours  Masters - 30 hours
Proposed program hours:

*12 hours minimum to appear on transcript

**Off-Campus or Distance Delivery**

% of Program a student can take off-campus or through
Distance Education  Program Start Date  SACS Approval**  When Provost needs to inform SACS
☐ 25%  ☐  Approval Required  6 months before first day of program
☐ 50%  ☐  Approval Required  6 months before first day of program
☐ 80%  ☐  Approval Required  6 months before first day of program
x 100%  Fall, 2014  ☐  Approval Required  6 months before first day of program

**Notification letter arranged through the Assistant Provost and sent by TAMU President.

**Program Delivery Mode**

<table>
<thead>
<tr>
<th>Location</th>
<th>On-campus</th>
<th>TAMU-Galveston</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast / TTVN</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Specific off-campus location***</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Distance Education / Internet  In-State ☒  Out-of-State  ☐  Start Date  ☐

Will this program be offered with another institution? Yes ☐  No x
If yes, contact Assistant Provost for additional reporting requirements.

***Is this an approved SACS location? Yes x  No ☐  If no, a program prospectus must be sent to SACS.

Approved locations as of September 2009: TAMU-Galveston, TAMU-Qatar, University Center-The Woodlands, Dubai (EMBA)

**Program Funding**

Has program funding been finalized at the department or college level? Yes X  No ☐
If no, explain or attach budget:  

Will new costs for the first five years of the program be under $2 million? Yes X  No ☐
If new costs exceed $2 million, coordinating board approval is required.
Submitted by (Contact Person):
Joan P Mileski
Name
Associate Professor and Interim Dept. Head, Maritime Administration
Title
mileskij@tamu.edu
Email
(409)740-4978
Phone

Certification Statement
By signing below, the Dean of the College certifies the proposed program complies with coordinating board standards. If the program is delivered through Distance Education, the Dean of the College certifies that they are following the Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically.

Signature, Department Head or Interdisciplinary Program Chair
Joan P Mileski
Typed or Printed Name
Allan
Chair, College Review Committee
Date 11/23/13
Dean of College
Date 11/23/13
Chair, University Curriculum Committee or Graduate Council
Date 12/12/13
Additional Approvals Required: Faculty Senate and President.
Distance Education
Electronic to Individuals (Online Delivery) Approval Form

Submitted by:

☒ Texas A&M University
☐ Texas A&M University-Central Texas
☐ Texas A&M University-Commerce
☐ Texas A&M University-Corpus Christi
☐ Texas A&M University-Kingsville
☐ Texas A&M University-San Antonio
☐ Texas A&M University-Texarkana
☐ Texas A&M International University
☐ Prairie View A&M University
☐ Tarleton State University
☐ West Texas A&M University
☐ Texas A&M Health Science Center

Distance Education: Electronic to Individuals (Online Delivery) Authorization Request

Please list the proposed degree and CIP code:

Degree: Master of Maritime Administration and Logistics

CIP Code: 52.0209.00

When is the effective date of the proposed program?

Effective Date: Fall, 2014

**Please note: This proposed program cannot be advertised as an online delivered degree program until the A&M System Office of Academic Affairs has approved it and the Texas Higher Education Coordinating Board has been notified.

Summary of Proposal (Include Background Information and Rationale for the change.)

In the twenty-year period from 2000 to 2020, world trade is expected to double. The demand for trained maritime administration and logistics professionals will increase substantially. The nature of the maritime industry is such that traditional face-to-face classroom delivery of courses prohibits large numbers of industry professionals to access graduate education unless it is provided online. Many professionals are officers on ships at sea. Further, ports operate 24/7 forcing professionals into odd hour schedules.

At this date, there is no other U.S. university that offers an online Master of Maritime Administration and Logistics. There are several MBA programs outside of the U.S. that offer maritime administration and logistics. The program will provide the opportunity to gain an advanced degree in maritime administration and logistics for (1) industry professionals within the U.S. and globally who cannot come to campus for classes due to their work schedules or deployment at sea but wish to continue their education and professional development while remaining employed and (2) industry professionals who want to improve their knowledge of maritime administration and logistics who cannot come to campus for extended periods of time.

Currently the demand for the face-to-face delivery Master of Maritime Administration and Logistics students is from three sources: students in residence pursuing STCW licensure as well as their master degree, students from the Houston-Galveston metropolitan area who are working professionals, and students in residence as full-time students, generally veterans. Therefore, the growth of the program has been limited to the immediate region.

We conducted an ad hoc survey in October, 2013, of the attending companies at the Texas A & M University at Galveston job fair. Nineteen of the total 25 companies and maritime organizations at the fair responded with 18 companies responding favorably to the delivery of the Master of Maritime Administration and Logistics online. If fact, most of the respondents felt that more professionals would participate because the program was reputable and online.

There are currently graduate programs of this nature that are online but all reside outside the United State primarily in the
Financial Implications:

A distance tuition differential of $40 per credit hour would be assessed to the students.

Additional costs include:

Additional technical/administrative assistance noted above of 0.75 FTE per year is $22,500 per year.

Additional 2 instructional track PhD faculty will be needed by the third year. Amount budgeted is $120,000 each year thereafter.

University: Request for Authorization

I recommend adoption of the following program:

"Having complied with all of the requirements of the Texas Higher Education Coordinating Board, Texas A & M University at Galveston (University name) is hereby authorized to offer the Master of Maritime Administration and Logistics (Degree) program by distance education, electronic to individuals (online delivery) effective Fall, 2014.

The Texas A&M University System Office of Academic Affairs finds that the program offering aforementioned is within the role and scope and capacity of the institution and will benefit students.

Texas A & M University at Galveston (University name) certifies that the proposed distance delivery of the aforementioned program meets the criteria under Texas Administrative Code Chapter 4 Subchapter P regarding quality of the curriculum and courses; delivery of instruction; evaluation, training, supervision, and support of faculty; financial resources; and admission of and support services for students. The program is within the role and mission of the institution and in the Table of Programs. The institution will comply with the standards and criteria of the Commission on Colleges of the Southern Association of Colleges and Schools and will adhere to criteria outlined in Principles of Good Practice for Degree and Certificate Programs and Courses Offered Through Distance Education."

Approval – University:

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University President:
Print name of President

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Date

Authorization: System

Approval – Texas A&M University System:

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James R. Hallmark, Ph.D.
Vice Chancellor for Academic Affairs

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Date
Approval to Propose an Existing Degree Program for Delivery Via Distance Education At Texas A&M University

Master of Maritime Administration and Logistics

Name of Program

Maritime Administration
Department Hosting Program

Texas A&M University Galveston
College

We have examined the attached proposal to convert the degree MMAL For distance delivery and endorse its submission to the Board of Regents and the Texas Higher Education Coordinating Board.

Department Head

Date

Graduate Advisor

Date

Program Director

Date

Dean of the College

Date

11-21-13

11/23/2013
New Program Request Form for Bachelor's and Master's Degrees

Directions: An institution shall use this form to propose a new bachelor's or master's degree program. In completing the form, the institution should refer to the document Standards for Bachelor's and Master's Programs, which prescribes specific requirements for new degree programs. Note: This form requires signatures of (1) the Chief Executive Officer, certifying adequacy of funding for the new program; (2) a member of the Board of Regents (or designee), certifying Board approval; and (3) if applicable, a member of the Board of Regents or (designee), certifying that criteria have been met for staff level approval. Note: Preliminary authority is required for all engineering programs. An institution that does not have preliminary authority for a proposed engineering program shall submit a separate request for preliminary authority prior to submitting the degree program request form. That request shall address criteria set in Coordinating Board rules Section 5.24 (a).

Information: Contact the Division of Academic Affairs and Research at 512/427-6200 for more information.

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Administrative Information

1. Institution: Texas A&M University at Galveston

2. Program Name – Show how the program would appear on the Coordinating Board's program inventory (e.g., Bachelor of Business Administration degree with a major in Accounting): Master of Maritime Administration and Logistics

3. Proposed CIP Code: 52.0209.00 – Transportation/Trans. Management

4. Brief Program Description – Describe the program and the educational objectives:

The program is the online version of the Master of Maritime Administration and Logistics, a graduate management degree that emphasizes maritime commerce. Students will complete maritime oriented courses in the areas of international trade, economics, finance, management, logistics, and policy. Students entering the program may experience in a maritime field, or more general management experience and a desire to enter the marine transportation field.

The curriculum consists of 36 hours (18 courses). Students may choose to concentrate in one of two modules: shipping and port management, or policy and law. Prerequisites include courses common to most other graduate business degrees. Most students are expected to enroll for 6 credit hours each semester (fall, spring and summer), completing the program over a two year period. There is a thesis option which allows for six credits of thesis registration.

5. Administrative Unit – Identify where the program would fit within the organizational
structure of the university (*e.g., The Department of Electrical Engineering within the College of Engineering*): The Department of Maritime Administration at Texas A&M University at Galveston.

6. **Proposed Implementation Date** – Report the first semester and year that students would enter the program: Fall Semester 2014

7. **Contact Person** – Provide contact information for the person who can answer specific questions about the program:

   Name: Joan P. Mileski

   **Title:** Associate Professor of Maritime Administration and of Marine Science
   Interim Head, Dept. of Maritime Administration

   **E-mail:** mileskij@tamug.edu

   **Phone:** (409)740-4978

REQUEST TO OFFER EXISTING DEGREE PROGRAM VIA DISTANCE

Texas A & M University at Galveston

Texas A & M University at Galveston is seeking permission to offer the following Master of Maritime Administration and Logistics via distance education (electronic delivery) beginning September 1, 2014.

Format for the Distance Education Program Request via Electronic Delivery

For each of the following components, include the requested information as well as any differences between the on-campus program and the proposed distance education program.

1. **Summary of the Request**

This proposal requests that Texas A & M University at Galveston receive authority to deliver the Master of Maritime Administration and Logistics electronically via the internet. Offering an on-line capability will allow Texas A & M University at Galveston to train graduate students located globally in maritime companies, ports and at sea. Many maritime professionals are on-call 24/7 to handle ship traffic and many are mariners working on a ship at sea. An online delivery will allow them to increase their knowledge of the industry while maintaining their professional career. There are no U.S. Masters programs in maritime administration online.

The major characteristics of the proposal:
Requires employment of no additional faculty but increase the number of TAMUG recognized Graduate Faculty, both nationally and internationally

Increases access to higher education to a new market niche.

Builds on an established base of students already taking on-campus courses

Expands the national and international reputation and presence of Texas A & M University at Galveston

The Master of Maritime Administration and Logistics distance degree is an extension of the current Master of Maritime Administration and Logistics degree offered at Texas A & M University at Galveston. All distance learning students will be enrolled in the same classes as the on-campus students and all classes will be taught by the same professors with identical course material, homework, exams, etc. The faculty has some experience with online delivery and most students treat this professional degree as a terminal degree.

A. Degree Program Area: Maritime Administration and Logistics
B. Degree title designation (e.g., BS, MS, etc.) Master of Maritime Administration and Logistics
C. Program delivery

This program will be primarily delivered through the university learning management system, eCampus. This online delivery system has ease of development with modular design, ability to access instructional materials, assignment submission capabilities, online quiz and testing features, and a variety of communication strategies. Content delivery will vary by class, depending on material to be presented but will include streaming media, PowerPoint (written format with voice over), video lectures, assignments, groups projects, bulletin boards, chat rooms, reading assignments, virtual classrooms, and PDF handouts. Other distribution venues such as digital resources, email, etc. may be used. Any media will be encouraged that promotes education interaction between professor and student. The Department of Maritime Administration and Logistics will hire an online course development faculty consultant, which has been identified, and graduate students with technical expertise to support course development. The Information Service department has a dedicated staff member to assist faculty with course conversion.

Each student will be encouraged to spend time on campus at Galveston. However, since there will be many in this program where that will not be possible such time will not be mandated but encouraged.

Graduate Advisor Committees for thesis option distance students will be chaired by a member of the TAMUG graduate faculty.

The delivery of distance Maritime Administration and Logistics and related courses will not impact the knowledge imparted. All distance learning students will be enrolled in the
same classes as the on-campus students and all classes will be taught by the same professors with identical course material, homework, exams, etc.

II. Reason for the Request

In the twenty-year period from 2000 to 2020, world trade is expected to double. The demand for trained maritime administration and logistics professionals will increase substantially. The nature of the maritime industry is such that traditional face-to-face classroom delivery of courses prohibits large numbers of industry professionals to access graduate education unless it is provided online. Many professionals are officers on ships at sea. Further, ports operate 24/7 forcing professionals into odd hour schedules.

A. Program need

At this date, there is no other U.S. university that offers an online Master of Maritime Administration and Logistics. There are several MBA programs outside of the U.S. that offer maritime administration and logistics. The program will provide the opportunity to gain an advanced degree in maritime administration and logistics for (1) industry professionals within the U.S. and globally who cannot come to campus for classes due to their work schedules or deployment at sea but wish to continue their education and professional development while remaining employed and (2) industry professionals who want to improve their knowledge of maritime administration and logistics who cannot come to campus for extended periods of time.

To assess the initial demand for the initial face-to-face master’s program in Maritime Administration and Logistics, an external survey of convenience was conducted of 734 maritime industry leaders and graduates of Texas A & M University and Texas A & M University at Galveston during the months of June and July, 2005. Questions on the location of courses, delivery method of courses, the technology used, admission criteria and curriculum content were included in the survey. With a response rate of 34.74%, all favorable to program development, the faculty concluded that a high demand exists. Other findings of the study were:

1. Respondents fell into one of the three categories; potential students, managers of potential students and potential employers of graduates.
2. 46% of respondents anticipated employer reimbursed tuition.
3. 62% of respondents preferred a part-time educational model of the program that allowed for continued employment.

Currently, there is one graduate from the program who placed with a starting salary that exceeded the undergraduate maritime administration major by $15,000.

B. Program Demand

Currently the demand for the face-to-face delivery Master of Maritime Administration and Logistics students is from three sources: students in residence pursuing STCW
licensure as well as their master degree, students from the Houston-Galveston metropolitan area who are working professionals, and students in residence as full-time students, generally veterans. Therefore, the growth of the program has been limited to the immediate region.

We conducted an ad hoc survey in October, 2013, of the attending companies at the Texas A & M University at Galveston job fair. Nineteen of the total 25 companies and maritime organizations at the fair responded with 18 companies responding favorably to the delivery of the Master of Maritime Administration and Logistics online. If fact, most of the respondents felt that more professionals would participate because the program was reputable and online.

There are currently graduate programs of this nature that are online but all reside outside the United State primarily in the UK and Australia.

c. Program’s role

Texas A & M University at Galveston is dedicated to the discovery, development, dissemination and application of knowledge in its special purpose mission of marine and maritime focus. The online Master of Maritime Administration and Logistics degree upholds the mission of Texas A & M University at Galveston. The proposed program will deliver globally the high quality and rigorous education in Maritime Administration and Logistics at the graduate level. Further, with a global reach the program can reach the needs of person of all racial, ethnic, cultural and geographic groups. Texas A & M University at Galveston, as a Tier 1 research institution, can provide in this program the latest maritime research results and knowledge globally.

III. Program Description

A. Program Construction

Admissions: The requirements for admissions to the program will be the same for admission to the Graduate Studies at Texas A & M University. To be admitted to graduate studies an applicant must:

1. hold a four-year baccalaureate degree or higher from a college or university of recognized standing (i.e. a degree recognized as equivalent to a baccalaureate degree awarded in the U.S.);
2. show promise of ability to pursue advanced study and research satisfactorily;
3. have had adequate preparation to enter graduate study in the field chosen; and
4. submit with the application, acceptable scores on the Graduate Management Admission Test (GMAT).

All course materials used in the distance Master of Maritime Administration and Logistics have been and will be developed by the faculty responsible for each individual course. The materials provide the same content ideas and processes that are examined in resident classes taught on campus. The graduate faculty member teaching the graduate
course is solely responsible for teaching, monitoring, and evaluating all course activities and assigning grades. All degree plans are developed by the student and their Graduate Advisory Committee after thorough review of the student’s previous transcripts and their career goals.

The curriculum is as followings as in the resident Master of Maritime Administration and Logistics:

<table>
<thead>
<tr>
<th>Category</th>
<th>Semester Credit Hours</th>
<th>Clock Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education Core Curriculum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(bachelor’s degree only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Required Courses</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Prescribed Electives</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Free Electives</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Other (Specify, e.g., internships, clinical work)</td>
<td>(if not included above)</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>36</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prefix and Number</th>
<th>Required Courses</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARA 610</td>
<td>International Strategic Planning and Implementation</td>
<td>3</td>
</tr>
<tr>
<td>MARA 623</td>
<td>Economic Issues in Shipping</td>
<td>3</td>
</tr>
<tr>
<td>MARA 641</td>
<td>Financial Management in Marine Transportation</td>
<td>3</td>
</tr>
<tr>
<td>MARA 627</td>
<td>Marketing of transportation Services</td>
<td>3</td>
</tr>
<tr>
<td>MARA 624</td>
<td>Inter-modal Transportation Operations</td>
<td>3</td>
</tr>
<tr>
<td>MARA 636</td>
<td>Managerial Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>MARA 664</td>
<td>Production, Operations and Logistics Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Students will choose between two options: (1) Shipping and Port Management and (2) Maritime Policy and Law to satisfy the requirement for 15 credit hours of prescribed elective courses. Students may elect to write a thesis to satisfy up to six hours of
prescribed electives; no more than 6 credit hours can be earned through distance learning courses.

<table>
<thead>
<tr>
<th>Prefix and Number</th>
<th>Prescribed Elective Courses</th>
<th>Shipping and Port Management Option</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARA 650</td>
<td>Supply Chain Management</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 652</td>
<td>Marine Transportation System Design and Policy</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 640</td>
<td>Global Logistics</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 616</td>
<td>Management of Port Facilities and Infrastructure</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 658</td>
<td>Port Design, Planning and Security</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 660</td>
<td>Risk Assessment and Marine Insurance</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 691</td>
<td>Thesis</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prefix and Number</th>
<th>Prescribed Elective Courses</th>
<th>Maritime Policy and Law Option</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARA 670</td>
<td>Coastal and Inland Waterways Transportation</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 672</td>
<td>Maritime Global Trading System</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 604</td>
<td>Marine Natural Resource Economics</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARS 620</td>
<td>International Environmental Business Ethics</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARS 635</td>
<td>Environmental Impact Statements and NRDA</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARS 640</td>
<td>Environmental Administrative Law</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARS 660</td>
<td>Environmental Alternative Dispute Resolution</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARS 676</td>
<td>Marine Environmental Policy</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MARA 691</td>
<td>Thesis</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>
B. Administrative oversight

The Department of Maritime Administration is committed to the Principles of Good Practice, as required by the THECB. The proposed online program meets all of the specific criteria set forth by the THECB and SACS as outlined below.

Curriculum and Instruction

The program and courses result in learning outcomes appropriate to the rigor and breadth of the degree awarded.

The degree program and courses offered electronically are coherent and complete.

The program and courses provide for appropriate interaction between faculty and students and among students.

Qualified faculty provides appropriate oversight of the program or course that is offered electronically.

Academic standards for all courses in the program offered electronically will be the same as those for courses delivered by other means at Texas A & M University at Galveston.

Student learning in courses delivered electronically are comparable to student learning in resident program.

Role and Mission

The program is consistent with the institution’s role and mission.

Review and approval processes ensure the appropriateness of the technology being used to meet the objectives of the program.

Students and Student Services

The program and course announcements and electronic catalog entries provide appropriate information.

Students are provided with clear, complete, and timely information on the curriculum, course and degree requirements, nature of faculty/student interaction, assumptions about technological competence and skills, technical equipment requirements, availability of academic support services and financial aid resources, and costs and payment policies.

Enrolled students have reasonable and adequate access to the range of student services and student rights appropriate to their learning.
The institution has admission/acceptance criteria in place to assess the extent to which a student has the background, knowledge and technical skills required to undertake the program.

Advertising, recruiting and admissions materials clearly and accurately represent the program or course.

Faculty Support

The program provides faculty support services specifically related to teaching via an electronic system.

The institution assures appropriate training for faculty who teach via the use of technology.

The institution provides adequate equipment, software, and communications access to faculty to support interaction with students, institutions and other faculty.

Resources for Learning

The institution ensures that appropriate learning resources are available to students.

The institution evaluates the adequacy of, and the cost to students for, access to learning resources and documents the use of electronic resources.

Commitment to Support

Policies for faculty evaluation include appropriate recognition of teaching and scholarly activities related to programs or courses offered electronically.

The institution demonstrates a commitment to ongoing support, both financial and technical, and to continuation of the program for a period of time reasonable and sufficient for students to complete the program.

Evaluation and Assessment

The institution evaluates the program’s and courses’ educational effectiveness, including assessment of student learning outcomes, student retention, and student and faculty satisfaction.

At the completion of the program and all courses, the institution provides for assessment and documentation of student achievement in each course.

Below is a Typical Course and Delivery: MARA 672 The Maritime Global Trading System
Course title and number  MARA 672, The Maritime Global Trading System
Term  Spring, 2013
Meeting times and location  Distance Learning Course

Course Description and Prerequisites

Introduction to the theory of international waterborne trade; provides a basis for examining American foreign trade policy, and regional and world trade institutions such as the WTO, ASEAN, the EU, GATT, and NAFTA. Topics include: International trade theory and policy, open-economy macroeconomic policy, tariffs, non-tariff barriers and enhancements, multinational enterprises and foreign direct investment, global competition and integration. Prerequisite: Approval of instructor, graduate status or special approval.

Learning Outcomes or Course Objectives

COURSE OBJECTIVES
This course will familiarize students with concepts such as international business operations in capital markets, global trading agreements, and global competition and integration. First, students will understand the topics relating to international trade and investment. Then, they should be able to identify the problems from growing global trade. Students will work on resolving specific problems driven by the conflict of trading agreement and the distorted regulatory mechanism.

LEARNING OBJECTIVES:
1. Content Learning Objectives (Upon completion of the course, student will be able to……...):

Module 1

Explain the concepts of international and global business
Articulate the fundamental question that the study of global business and seeks to answer and the two perspectives from which to answer it
Identify three ways of understanding what globalization is
State the size of the global economy and its broad trends

Identify two types of institutions
Explain how institutions reduce uncertainty
Identify the two core propositions underpinning on institution-based view of global business
List the differences between democracy and totalitarianism
List the differences among civil law, common law, and theocratic law
Articulate the importance of property rights and intellectual property rights
List the differences among market economy, command economy, and mixed economy
Explain why it is important to understand the different institutions, both formal and informal, when doing business around the world

Explain where informal institutions come from
Define culture and articulate its two main manifestations
Articulate three ways to understand cultural differences
Explain why understanding cultural differences is crucial for global business
Explain why ethics is important
Identify ways to combat corruption
Identify norms associated with strategic responses when firms deal with ethical challenges
Explain how you can acquire cross-cultural literacy

Define resources and capabilities
Explain how value is created from a firm’s resources and capabilities
Articulate the difference between keeping an activity in-house and outsourcing it
Explain what a VRIO framework is
Explain how to use a VRIO framework to understand a firm’s resources and capabilities

Use the resource and institution-based views to explain why nations trade
Identify and define the classical and modern theories of international trade
Explain the importance of political realities governing international trade
Identify factors that should be considered when your firm participates in international trade

Identify and define the key terms associated with FDI
Use resource and institution-based views to answer why FDI takes place
Explain how FDI results in ownership, location, and internalization (OLI) advantages
Identify the advantages of location
List ways you can acquire and neutralize location advantages
List the benefits of internalization
Identify different political views on FDI and understand its benefits and costs to host and home countries

List the factors that determine foreign exchange rates
Articulate and explain the steps in the evolution of the international monetary system
Identify strategic responses firms can take to deal with foreign exchange movements

Explain the evolution of the GATT and the WTO, including current challenges
Make the case for regional economic integration
List the accomplishments, benefits, and costs of the EU

Define entrepreneurship, entrepreneurs, and entrepreneurial firms.
Identify the institutions and resources that affect entrepreneurship
Identify three characteristics of a growing entrepreneurial firm
Describe how international strategies for entering foreign markets are different from those for staying in domestic markets

Identify ways in which institutions and resources affect the liability of foreignness
Match the quest for location-specific advantages with strategic goals.
Compare and Contrast first- and late-mover advantages
List the steps in the comprehensive model of foreign market entries

Define alliances and acquisitions
Articulate how institutions and resources influence alliances and acquisitions
Describe how alliances are formed
Outline how alliances are dissolved
Discuss how alliances perform
Explain why firms make acquisitions and what performance problems they tend to encounter

Describe the relationship between multinational strategy and structure
Explain how institutions and resources affect strategy, structure and learning.
Outline the challenges associated with learning, innovation and knowledge management.

Explain staffing decision, with a focus on expatriates
Identify training and development needs for expatriates and host-country nationals
Identify and discuss compensation and performance appraisal issues
List factors that affect labor relations in both home and host countries
Discuss how the institution-and resource-based views shed additional light on human resource management
Identify the five Cs of human resource management

Articulate the stakeholder view of the firm
Apply the institution and resource based views to analyze corporate social responsibility

2. Broad Skills Learning Objectives and Behaviors (Students will be able to ...):
Write a case analysis

Critically apply the concepts to real life job experiences.

Instructor Information

Name: Joan P. Mileski, PhD
Telephone number: Office 409-740-4978
Email address: mileskij@tamug.edu
Office hours: MW 11:00 am to 12:00 pm I am typically in my office more than the listed hours. As such, I often have multiple distractions and perform several different functions. Therefore, if you need extended time or a
personal/private conference, please make an appointment so I can commit
the amount of time needed. We can meet via Skype (Joan.Mileski), phone
or in person.

Officelocation CLB 229

Textbook and/or Resource Material

Text for Course
And ISBN 10: 0-324-56070-2. (available on amazon.com)

Reference Book for course

References for additional articles will be provided

Grading Policies

Assessment of Learning:
Evaluation Methods:

1. Tests

In the Module tests, be prepared to understand the issues, identify problems, explore
alternatives, and develop recommendations. Tests will be sent to you on your request but no
later than 48 hours before the due date of the module. The tests will be essay and short answer
and are due by email to the instructor 48 hours after they are requested. You may use your
books, notes, etc. but not each other to complete the tests.

2. Project

An original research paper worthy of publication in an academic journal is expected to relate to
economic issues in international trade and is required to complete this course. The ultimate goal
of what you write is one of the following: Can I understand better current trading policy in the
United States through my project? Can I contribute to existing trading literature? Can I
efficiently solve the specific problem my company encountered when trading globally or
regionally? Can I explain or even prove future trend of globalization in an always changing
economy? The bottom line — Can someone easily learn from my project? By keeping those
purposes in mind, this class is designed to furnish students with the ability to apply and express
complex international trade subjects to the audience in a clear, logical, and complete way.
Remember, the instructor will see only what you write, not what you meant to say. Be accurate
and polish your paper.

Please send a proposal of your research paper as soon as possible but no later than February 1,
2013. I will interact as much or as little with each student on this project as s/he wishes via
email or phone.

The paper will be review via Turnitin.com. See instructions below.

Assessment of Learning (continued):

B. Grading Standards

The final letter grade will be assignment based on the standard scale. A if your final average is above 90, B if between 80 to 89, C if between 70 to 79, D if between 60 to 69, and F if below 60.

<table>
<thead>
<tr>
<th>Module 1 test</th>
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<td>Module 2 test</td>
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<tr>
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<table>
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<td>C</td>
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</tr>
<tr>
<td>D</td>
<td>1</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
</tr>
</tbody>
</table>

Grading is one of the most sensitive issues a faculty member faces. Fairness in grading is the guiding objective but this has many dimensions (e.g. a student has a right to be tested only on material available through the syllabus or lectures up through the time of the examination; students in the same class should not be treated differently; students who have legitimate absences should be offered a chance to make-up their examination, etc.) One paradox is that objective examinations (e.g. multiple choice) are, by definition, less prone to unfairness in grading than subjective (essay) examinations and cases, yet are often viewed by students as an unfair test of their knowledge of courses in which the critical parts have subjective content (e.g. decision making processes). Also a resource constraint exists: students are entitled to a careful reading of their essays but limited faculty time must be allocated over many competing uses.

There is no solution to this dilemma, just uneasy compromises. The system of grading and examination in this course has evolved through the suggestions of students. Please provide me your thoughts for improvement.

Course Topics, Calendar of Activities, Major Assignment Dates

Module 1 To be completed by February 3, 2013
Module 2 To be completed by March 3, 2013
Module 3 To be completed by March 31, 2013
Module 4 To be completed by April 28, 2013
Project To be completed by May 5, 2013

Other Pertinent Course Information

Teaching Strategies
This is a distance learning class. My philosophy for the learning environment is the role of the professor as director of learning among equals. The relationship is a partnership where each, professor and student, are fully prepared for and enthusiastically embrace, each and every learning experience. I believe that insight (truth) can be an exciting experience for faculty and students alike. I try to instill in students that they must be their own lifetime teachers continuously gathering and discarding the appropriate skill sets for life long learning, success, and service to society.

Teaching/ Learning Activities

Instructor
Meet with students with appointments to review questions
Review and grade exams and projects returning detailed comments
Will respond to email, phone messages, etc. in a timely fashion

Students
Read book and papers in timely fashion.
Write critically analyzed exams using concepts and terms
Will study appropriately for the course

Americans with Disabilities Act (ADA)

The following ADA Policy Statement (part of the Policy on Individual Disabling Conditions) was submitted to the University Curriculum Committee by the Department of Student Life. The policy statement was forwarded to the Faculty Senate for information. The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Counseling Office, Northern Student Center, or call (409) 740-4587.

Academic Integrity
“An Aggie does not lie, cheat or steal or tolerate those who do.”

Upon accepting admission to Texas A & M University at Galveston, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the TAMUG community from the requirements or the processes of the TAMUG Honor System.

For additional information please visit:  http://www.tamug.edu/honsystem/

Use of turnitin software
Turnitin is an anti-plagiarism software that scans written assignments for plagiarism with web sources, other student papers and assignments from A & M and all over the nation, and a variety of other written works. The software gives the instructor a percentage similarity between the student’s assignment and other written works. Please be assured that as long as you cite your work appropriately and give credit to your sources, that similarity alone is not enough for your work to be considered copied. Please review the Aggie Honor Code for more details on how these issues will be handled, should a cheating incident be found. You will submit the research project, to Turnitin at www.Turnitin.com. The class ID is 5989954 and password is global.

How to Utilize Turnitin as a student:

From the main site, select “enter.”
Next, select “create a new user profile.” Create your profile. You do not need to create a new user profile if you have used turnitin before.
Next, select “user login”
Join new class using the above listed ID and password.
Select our class from the “your classes” page (see the tabs above your name if you are not already at this page).
There are seven pages for each class. The “assignments” page lists assignments. The “turnitin” page is what you will use to submit an assignment.

To submit an assignment, make sure you complete the following four steps:
1. Type in an assignment title
2. Select the appropriate assignment from the drop-down box.
3. Type in the path for your assignment (which you can do easily by browsing for it) OR cut and paste (but you cannot do both for a single assignment).
Submit by selecting the “submit” icon at the bottom of this page.

Statement on the Family Educational Rights and Privacy Act (FERPA)
FERPA is a federal law designed to protect the privacy of educational records by limiting access to these records, to establish the right of students to inspect and review their educational records and to provide guidelines for the correction of inaccurate and misleading data through
informal and formal hearings. To obtain a listing of directory information or to place a hold on any or all of this information, please consult the Admissions & Records Office.

Items that can never be identified as public information are a student’s social security number or institutional identification number, citizenship, gender, grades, GPA, or class schedule. All efforts will be made in this class to protect your privacy and to ensure confidential treatment of information associated with or generated by your participation in the class.

Statement on Absences
Information concerning absences is contained in the University Student Rules Section 7. The University views class attendance as an individual student responsibility. All students are expected to complete all assignments. Please consult the University Student Rules for reasons for excused absences, detailed procedures and deadlines as well as student grievance procedures (Part III, Section 45).

Negotiation
Any and all of the above except academic integrity is negotiable as a class with the instructor.

The content of this outline and the attached schedule are subject to change at the discretion of the professor.

Instructor’s Signature ___________________________ Date ________________

**********

Currently, in the Department of Maritime Administration online classes are taught as a section of an on campus class. The online class has the same schedule in most cases, the same course material, the same homework, and the same exams. This approach allows for the duplication of the on campus class experience. Web-conferencing through various venues such as eCampus options, distance students can ask questions with voice over the internet and interact with students. Time zone differences for distance students in other countries may present some challenges but they are not insurmountable at the graduate level. In those cases, faculty will interact with the distant student in a standard format that will ensure understanding of the course material and timely completion of assignments and course content. The online section will be completely online except in those situations where the student is a full time employee within driving distance of the campus an occasional on-campus meeting can facilitate the educational process.

C. Administrative Structure

The Department Heads of Maritime Administration and Marine Science are responsible for the academic offerings with their respective departments. The daily management of the Maritime Administration and Logistics graduate program is in the Department of Maritime Administration with the Department Head. No changes in responsibilities are
anticipated at the initial offering of the Master of Maritime Administration and Logistics distance delivery degree.

IV. Relationship to Existing Authorized Degree Program

A. Relationship between proposed distance education program and any existing on-campus program

Online classes are taught as a section of an on campus class. The online class has the same schedule in most cases, the same course material, the same homework, and the same exams. This approach allows for the duplication of the on campus class experience. Web-conferencing through various venues such as eCampus options, distance students can ask questions with voice over the internet and interact with students. Time zone differences for distance students in other countries may present some challenges but they are not insurmountable at the graduate level. In those cases, faculty will interact with the distant student in a standard format that will ensure understanding of the course material and timely completion of assignments and course content.

C. Student Interaction

The IT department at Texas A & M University at Galveston has a dedicated person to assisting faculty with implementing technology for program and course development. His responsibilities include assisting faculty members with tools for effective course management, meeting course and program objectives and learning outcomes, and complying with ADA requirements, Copyright Law, and the Principles of Good Practice for Electronically Offered Academic Degree and Certificate Programs from SACS and THECB.

The online classes will have graduate faculty teaching the course and the same course requirements as on-campus students. When appropriate, live or recorded video feeds from on-campus courses will be used. Distance students can interact with instructors and students synchronously using desktop or interactive videoconferencing, Skype, and texting features. This approach allows for the duplication of the on campus class experience. Distance students can ask questions with voice over IP and interact with other students. Tutorials, advising, and course presentations can occur with the use of online conferencing software. Time zone differences for distance students in other countries may present some challenges but they are not insurmountable at the graduate level. In those cases, the professor will interact with the distant student in a standard format that will ensure understanding of the course material and timely completion of assignments and course content.

The distance students will have the opportunity to interact with on-campus students through social media and other communication technologies. Some courses may be appropriate to deliver to some places using technology such as TTVN or Skype that would allow on-campus and distance student to and converse in real time. This format would be appropriate for small on-campus classes.
V. Expected enrollment

<table>
<thead>
<tr>
<th>YEAR</th>
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<tr>
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<td>50.00</td>
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</tr>
</tbody>
</table>

A. Anticipated head count

Based upon the ad hoc survey I October, 2013 of the attending companies at the Texas A & M University at Galveston job fair, we anticipate the number of students shown in the table above for this program.

B. Impact on existing face-to- face program

The proposed online Master of Maritime Administration and Logistics is not expected to impact our on-campus student numbers. This is particularly true for our license option students who must be in residence.

The extra time and energy required to deliver on-line courses and manage/mentor master distance students will be absorbed by the faculty. With electronic posting of grades, delivery of exams, etc., administrative assistance, clerical, etc. will be minimal. However, and additional technical assistant to keep faculty up to date and assist with IT is needed.

C. Student Projections

Assumptions Underlying Enrollment and Growth Expectations

1. Most admitted distance Master of Maritime Administration and Logistics students will be part-time, remaining employed, some at sea. The availability of 24/7 access to course materials via digital technology will enhance the appeal of the program. Employed students who would otherwise not consider the traditional delivered on-campus program due to their professional and family responsibilities will be able to pursue the distance program.

2. Students are expected to finish the Master distance degree in three years. Students should be able to enroll in at least two courses each long semester. The availability of a 24/7 digital program will provide candidates with options for completing course requirements. We expect the completion rate to be similar to that of residence students.

3. The program will admit additional students each year as the online program becomes established and know by perspective students and employers. There will be marketing of online course offerings each semester which will result in
greater enrollment in the program by students from distant locations because travel to campus will not be necessary.

4. Graduate Advisory Committee meetings and thesis defenses can be handled through electronic communication devices. These include such commercially available options as Skype, etc. Theses can be moved almost immediately via email attachments or assigning dedicated space on a shared drive or server or a dropbox.

5. The degrees offered in this program will exempt from TAMU residency requirements and exempt from the minimum number of students required for on-campus course section delivery.

IV. Faculty Resources

A. Faculty Resources

The faculty members listed below teach and all direct graduate students. Thus, they have the background and experience to deliver online course information. Additional faculty will not be required at the initial offering of online Master of Maritime Administration and Logistics.

<table>
<thead>
<tr>
<th>Name of Core Faculty and Faculty Rank</th>
<th>Highest Degree and Awarding Institution</th>
<th>Courses Assigned in Program</th>
<th>% Time Assigned To Program</th>
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<tbody>
<tr>
<td>Ping Wang, Assistant Professor</td>
<td>PH.D Ohio State University, 2007</td>
<td>MARA 636, 652, 691</td>
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<tr>
<td>Von Zharen, W. M., Full Professor</td>
<td>Ed.D., University of Florida; J.D. Univ. of South Carolina Law School</td>
<td>MARS 620, 640, 676, 660, 691</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MARA 660</td>
<td></td>
</tr>
<tr>
<td>Mileski, Joan P., Associate Professor</td>
<td>PH.D., University of Texas at Arlington, CPA</td>
<td>MARA 610, 616, 652, 658, 670, 691</td>
<td>50%</td>
</tr>
<tr>
<td>Knox, Kris J., Instructional Assistant Professor</td>
<td>PH.D., UT Health Science Ctr. Houston, CPA</td>
<td>MARA 641, 691</td>
<td>50%</td>
</tr>
<tr>
<td>Wang, Grace, Assistant Professor</td>
<td>PH.D., Texas A&amp;M University</td>
<td>MARA 623, 691</td>
<td>50%</td>
</tr>
<tr>
<td>Weeks, Kelly, Assistant Professor</td>
<td>PH.D., Jackson State University</td>
<td>MARA 640, 650, 664, 691</td>
<td>50%</td>
</tr>
<tr>
<td>Parul Mathur, Instructional Assistant Professor</td>
<td>PH.D. University of Houston</td>
<td>MARA 604, 624, 672, 691</td>
<td>50%</td>
</tr>
</tbody>
</table>
Niko Mykonaitis  
Instructional Assistant Professor  
PH.D. Penn State University, 2013  
MARA 604, 624, 672, 691  
MARS 676  
50%

<table>
<thead>
<tr>
<th>Name of Support Faculty and Faculty Rank</th>
<th>Highest Degree and Awarding Institution</th>
<th>Courses Assigned in Program</th>
<th>% Time Assigned To Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheryl Moon</td>
<td>E.E. D University of Houston</td>
<td>MARA 627</td>
<td>10%</td>
</tr>
</tbody>
</table>

B. Describe equipment, software and connectivity needs for delivery of this program both for students and for the institution.

In general, faculty members and students need access to a computer that is less than four years old, common office software and plug-ins, CD/DVD player/burner, a high-speed (cable or DSL) Internet connection and an up-to-date Web browser. Individual courses may have specific technology requirements.

To capture and edit audio/video-over-PowerPoint: Instructors need screen recording/editing software such as Camtasia (available from Texas A & M Software Center), access to semi-professional quality microphone, and/or digital recording camera, a computer with upgraded sound and/or video cards, access to file storage space, as well as training and/or support.

To participate in Web-conferencing: instructors and students need an Internet-connected computer with microphone and/or video camera (built-in or external), and free conferencing software.

To participate in high-quality Video-conferencing: instructors and students need access to networked video conference facilities.

To capture, scan or modify images, instructors may need access to digital camera, scanner, and/or photo editing software such as Adobe, as well as training or assistance to modify images.

C. How will students access library resources, including print, electronic and human.

Distant graduate students will have access to many services of the University library with ever increasing electronic databases and other electronic services. Online Master of Maritime Administration and Logistics will be informed fully on how to access the TAMUG/TAMU library system and provide initial information about how to access with each syllabus and on eCampus. Off-campus access to electronic holdings is available by
NetID and password to currently enrolled students, faculty and staff of Texas A & M University and its affiliated agencies.

Other student services can be accessed through the Office of Student Life at www.tamug.edu/studentlife/

VI. Financial Support

A. Anticipated Costs

No new faculty costs are required for the Online Master of Maritime Administration and Logistics. All Maritime Administration Department are fully supportive of the program capable of meeting expectations.

The online Master of Maritime Administration and Logistics will require a 0.75 FTE in technical/administrative assistance and a GAT assistantship to assist faculty in development, maintenance, and update of course contents. The differential tuition and a program fee assessment will be utilized by individual professors and the department to maintain quality and quantity of course content and course delivery systems.

B. Budget

Additional distance tuition differential of $40 a credit hour will be assessed to the students.

Additional cost include:

Additional technical/administrative assistance noted above of 0.75 FTE per year is $22,500 per year.

Additional 2 instructional track PHD faculty will be needed by the third year. Amount budgeted is $120,000 each year thereafter.

C. Financial Support

Graduate students in the online Master of Maritime Administration and Logistics program will be eligible for financial support under the same criteria of the face-to-face resident students if they are residents of Texas. Out of state students are subject to out of state financial support rules. International students are not eligible for financial support.

VII. Additional Distance Delivery Considerations

A. Adherence to Principles of Good Practice for Academic Degree and Certificate Programs and Credit Courses Offered Electronically

Texas A & M University at Galveston certifies that the Master of Maritime Administration and Logistics delivered electronically via the Internet meets the standards
and criteria established by the Texas Higher Education Coordinating Board. Those standards include:

1. Curriculum and Instruction

The program and courses result in learning outcomes appropriate to the rigor and breadth of the Master of Maritime Administration and Logistics degree awarded. Academic standards for all courses in the program offered electronically will be the same as those for courses delivered by other means at Texas A & M University at Galveston. No distinction in requirement is made for students based on distance delivery or face-to-face delivery.

Should students choose the thesis option, the graduate advisory committee will be chaired by a graduate faculty member in the Maritime Administration Department. The criteria for graduate faculty membership is defined by the TAMUG, TAMU, and the office of Graduate Studies and all members of the committee must meet those criteria. Further, these faculty members provide appropriate oversight of the program or course that is offered electronically. (See evaluation below).

The degree program and courses offered electronically are coherent and complete and provide for appropriate interaction between faculty and students and among students. As a graduate degree program, orientation needs should be minimal. Students in this program have experienced collegiate education at one or more college campuses, albeit many will have not experienced an American college campus. Instructors will be cautioned that they must make sure that course instructions are explicit and that distance students are given exact links in which to gain access to any documents need by the student. The Jack Williams Library has instructions, librarians, and experience to aid in this effort.

Students and instructors will interact on a regular basis as described above during the conduct of any particular class. (See section IV C). Further, Student learning in courses delivered electronically are comparable to student learning in resident program. Again, no distinction is made in student learning outcomes for resident or face-to-face instruction and online delivery instruction.

Role and Mission

The program is consistent with the institution’s role and mission. The online Master of Maritime Administration and Logistics upholds the mission of Texas A & M University at Galveston. The program will deliver globally the high quality and rigorous education of Maritime Administration and Logistics. Further, with a global reach the program can reach the needs of persons of all racial, ethnic, cultural and geographic groups. Texas A & M University at Galveston, as a Tier 1 research institution, can provide in this program the latest maritime research results and knowledge globally.
Review and approval processes ensure the appropriateness of the technology being used to meet the objectives of the program. This process will be part of the evaluation process described below.

Students and Student Services

The program and course announcements and electronic catalog entries provide appropriate information. This program will be listed in the online graduate catalog. All course and program announcements will be provided through the use of email and eCampus.

Students are provided with clear, complete, and timely information on the curriculum, course and degree requirements, nature of faculty/student interaction, assumptions about technological competence and skills, technical equipment requirements, availability of academic support services and financial aid resources, and costs and payment policies. This information is provided through the catalog and through eCampus.

Enrolled students have reasonable and adequate access to the range of student services and student rights appropriate to their learning. All standards required of regularly enrolled on-campus students will be required of the students who use remote instructional services. These services include the use of regularly employed graduate faculty members, the same faculty members, the same faculty contact hour requirements, courses being taught only by graduate faculty, availability of faculty support services, and standard evaluation. Academic standards for all courses in the program offered electronically will be the same as those for courses delivered by other means at Texas A & M University at Galveston. No distinction in requirement is made for students based on distance delivery or face-to-face delivery. The criteria for graduate faculty membership is defined by the TAMUG, TAMU, and the office of Graduate Studies and all faculty members of this program must meet those criteria.

The institution has admission/acceptance criteria in place to assess the extent to which a student has the background, knowledge and technical skills required to undertake the program. Admission Requirements – The requirements for admission to the program will be the same as for admission to Graduate Studies at Texas A&M University and the same as the face-to-face Master of Maritime Administration and Logistics. To be admitted to graduate studies an applicant must:
1. hold a four-year baccalaureate degree or higher from a college or university of recognized standing (i.e. a degree recognized as equivalent to a baccalaureate degree awarded in the U.S.);
2. show promise of ability to pursue advanced study and research satisfactorily;
3. have had adequate preparation to enter graduate study in the field chosen; and
4. submit, with the application, acceptable scores on the Graduate Management Admission Test (GMAT).
Advertising, recruiting and admissions materials clearly and accurately represent the program or course.

Recruitment Efforts – The 2005 demand assessment survey, along with unsolicited responses received by the department, have identified two primary target markets: individuals currently associated with the maritime industry interested in receiving graduate education and individuals outside the industry interested in maritime employment. Currently the Master of Maritime Administration and Logistics face-to-face program has tapped both of those target markets and a third which consists of students who also wish to pursue a license option. The current face-to-face delivery students have all requested more online delivery due to the nature of the odd hours of the industry and the requirement of maritime employment off shore.

Many of our alumni comprise the first group. The second group largely consists of individuals with general business backgrounds employed in other industries. The third group who are pursuing a license have sea cruise requirements which make online delivery online attractive. Recruitment should not represent a problem given the number of unsolicited responses and inquiries many of which ask if delivery of the program is online. Further, recruitment will occur global through advertising in the International Association of Maritime Economist, International Association of Maritime Universities, and email announcements to our various business advisors and recruiters of students. Further, we will present to professional associations and place advertisements in trade journals.

A uniform recruitment and retention Strategy will be employed. Increasing retention rates, graduation rates and the number of degrees awarded is central to the student success goals. The administration of the program will seek to comply with these goals as part of the overall efforts of Texas A&M University. Specific interventions will include:
1. New student orientation through distance meeting via wiki meetings.
2. Student advising via Skype.
3. Access to career workshops and job fairs through distance technology with the help of the TAMUG Office of Student Affairs
4. Information regarding unique financial aid opportunities through the TAMUG Financial Aid Office posted on the program distance program website with financial aid personnel available to help distance students.

Faculty Support

The program provides faculty support services specifically related to teaching via an electronic system. The department intends to provide training by a specialist in online delivery courses. The IT department at Texas A&M University at Galveston will assure the appropriate equipment, software, and communications access is available and the department will provide funding for that equipment, etc. to the faculty to support interaction with students, institutions and other faculty.
Resources for Learning

The institution ensures that appropriate learning resources are available to students. The institution evaluates the adequacy of, and the cost to students for, access to learning resources and documents the use of electronic resources.

The library resources are available to online students. The Jack K. Williams Library, through its cooperative and consortia arrangements, supply most of the same electronic library resources as the Mays Business School at the main campus, in addition to resources that are unique to the Galveston campus. The Mays resources support a much larger program and are more than adequate to support the non-maritime-specific needs of this program. Williams Library has been building its collection in maritime business areas since the program’s founding in the 1970s.

In FY07, the Library added $3,588 of books in Maritime Administration subjects to the collection. In FY08, $5,826 was added; and in FY09 $956. In FY10, $2,284 was added. In FY 2012 new purchases to support the program were made, including Morningstar, Clarkson’s and an expansion of the Sea-Web maritime reference website functionality. The Williams Library invested over $20,000 in enhancements to support Maritime Administration and Maritime Transportation. Maritime Transportation materials are directly related to ship maintenance and navigation, but there is some overlap with Maritime Administration and Logistics. Please note that the low figures for purchases in FY09 are indicative of the impact of Hurricane Ike on our campus in September 2008.

Williams Library continues to add more journal resources with several purchases in the past year recommended by MARA faculty. These include:

- Maritime Policy and Management
- Maritime Economics and Logistics
- Journal of International Business Studies
- Strategic Management Journal
- Maritime Affairs
- Journal of Commerce
- Transportation Research, Part E

As a guide to Transportation resources, the Library Director also consulted the subject listing developed by librarians in College Station, currently at: http://guides.library.tamu.edu/Business-Database-List. These resources are all available through a consortium agreement with TAMU Libraries.

Williams Library can also access a wider source of publications through the Interlibrary Loan system. The Library has access to most publications in the U.S. and can get journal articles in users’ hands in about 2 days while other printed resources, such as books, arrive in about 7 days. These turnaround times are consistent with other universities in the nation.
As an estimate of the TAMUG Library's holdings, the catalog was searched by call number ranges that would include maritime transportation and logistics. From a total of 71,608 item level records, there were 1433 in the classification for transportation and communications (HE); 841 in Commerce (HF); 1415 in Navigation and Merchant Marine (VK); and 2132 in Naval engineering and shipbuilding (VM). Most of these holdings are in paper format but increasingly the library is adding electronic books including almost a half million titles available through the College Station partnership. The Library has added 145 e-books in the HE classification, 963 in HF, 7 in VK and 11 in VM.

In addition to resource support the Library also offers writing and research support to graduate students and the MMAL program. Research tutors are available to offer in-depth assistance with databases, journals and information resources. The Writing Lab offers assistance with writing, citations and support software such as EndNote.

Commitment to Support

Policies for faculty evaluation include appropriate recognition of teaching and scholarly activities related to programs or courses offered electronically. Teaching faculty are required to allow students to evaluate their effectiveness through the Teaching Evaluation Questionnaire which is an online process for all Texas A & M University at Galveston students. Faculty teaching distance sections will add appropriate questions for students taking distance classes that will allow the professor to refine and improve their distance delivery. The same faculty who teach resident or face-to-face sections of courses will also teach the distance sections within the online Master of Maritime Administration and Logistics. All faculty listed in Section IV A have either an online course or have agreed to develop their resident course for distance delivery for the online Master of Maritime Administration and Logistics.

The institution demonstrates a commitment to ongoing support, both financial and technical, and to continuation of the program for a period of time reasonable and sufficient for students to complete the program. This program will be supported entirely by internal funds.

Evaluation and Assessment

The Department of Maritime Administration is a member of the Association of Collegiate Business Schools and Programs (ACBSP) and has analyzed the undergraduate curriculum in Maritime Administration, under the rules of that Association. However, the Maritime Administration Department is currently evaluating accreditation with the Association to Advance Collegiate Schools of Business (AACS B). The both the face-to-face graduate and undergraduate programs will comply with the requirements for accreditation. The Department has delayed formally applying for AACS B accreditation until all graduate and undergraduate programs are in place.

The AACS B rules require that if one business-related program in a department is accredited, all business-related programs must be accredited and it is the full intent of the
Department to proceed with the accreditation of the undergraduate, graduate and graduate online programs as soon as possible, following the introduction of the proposed graduate degree scheme. This accreditation evaluates educational effectiveness including student learning outcomes, student retention, student and faculty satisfaction, adherence to the common body of knowledge in business, faculty qualifications and whether the results of assessment are used for improvement.

Further, Texas A & M University at Galveston evaluates the program’s and courses’ educational effectiveness, including assessment of student learning outcomes, student retention, and student and faculty satisfaction. This program will be subject to the assessment as required by SACS. This assessment provides for assessment and documentation of student achievement in each course. Further, all master programs at Texas A & M University at Galveston are required to have program review every seven years.