

GLOBAL COMMERCE

Program Guidelines & Mission

The Global Commerce major explores the globalized nature of modern commerce—the production and exchange of goods, services, ideas, money and capital—and how these elements of commerce have changed over time. The major provides an interdisciplinary examination of commerce and its relationship to markets, institutions, and culture.

Language study, at least to the intermediate level, is fundamental to the Global Commerce major. When students declare the GC major, they must identify their language of study to ensure that they will be in a position to use their developing language skills as they progress through the major. In addition to this language facility, throughout their GC major experience, students develop sophisticated analytical skills in assessing and engaging in a globalized society.

To that end, the major is built around 8 courses required of all majors: 6 "Commerce Core" courses that are unique to Denison, as well as ECON 101 - Introductory Macroeconomics and ECON 102 - Introductory Microeconomics. In the introductory GC 101 - Commerce and Society, students explore the relationships between commerce and society in different times and places, through a variety of humanities and social science lenses. In GC 200 - Global Focus Proposal for Global Commerce, sophomore majors design a "Global Focus" that will allow them to develop a deep understanding of a particular geographic area by studying its culture, history, social and political context, and language(s). The goal of this global focus is not to make the GC major a specialist in one region of the world but, rather, to develop their capacity to adapt to working in any global region by knowing what kinds of information are required to operate effectively in an unfamiliar society.

GC 200 - Global Focus Proposal for Global Commerce is paired with GC 201 - Elements of Commerce, which exposes students to a core of applied skills related to the areas of commerce, business, global organizations, and entrepreneurship (i.e., skills related to multiple workplace environments) and fosters students' understanding of how the liberal arts underpin and support these skills. GC 202 - Quantitative Methods for Global Commerce, introduces students to the fundamentals of statistics, and to the methods of collecting and analyzing data to solve practical problems in global commerce and social contexts. Junior majors take GC 301 - Global Financial Markets, in which they examine the dynamics of global markets, market regulation, and financial institutions. GC 401 - Global Commerce Senior Seminar, the senior capstone course, requires students to articulate and apply their accumulated knowledge from their Global Commerce major experiences, both inside and outside the classroom, in part by producing a final semester-long, team-based assignment in which they create a team plan, collect and analyze data, and craft a proposal for a global commerce-related initiative.

In combination with our robust GC co-curricular program (Learn more about Global Commerce *Outside the Classroom*), these courses offer GC majors opportunities to interact with visiting speakers, including alumni and Columbus-area professionals, in conversations about the dynamics and challenges of globalized commerce.

Learning goals for the Global Commerce major include:

- the development of an advanced understanding of the complex ways in which commerce is connected to culture, history, social structures, political systems, financial institutions, and other global factors;

- immersion in the study of a particular geographic area—or the connections between multiple regions for the transregional option—emphasizing the study of culture, history, social context, and language;
- building well-developed cultural agility skills, including intermediate-level facility with at least one language other than English;
- honing analytical and communication skills;
- and developing an understanding of team dynamics and effective team leadership.

Through a combination of curricular and co-curricular experiences, students develop:

- a sound understanding of the various elements of commerce (both for-profit and not-for-profit), including familiarity with the language of business and with spreadsheet construction and manipulation;
- the ability to interpret financial reports and evaluate organizational performance;
- professional etiquette and networking skills.

Each student will also integrate a significant off-campus experience with the curricular study of commerce and cultural context.