

5074: INTERNATIONAL BUSINESS CONCENTRATION

In Workflow

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Approval Path

1. Tue, 21 Jan 2020 17:46:36 GMT
Deb Forgacs (dforgacs): Approved for U Program Review
2. Thu, 30 Jan 2020 16:30:29 GMT
Mark Wolters (mwolter): Approved for 1902 Committee Chair
3. Thu, 30 Jan 2020 17:25:05 GMT
Cele Otnes (cotnes): Approved for 1902 Head
4. Mon, 03 Feb 2020 21:58:52 GMT
Michael Dyer (dyer1): Approved for KM Committee Chair
5. Mon, 03 Feb 2020 22:14:51 GMT
Mark Peecher (peecher): Approved for KM Dean
6. Mon, 03 Feb 2020 22:21:02 GMT
John Wilkin (jpwilkin): Approved for University Librarian
7. Mon, 03 Feb 2020 23:38:01 GMT
Kathy Martensen (kmartens): Approved for Provost

History

1. Apr 4, 2019 by Deb Forgacs (dforgacs)
2. Aug 15, 2019 by Kathy Martensen (kmartens)

Deactivation Proposal

Date Submitted: Tue, 21 Jan 2020 17:06:38 GMT

Viewing: 5074 : International Business Concentration

Changes proposed by: Diana Gonzalez

Proposal Type

Proposal Type:

Concentration (ex. Dietetics)

This proposal is for a:

Phase Down/Elimination

Proposal Title:

if this proposal is one piece of a multi-element change please include the other impacted programs here. *example: A BS revision with multiple concentration revisions*

Proposal to update the Management, BS (key 100) deactivate the International Business Concentration (key 589) replace with a new Minor in International Business (key 949)

Deactivate the General Management Concentration (key 590) in Management, BS in the Department of Business Administration, Gies College of Business.

EP Control Number

EP.20.113

Official Program Name

International Business Concentration

Effective Catalog Term

Fall 2020

Sponsor College

Gies College of Business

Sponsor Department

Business Administration

Program Description and Justification

Justification for proposal change:

We are requesting that the IB concentration be discontinued from the management major. The reason is that we are requesting (separately) a new IB minor. Based on input from students and faculty experience, the minor's lesser commitment is more aligned with student needs and preferences. Yet, it should have largely the same benefits in employment search situations with more curricular flexibility.

BRIEF DESCRIPTION: During the last decade, the interest in international business (IB) has increased significantly among our Gies undergraduates. In its current form, our offer of an IB concentration within the Management major creates constraints for students that limit the department's ability to satisfy student demand. We propose the creation of an international business minor, which we would be able to offer with our current resources and faculty. The minor would replace the existing concentration in International Business that currently exists within the Management major. The minor is only open to undergraduates in the Gies College.

JUSTIFICATION:

The existing concentration in international business has enrolled around thirty students per year. The students who enrolled in the concentration typically used the major to signal an interest in IB but relied on a primary major in another area for recruiting and career purposes. The concentration typically attracts little or no distinct attention from recruiters. Given that the concentration was part of a larger major in Management, student coursework included material not particularly relevant to IB. This diffuse curriculum dampened interest in an IB credential and reduced the visibility of the concentration.

A faculty review suggested necessary revisions. The most significant change is to move from a concentration within a major to a minor. This is done for several reasons: first, international business is best viewed in the faculty's opinion as a complement to existing business disciplines, rather than as a substitute for other majors. IB is a necessary aspect of almost all business disciplines, curriculum, and careers, and thus a strong complement to other majors. Given that background, we felt it appropriate to shift to a minor. The minor retains the core intellectual content of international business and couples this with interesting and related coursework. Whereas the current IB curriculum is very broad, with numerous courses that have at best a

tangential connection to international business, the proposed changes provide students with a deeper understanding of international business issues, and cross-border business activities, and enable students to build their ability to analyze such business relationships more effectively.

In programmatic terms, we would like to ensure that students have access to international business content to complement their existing studies in finance, accounting, supply chain management, marketing, and the like, rather than as a substitute for any of those areas. It is better to train students for the global economy in a more foundational discipline coupled with international context and theory, rather than to argue that 'management – international business' is a distinct specialty. Placement experience supports this point of view, as such an approach should also be more marketable for students. As reviewed in Appendix C, the placement of our students with the IB concentration has not involved IB-specific expertise; and domestic students have not been placed overseas.

Creating IB as a minor also alleviates a constraint within Gies. The College allows students only two majors, but does not constrain minors. We find many students have interest in international business to the point of taking a few courses, but the students do not consider the concentration in IB due to their lacking interest in some of the ancillary coursework that the management major now requires. Also, the specific and popular combination of finance major plus accounting major makes the major in Management – IB impossible. By streamlining the focus of the intellectual material to purely international business, and by adopting the philosophical change that the minor is a complement to existing disciplinary capabilities, we enable students to add a transcriptable credential beyond current offerings. Appendix D reports the results of two surveys of existing students where we asked for their opinions: we found a majority in favor of the minor approach.

With these principles in mind, a few specific changes exist in the new minor, relative to the existing concentration. First, to accommodate growing interest in global supply chains, a course (BADM 338) is added in this field. Second, courses historically taught as topics courses (BADM 395) are now integrated into the permanent curriculum under the class rubric of BADM 383: Topics in International Business (please see Appendices G1-G3 for sample syllabi). Third, given that students must no longer claim a degree in management, a host of non-IB courses have been removed from those in the 'Major in Management, International Business Concentration'. The current major curriculum is listed in Appendix B. Please note how only 3 of the 7 required courses actually involved international business. While coursework in Managing IT, Decision Models, and the like are relevant for a management major, such coursework is not relevant for a focused minor in international business. Please also see the proposed curriculum for the IB minor listed in Appendix A. Fourth, we have added an optional language credit to encourage learning about other cultures and languages for those interested in international business. Appendix F also attaches an affirmation from the Spanish Department that permits this listing. The faculty believe strongly that this curriculum reflects the intellectual core of the IB field: namely, global economy, the multinational corporation, international marketing, and international supply chains.

Key constituencies have offered encouraging support. First, surveys of the students are reported in Appendix D. Existing students strongly support the presence of a minor over a major and the flexibility that a minor would offer to their studies, interests, and degree. We also reasonably expect students not currently considering the concentration in IB (most notably, those students in accounting and finance) to add this minor to their consideration set due to its now-streamlined requirements. Second, Business Career Services (BCS) is also supportive of this proposal. BCS notes that placement of existing management-IB majors in those types of roles is difficult. Appendix C lists all recent graduates within the IB-management concentration. Virtually none of these job placements involve a dominant international component, and no domestic student was placed overseas as an initial assignment.

In sum, the combination of a tighter intellectual focus, a streamlined credential, and heightened visibility should improve student interest, learning, and placement. With this new minor, our faculty seeks to build a high-quality, rigorous program that enhances the real-world impact and employability of our students by exposing them to the relevant cross-border business theories, issues and topics. Also we seek to enhance the reputation of our undergraduate majors, which is critical for our College's larger goal of improving its undergraduate ranking.

Please include how the proposed minor requires some depth in the subject, but not as extensive as the major.

The minor retains the core intellectual content of international business and couples this with interesting and related coursework. Whereas the current IB curriculum is very broad, with numerous courses that have at best a tangential connection to international business, the proposed changes provide students with a deeper understanding of international business issues, and cross-border business activities, and enable students to build their ability to analyze such business relationships more effectively.

Is this program interdisciplinary?

No

Corresponding Program(s):

Corresponding Program(s)

Management, BS

Academic Level

Undergraduate

Is This a Teacher Certification Program?

No

Will specialized accreditation be sought for this program?

No

Enrollment

Describe how this revision will impact enrollment and degrees awarded.

n/a

Delivery Method

Is this program available on campus and online?

No

This program is available:

On Campus

Budget

Are there budgetary implications for this revision?

No

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Resource Implications

Facilities

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Technology

Will the program need additional technology beyond what is currently available for the unit?

No

Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

Resources

Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

n/a

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

n/a

Instructional Resources

Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects impacted by the creation/revision of this program?

No

Financial Resources

How does the unit intend to financially support this proposal?

n/a

Will the unit need to seek campus or other external resources?

No

Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

n/a

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

Attach a side-by-side comparison with the existing program AND, if the revision references or adds "chose-from" lists of courses students can select from to fulfill requirements, a listing of these courses, including the course rubric, number, title, and number of credit hours.

Catalog Page Text

Statement for Programs of Study Catalog

Management Major-International Business Concentration

| Code | Title | Hours |
|---|---|----------|
| PSYC 201 | Intro to Social Psych (Preferred prerequisite:PSYC 100orPSYC 103) | 3 |
| BADM 350 | IT for Networked Organizations | 3 |
| BADM 374 | Management Decision Models (Prerequisite:BADM 211) | 3 |
| BADM 375 | Operations Management | 3 |
| BADM 380 | International Business | 3 |
| BADM 381 | Multinational Management | 3 |
| BADM 382 | International Marketing (Prerequisite:BADM 320) | 3 |
| Choose one course from General International Elective:¹ | | 3 |
| ACE 251 | The World Food Economy | |
| ACE 435 | Global Agribusiness Management | |
| ACE 451 | Agriculture in Intl Dev | |
| ACE 455 | Intl Trade in Food and Agr | |
| ECON 420 | International Economics | |
| ECON 450 | Development Economics | |

| | | |
|--|---|----------|
| GEOG 465 | Transportation & Sustainability | |
| PS 240 | Intro to Comp Politics | |
| PS 241 | Comp Politics in Dev Nations | |
| PS 280 | Intro to Intl Relations | |
| PS 281 | Intro to Intl Relations-ACP | |
| PS 282 | Governing Globalization | |
| PS 382 | Intl Political Economy | |
| PS 386 | International Law | |
| PS 387 | National Security Policy | |
| SOC 364 | Impacts of Globalization | |
| UP 423 | Community Development in the Global South | |
| Choose one course from the Area Specific Electives:^{1,2} | | 3 |
| ACE 254 | Economic Systems in Africa | |
| ACE 454 | Econ Dev of Tropical Africa | |
| EALC 365 | Contemporary Korean Society | |
| ECON 452 | The Latin American Economies | |
| FR 485 | Commercial & Econ French I | |
| FR 486 | Commercial & Econ French II | |
| GER 320 | German for Business | |
| GER 321 | German for Economics | |
| ITAL 380 | Ital Business & Profess | |
| PS 242 | Introduction to Modern Africa | |
| PS 341 | Gov & Pol in Africa | |
| PS 343 | Gov & Pol of China | |
| PS 345 | Gov & Pol of SE Asia | |
| PS 346 | Gov & Pol of South Asia | |
| PS 347 | Gov & Pol of Middle East | |
| PS 353 | Gov & Pol of Latin America | |
| PS 385 | Politics of the European Union | |
| REES 201 | Introduction to Eastern Europe | |
| SPAN 202 | Spanish for Business | |

Total Hours 27

¹ *The Elective Course Lists will be reviewed periodically and new courses may be added. A Management student may substitute a course not on the lists by obtaining consent in advance from the Department of Business Administration Head or designee.*

² *Courses relating to 1) the European Union or other customs unions or 2) the economy, politics or sociology of a specific nation-state or geographical region.*

EP Documentation

DMI Documentation

Banner/Codebook Name

International Business

Program Code:

5074

Conc Code

5074

Program Reviewer Comments

Kathy Martensen (kmartens) (Fri, 17 Jan 2020 22:38:30 GMT):Rollback: Add the brief description/justification from program key 949 into this proposal.

Key: 589