Proposal Date: October 15, 2015

Gordon Ford College of Business
Management Department
Proposal to Revise A Program
(Action Item)

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1. **Identification of program:**
   - 1.1 Current program reference number: 333
   - 1.2 Current program title: Minor in International Business
   - 1.3 Credit hours: 18

2. **Identification of the proposed program changes:**
   - Add MGT 303 International Business (3 hours) as a required course
   - Add ECON 496, ENT 425, MGT 316, MGT 390, MGT 410, MKT 423, and the Applied Elective (Study abroad or International Internship) to Business Component
   - Modify Language Requirements from 12 hours to 3 hours of language at 200 level or above as an elective
   - Modify electives from 9 hours to 6 hours of courses from Modern History, Political Science, Modern Languages, Folk Studies.

3. **Detailed program description:**

Current	Proposed
• Choose 9 hours from the following from at least three fields: MGT 303 International Business MGT 413 International Human Resources ECON 380 International Economics ECON 385 Economic Development FIN 436 International Finance MKT 324 International Marketing • 3 hours of applied elective (study abroad or international internship) • 12 hours in foreign language with at least nine hours credit represented by one language • 9 hours from the following with no more than one course from each set: 1. upper level history; 2. an upper level government course listed under "International Relations" or "Comparative Government and Politics" 3. FREN 323 French Civilization and	• **Required Course (3 hours):** **MGT 303 International Business** • Choose 9 hours from at least two fields: ECON 380 International Economics ECON 385 Economic Development **ECON 496 International Monetary Economics** FIN 436 International Finance **ENT 425 International Ent.** **MGT 316 International Mgt.** **MGT 390 Value Creation in Emerging Markets** **MGT 410 Special Topics in International Business** MGT 413 International Human Resources MKT 324 International Marketing **MKT 423 Supply Chain Mgt.** **Applied Elective (Study Abroad or Internship)**

Culture; FREN 331 Business French; FREN 427 Francophone Culture; GERM 331 Business German; GERM 333 Germanic Civilization and Culture; GERM 433 Contemporary German; SPAN 331 Business Spanish; SPN 372 Spanish American Civilization and Culture; SPAN 373 Spanish Civilization and Culture.	• **Choose 6 hours from the following**: -3 hours of language at the intermediate level 200 and above); **-an upper level history listed under "European History since 1648" or "Areas Other Than the United States or Europe"**; -an upper level government course listed under "International Relations" or "Comparative Government and Politics"; - **FLK 340 Peoples and Cultures of South America; FLK 341 People and Cultures of Asia; FLK 342 People and Cultures of the Caribbean; FLK 350 Peoples and Cultures of Africa;** - **GEOG 364 Geography of Europe; GEOG 462 Geography of South America; GEOG 465 Geography of Asia; GEOG 466 Geography of Africa; GEOG 467 Geography of the Middle East;** - **CHIN 318 Business Chinese; 333 Chinese Culture and Civilization**; FREN 323 French Civilization and Culture; FREN 331 Business French; FREN 427 Francophone Culture; GERM 331 Business German; GERM 333 Germanic Civilization and Culture; GERM 433 Contemporary German; SPAN 331 Business Spanish; SPN 372 Spanish American Civilization and Culture; SPAN 373 Spanish Civilization and Culture.

4. **Rationale for the proposed program change:**

We compared required courses for the International Business Minor with those of our Comparable Peer, Aspirant, and Competitive Benchmark Groups. Of those schools offering an International Minor (13 institutions), we found that upper level business requirements range from 12 to 21 credit hours. We noted that all 13 of them require an International Business or International Management course. While 6 of the institutions require some cultural component, none of them require more than 6 credit hours. Six institutions have no cultural element included in their program. Ten of the thirteen institutions require 3-6 hours of a foreign language, with two reporting no language requirement. We found that 6 of the institutions require a study abroad or similar applied activity, while 6 have either no requirement or an elective opportunity.

Our planned changes are intended to create a common foundation for international business study and provide more upper level business course options for students. Since the original design of the minor, a number of new applicable courses are available. Additionally, we seek to align the language and cultural requirements with practices in the educational marketplace.

5. **Proposed term for implementation and special provisions (if applicable): Fall 2016**

6. **Dates of prior committee approvals:**

Department/ Unit_____Management____	**October 19, 2015**
_____College Curriculum Committee	_____
Professional Education Council (if applicable)	_____
Undergraduate Curriculum Committee	_____
University Senate	_____

Attachment:

International Minor Benchmarking Information
October 2015

Comparable					
School	Business Hours Requirements	Cultural Hours Requirements	Language Requirements	Study Abroad Requirements	International Business Course Required?
Illinois State	12	6	4	Elective	yes
Truman State University	12	no	Intermediate level	Required	yes
University of Northern Colorado	12	3	3	Required	yes
University of Wisconsin – Whitewater	12	8-9 elective hours	no	Required (or internship)	yes
Western Illinois University (Bus major option)	16	electives	3-4 hours	no	yes
Western Illinois University (Non-bus major option)	24	electives	3-4 hours	no	yes
Wright State	5 courses	1 course	1 course	no	yes
Aspirant					
Ball State	15	no	15 hr minor	Required (or internship or seminar)	yes
BG State University (Bus major option)	15	no	3 hours (200 level)	yes	yes
BG State University (Bus major option)	21	no	3 hours (200 level)	yes	yes
Competitive Group					
Belmont	18	1 course in electives	6 hours	yes	yes
Eastern Kentucky University	18	no	no	yes	yes
University of Kentucky	18	6 hours	6 hours OR study abroad	Study abroad or 6 hours of language	yes