Proposal Date: November 21, 2016

**Gordon Ford College of Business**

**Management Department**

**Proposal to Revise A Program**

**(Action Item)**

Contact Person: Dana Cosby, [Dana.Cosby@wku.edu](mailto:Dana.Cosby@wku.edu), 270-745-5813

**1. Identification of program:**

* 1. Current program reference number: 569
  2. Current program title: Major in International Business
  3. Credit hours: 73

**2. Identification of the proposed program changes:**

* Add **MGT 316** as a required course.
* Changed the requirement of MGT 305 or COMM 463 to a broader cultural component requirement to include three hours selected from: **CHIN 333, COMM 463, FREN 323, GEOG 462, GEOG 465, GEOG 466, GEOG 467, GERM 333, ICSR 380, SOC 363, SOC 376, SPAN 372, or SPAN 373.**
* Added the following courses as options for the language requirement: **ARBC 102, CHIN 102**, **JAPN 102**, **RUSS 102**, **ARBC 201, CHIN 201,** **JAPN 201**, **RUSS 201**
* Add **MKT 491** as an option in the Study Abroad or MGT 490 requirement.
* Change the program model from 15 hours of International Business electives to 12 hours selected from one of three tracks, including **International Management, Global Supply Chain or Global Entrepreneurship.** Each track includes a selection of applicable courses from across the disciplines.

**3. Detailed program description:**

|  |  |
| --- | --- |
| **Current** | **Proposed** |
| The major requires 73 semester hours. The curriculum consists of:   * Required courses include: ACCT 200, ACCT 201, ECON 202, ECON 203, ECON 206, CIS 141, CIS 243, FIN 330, MKT 220, MGT 200, MGT 210, MGT 314, MGT 498 or ENT 496, MGT 313, MGT 305 or COMM 463, and MGT 499. * 3 hours of foreign language must be selected from FREN 102, GERM 102, SPAN 102 and another three hours from FREN 201, GERM 201, SPAN 201. * A three-hour study abroad or MGT 490 is required. * 15 hours from the following international business electives with at least three areas represented: ECON 380, ECON 385, ECON 386, ECON 496, ENT 425, FIN 436, MGT 316, MGT 390, MGT 413, MKT 324, MKT 491; any other courses approved by the chair of the Management Department | The major requires 73 semester hours. The curriculum consists of:   * Required courses include: ACCT 200, ACCT 201, ECON 202, ECON 203, ECON 206, CIS 141, CIS 243, FIN 330, MKT 220, MGT 200, MGT 210, MGT 303, MGT 314, **MGT 316**, MGT 498 or ENT 496, MGT 313, ~~MGT 305 or COMM 463~~, and MGT 499. **Three hours must be selected as a cultural component from the following: CHIN 333, COMM 463, FREN 323, GEOG 462, GEOG 465, GEOG 466, GEOG 467, GERM 333, ICSR 380, SOC 363, SOC 376, SPAN 372, or SPAN 373.** * 3 hours in foreign language must be selected from **ARBC 102, CHIN 102**, FREN 102, GERM 102, **JAPN 102**, **RUSS 102**, SPAN 102 and another three hours from **ARBC 201, CHIN 201,** FREN 201, GERM 201, **JAPN 201**, **RUSS 201**, SPAN 201. * A three-hour study abroad or MGT 490 or **MKT 491** is required. * **12 hours from international business courses from one of the following tracks: International Management, Global Supply Chain, or Global Entrepreneurship. For International Management take twelve hours from: FIN 436, LEAD 450, MGT 305, MGT 383, MGT 413, MGT 495, or PS 350. For Global Supply Chain, take AMS 371, AMS 394, AMS 396, AMS 430, BI 310, MKT 324, or MKT 423. For Global Entrepreneurship take ENT 308, ENT 312, ENT 380, ENT 425, ENT 496, or MGT 390.** |
|  |  |

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

We compared required courses for the International Business Major with those of our Comparable Peer, Aspirant, and Competitive Benchmark Groups. Of those schools offering an International Business Major, we found that while our program is comparable in required hours for the degree, an update in structure is needed for better alignment in the academic marketplace.

Further, best practices include (1) an emphasis on cultural competence, (2) a deeper concentration in business disciplines such as International Management, International Entrepreneurship, and Trade and Economy; and (3) the integration of global business topics such as sustainable business and and global supply chain management.

Our changes create a common foundation for international business study and provide a more structured interdisciplinary academic experience than the previous design. The focused tracks better develop business and cultural competencies needed by business and industry. This approach offers better academic preparation for students with career aspirations in international business.

**5. Proposed term for implementation and special provisions (if applicable): Fall 2017**

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

|  |  |
| --- | --- |
| Department/ Unit\_\_\_\_\_\_Management\_\_ | **December 13, 2016** |
| GFCB College Curriculum Committee |  |
| Undergraduate Curriculum Committee |  |
| University Senate |  |

Attachment:

Benchmarking information