

# MICHIGAN STATE UNIVERSITY

January 6, 2011

## MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education  
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request for a Moratorium on Admission to the Undergraduate  
Specialization in International Business

For Transmittal to the University Committee on Academic Policy UCAP)

The request referenced above is being sent to you for action by the University  
Committee on Academic Policy (UCAP).

### UCAP Response Requested:

Please ask the UCAP to consider the request referenced above and provide  
consultative commentary. Please mail the related materials referenced under the  
heading Attachments at the end of this memorandum to UCAP members.

The request is to impose the moratorium effective Fall 2011 through Summer 2014.

The UCAP alone will consider this request and its consultative commentary will be sent  
to the Provost for determination.

If you have any questions about this memorandum or the attached materials, please  
contact Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

### Attachments:

1. Request for a Moratorium form dated December 1, 2010;  
Undergraduate Specialization in International Business and  
attachments.
2. Student Enrollments by Program; Student Awards by Programs (for the  
request referenced above).

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## University Curriculum and Catalog

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East Lansing, MI  
48824-1046

517-355-8420  
Fax: 517-353-1935

<b>View a Program</b>		<b>Main Menu</b>
Joy Speas, RO	Wednesday, 12/1/2010	
<b>Program Name: International Business</b> <b>Degree: SPCU Sequence Number: 2</b>	Program Request ID: 1917	
<b>Effective Dates: Fall 2011 - Summer 2014 Status: Interim Initial Action: Moratorium</b>		
<b>Requested Date: 11/30/2010 11:32:50 AM</b>		
<p><b>1. Department/School/College:</b> 08118 .... The Eli Broad College of Business</p> <p><b>2. Name of Program:</b> International Business</p> <p><b>3. Name of Degree:</b> SPCU</p> <p><b>4. Type of Program:</b></p> <p><b>5. Effective Start Semester:</b> Fall 2011</p> <p><b>Reason for Moratorium Request:</b></p> <p>5. Reason(s) for the request: a. Background information including the considerations which precipitated the request for the discontinuation. The Specialization in International Business is being replaced by a Minor in International Business. The two degree programs are nearly identical. The Minor requires three more credits than the Specialization, but also allows a more flexible international experience component. b. Relationship of this program to similar programs offered at MSU or by other educational institutions. A variety of International Business (IB) programs are offered at Big Ten schools (data is from their public websites): - Indiana University - IB co-major (must be accompanied by another major) - Northwestern University - None (Northwestern offers Financial Economics and Managerial Analytics at the undergraduate level, but nothing specifically in IB) - Ohio State University - IB specialization (OSU also offers specializations in Accounting, Economics Finance, Human Resources, Logistics, Marketing, Management Information Systems, and Operations) - Pennsylvania State University - None - Purdue University - IB concentration (PSU also lists Accounting, Economics Finance, and Marketing as Concentrations) - University of Illinois - IB concentration in the Management major - University of Iowa - IB certificate - University of Michigan - International Studies minor - University of Minnesota - IB major - University of Nebraska - IB major c. Enrollment per year averaged over the last five years. About 100 students per year enroll in the IB Specialization d. Plan for evaluating the program and need for a moratorium The proposal for a Minor in International Business, this Request for a Moratorium for the Specialization in International Business, and the ultimate Discontinuation of the Specialization in International Business were coordinated by Kirt Butler (Associate Professor of Finance and the College's Director of Study Abroad) in consultation with key faculty and administrators within the College. These consultants included Eileen Wilson (Assistant Dean for Undergraduate Education and Academic Services), Tomas Hult (Eli Broad Professor of Marketing &amp; International Business and former Acting Associate Dean for Global Initiatives), and David Griffith (Professor of Marketing and John William Byington Endowed Chair in Global Marketing), and Roger Calantone (The Eli Broad Chaired University Professor of Business and Chairperson, Department of Marketing). Implementation of the Minor in</p>		

International Business and the phase-out of the Specialization in International Business will be performed by Eileen Wilson (Assistant Dean for Undergraduate Education and Academic Services) and John Wagner (Associate Dean for Undergraduate Programs). e. Other information that will assist the Provost and the University-level committees in evaluating the request. None

**Effective End Term:**

Summer 2014

**Students who will be affected by the proposed change(s):**

Students interested or in the International Business SPCU.

**Suggested alternative major and major code for new admits:**

The Specialization is being replaced by a new Minor in International Business (code not yet assigned) to be effective FS11. The two programs are nearly identical. The Minor requires three more credits than the Specialization, but also allows a more flexible international experience component.

**DEPARTMENT LEVEL APPROVAL STATUS**

Approved: The Eli Broad College of Business  
12/1/2010 10:31:38 AM by Michelle McNure for John A. Wagner III, Associate Dean

**COLLEGE LEVEL APPROVAL STATUS**

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management  
12/1/2010 10:32:32 AM by Michelle McNure for John A. Wagner III, Associate Dean

# Specializations - Student Enrollments and Awards By Program

*Michigan State University  
Office of the Registrar*

Program - Description	Span	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	Total
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## Business

### Business Dean

#### SPCU - Specialization Undergraduate

6045-Entrepreneurship

Enrollments	0	0	0	0	0	0	0	0	0	71	82	153
Awards	0	0	0	0	0	0	0	0	0	3	24	27
%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	29%	18%

6018-Information Technology

Enrollments	0	0	54	88	97	106	127	117	117	96	685
Awards	0	0	0	15	36	29	41	44	44	40	205
%	0%	0%	0%	17%	37%	27%	32%	38%	42%	30%	

6030-International Business

Enrollments	0	0	45	176	244	294	288	318	281	1,646
Awards	0	0	4	35	52	68	75	84	94	412
%	0%	0%	9%	20%	21%	23%	26%	26%	33%	25%

## Department of Marketing

#### SPCG - Specialization Graduate

6052-Bus Con Envr Sustain & Conserv

Enrollments	0	0	0	0	0	0	0	0	0	0	0	0
Awards	0	0	0	0	0	0	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

6053-Bus Con Envr Sustain & Conserv

Enrollments	0	0	0	0	0	0	0	0	0	0	0	0
Awards	0	0	0	0	0	0	0	0	0	0	0	0
%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Fiscal Year (FY) counts are distinct student counts within the Summer, Fall, and Spring terms.  
e.g. FY07=distinct student count within Summer 06, Fall 06, and Spring 07.  
If a student changed majors within the FY, he/she is counted under both majors.