

**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 New Minor in International Business
For Transmittal to the University Committee on Academic Policy
(UCAP)

The request referenced above is being sent to the University Committee on Academic Policy (UCAP) in accordance with the *Bylaws for Academic Governance*, 4.4.

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 the UCAP members.

After receiving UCAP's consultative response, the Provost will make a determination to forward or not to forward the request to the University Committee on Curriculum for its approval of curriculum and degree requirements.

If you have any questions, please call Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

Attachments:

1. Request to Establish a New Academic Program form dated November 24, 2010: Minor in International Business and attachments.



**University
Curriculum and
Catalog**

176 Administration Bldg.
East Lansing, MI
48824-1046

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

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COLLEGE OF BUSINESS

1. Request to establish a **Minor in International Business** in The Eli Broad College of Business. The University Committee on Academic Policy (UCAP) will consider this request.

a. **Background Information:**

MSU currently offers a Specialization in International Business. The proposed minor will replace the existing specialization with minimal change in the requirements. The Minor in International Business will be attractive to students who plan careers with an international orientation and who wish to add an international breadth to their major. The minor is designed for students who desire to increase their understanding of various regions of the world and the global marketplace.

b. **Academic Programs Catalog Text:**

The Minor in International Business will be attractive to students who plan careers with an international orientation and who wish to add breadth to their major. The minor is designed for students who desire to increase their understanding of various regions of the world and the global marketplace.

The Minor in International Business is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business other than the Bachelor of Arts Degree in Hospitality Business. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree. At least 12 unique credits counted towards the requirements for a student's minor must not be used to fulfill the requirements for that student's major.

Students who are interested in the minor must contact The Eli Broad College of Business.

Requirements for the Minor in International Business

The student must complete the requirements specified below with a grade-point average of 2.0 in all courses taken to fulfill requirements 1. through 5.:

			CREDITS
1.		The following course (3 credits):	
	MKT 310	International and Comparative Dimensions of Business	3
2.		One of the following courses (3 credits):	
	FI 451	International Financial Management	3
	GBL 460	International Law and Business	3
	MGT 476	Globalization and International Management (D)	3
	MKT 415	International Marketing Management	3
		A course taken to fulfill this requirement may not be used to fulfill requirement 3.	
3.		Complete an additional 6 credits in courses selected from the following list:	
	EC 306	Comparative Economic Systems	3
	EC 310	Economics of Developing Countries	3
	EC 340	Survey of International Economics	3
	EC 406	Economic Analysis of Russia and the Commonwealth of Independent States	3
	EC 410	Issues in the Economics of Developing Countries	3
	EC 412	Economic Analysis of Latin America	3
	EC 413	Economic Analysis of Asia	3
	EC 414	Economic Analysis of Sub-Saharan Africa	3
	EC 440	International Trade	3
	EC 441	International Finance	3
	FI 451	International Financial Management	3

	GBL	460	International Law and Business	3
	GBL	480	Environmental Law and Sustainability for Business: From Local to Global (I)	3
	MGT	476	Globalization and International Management (D)	3
	MKT	415	International Marketing Management	3
4.	Complete an additional 3 credits in a course with international content. Courses not used to fulfill requirement 3. above may be used to fulfill this requirement. Any other course must be approved by the student's advisor prior to enrollment in the course.			
5.	Completion of a study abroad program (6 credits) or a pre-approved international internship (credit or non-credit) as approved by The Eli Broad College of Business.			
6.	Demonstrate competency in a foreign language equivalent to four semesters of study at the university-level. The results of the Michigan State University foreign language placement test will be considered in determining whether or not the student has fulfilled this requirement.			

Effective Fall 2011.

View a Program		Main Menu
Joy Speas, RO	Wednesday, 11/24/2010	
Program Name: Minor in International Business Degree: MNUN Sequence Number: 1	Program Request ID: 1852	
Effective Dates: Fall 2011 - Open Status: Interim Initial Action: New		
Requested Date: 10/29/2010 11:16:10 AM		
<p>1. Department/School/College: 08118 The Eli Broad College of Business</p> <p>2. Name of Program: Minor in International Business</p> <p>3. Name of Degree: MNUN</p> <p>4. Type of Program: Minor</p> <p>5. Effective Start Semester: Fall 2011</p> <p>6. Target student audience for the program: Students enrolled in the College with the exception of Hospitality Business</p> <p>7. Enrollment: What is the expected enrollment per year: 100 What is the minimum enrollment acceptable: 10</p> <p>8. Source of budget for the program: To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Academic Council. College reallocation If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p>9. Projected Costs as compared to other programs in unit: Same</p> <p>10. Staff requirement: How many additional staff will be required: 0 Who will provide the primary instruction. Describe any external linkages(industry, government, etc.): Faculty and staff that are currently advising or teaching students with a "Specialization in</p>		

International Business" would be reallocated within the College Indicate who will provide the primary instruction and the names of their departments/schools/colleges. Existing instructors of MKT 310, FI 451, GBL 460, MGT 476, and MKT 415. MKT 310 Tomas Hult, Tunga Kiyak, Ahmet Kirca (MKT) FI 451 Kirt Butler, Antoinette Tessmer (FI) GBL 460 Paulette Stenzel (GBL) MGT 476 Lynn Van Dyne (MGT) MKT 415 Roger Calantone, David Griffith, Ahmet Kirca (MKT) Describe any external professional linkages (industry government, etc.) The Academy of International Business (AIB) is the largest association of international business scholars. The AIB is involved in leading creating and disseminating knowledge about international business and policy issues. However, there is no formal link between the AIB and the proposed Minor in International Business.

11. Will additional equipment be required:

Approximate cost: 0

Source of funding:

12. Will additional library materials be required:

Approximate cost: 0

Source of funding: Minor will replace an existing Specialization with no change in library services

13. Will additional space be required:

Type:

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

Yes

15. Detailed Description:

15. Detailed description:

- a. Background information including the considerations which precipitated the development of the program, and its relationship to similar programs offered at MSU and by other educational institutions. Supply a copy of standards of accrediting agencies and federal regulations related to the request as appropriate.

MSU currently offers a Specialization in International Business (IB). The proposed Minor will replace the existing Specialization. This shift from Specialization to Minor will not impact accreditation.

A variety of IB programs are offered at the Big Ten schools
(data is from their public websites):

- Indiana University – IB co-major (must be accompanied by another major)
- Northwestern University – offers Financial Economics and Managerial Analytics Certificates
- 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

b. Rationale for offering the program at MSU.

Knowledge of international business is essential in today's global marketplace. For this reason, IB is offered as a major program of study at many of our peer institutions. Other institutions offer IB as a complement – either as a minor, concentration, specialization, or a certificate – to another business discipline.

c. Rationale for the program being housed in the primary administrative unit.

The Minor in IB will be housed at the College level because of its interdisciplinary nature. It will be administered by the College's Undergraduate Academic Services unit.

d. Educational objectives of the program and their relationship to those of the college and the University.

The Minor in International Business should be attractive to students who plan careers with an international orientation and who wish to add an international breadth to their major. The minor is designed for students who desire to increase their understanding of various regions of the world and the global marketplace. (These objectives are a modification of the current Specialization in International Business).

e. Faculty who were instrumental in developing the program and faculty who will be responsible for implementing the program (see item 10).

The change in the core requirement was 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 & 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). Implementation of the international business core requirement will be performed by Eileen Wilson (Assistant Dean for Undergraduate Education and Academic Services) and John Wagner (Associate Dean for Undergraduate Programs).

f. Plan for evaluating the program. Plan for assessing student outcomes. For academic major programs, indicate the learning objectives/goals for students and how outcomes will be assessed. Visit www.reg.msu.edu/Read/UCC/assessfrm.doc to complete the outcomes assessment form and include with the program submission.

g. Program description including statement and specific requirements of the program as they will appear in the University catalog. Information contained in the catalog represents a University contract with students. Any deviation from college and University policies must be specifically requested.

The Eli Broad College of Business
Minor in International Business

The Minor in International Business will be attractive to students who plan careers with an international orientation and who wish to add an international breadth to their major field of study. The minor is designed for students who desire to increase their understanding of various regions of the world and the global marketplace.

The Minor in International Business is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business with the exception of Hospitality Business. Students who are interested in the minor must contact The Eli Broad College of Business. The student's program

of study must be approved by the student's academic advisor for the minor.

Requirements for the Minor in International Business

The student must complete the requirements specified below with a grade-point average of 2.0 in all courses taken to fulfill requirements 2.-7.:

1. Demonstrate competency in a foreign language equivalent to four semesters of study at the university-level. The results of the Michigan State University foreign language placement test will be considered in determining whether or not the student has fulfilled this requirement.
2. Completion of 6 credits of international experience in study abroad program(s) or international exchange program(s), or an international internship. An international internship may be credit or non-credit. International experiences must be pre-approved by The Eli Broad College of Business.
3. Completion of the following course (3 credits):

MKT 310	International and Comparative Dimensions of Business	3
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4. One of the following courses (3 credits):

FI 451	International Financial Management	3
GBL 460	International Law and Business	3
MGT 476	Globalization and International Management	3
MKT 415	International Marketing Management	3
5. Complete an additional 6 credits in courses selected from the following list:

FI 451	International Financial Management	3
GBL 460	International Law and Business	3
GBL 480	Environmental Law and Sustainability for Business	3
MGT 476	Globalization and International Management	3
MKT 415	International Marketing Management	3
EC 306	Comparative Economic Systems	3
EC 310	Economics of Developing Countries	3
EC 340	Survey of International Economics	3
EC 406	Economic Analysis of Russia and the Commonwealth of Independent States	3
EC 410	Issues in the Economics of Developing Countries	3
EC 412	Economic Analysis of Latin America	3
EC 413	Economic Analysis of Asia	3
EC 414	Economic Analysis of Sub-Saharan Africa	3
EC 440	International Trade	3
EC 441	International Finance	3
6. Complete an additional 3 credits in a course with international content. Students should gain the approval of their College advisor before enrolling in this course if it is not one of those in item 5.
7. 12 credits from 3.-6. must be unique to the minor, and may not be used for other College or University requirements.

Upon completion of the requirements for the Minor in International Business, the student should contact The Eli Broad College of Business and request certification for the completion of the minor. After the certification is approved by The Eli Broad College of Business, the Office of the Registrar will enter on the student's academic record the name of the minor and the date that it was completed. This certification will appear on the student's transcript.

- h. If the program will be offered in a location other than the main East Lansing campus, specify the location(s).

Study abroad programs, exchange programs, and international internships are in international locations. Other courses will be taught on campus.

- i. List the name and describe any certificate program that is associated with a new or extant degree program.

– Explain the relationship between the certificate program and a new or extant degree program.

This Minor will replace the existing Specialization in the College.

– If a certificate program is being proposed that is related to a degree program, please explain how the department/school/college will learn that the supervising faculty have endorsed the potential certificate holders as possessing specified skills or competency levels that render them eligible to receive the certificate and the degree.

Academic content of the courses and of the study abroad programs will be managed and controlled by the academic unit offering the courses and programs. International exchange programs and pre-approved international internships will be supervised and certified by the Assistant Dean of Undergraduate Programs.

- j. Other information that will assist the Provost and the University-level committees in evaluating the request.

None

16. Are there admissions requirements for this program?:

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

16. Admissions requirements for the program: [There is no change in admission requirements from that of the specialization that this minor is replacing.] a. If a minimum grade-point average is required for admission, or if grades in specific courses are required for admission, describe the rationale for this requirement. Why were the specific courses chosen, why was the specific grade-point average chosen? What data are available to evaluate the efficacy of the current requirement? The Minor in International Business is available to students admitted to The Eli Broad College of Business. b. If the student achieves the minimum grade(s) or grade-point average, will the student be guaranteed admission or considered for admission? See 16.a. c. If the response is "considered for admission," what other variables are taken into consideration, how are they weighted, who decides, and why? (e.g., enrollment limits, available clinic sites, etc.). See 16.a. d. If your program is accredited, do the accreditation standards affect admissions standards? If so, how? The Minor will not affect the College's accreditation or admission decisions. The Minor itself will not be separately accredited, nor will it be considered in admission decisions into the College. The Minor will simply replace the Specialization in our program. e. How does the unit educate prospective students about its requirements and restrictions? The College's Undergraduate Academic Services (UAS) unit actively advises students on admission to the College, and thereby to the Minor. Requirements for admission are posted at <http://broad.msu.edu/undergraduate/admissions>. Frequent informational sessions are advertised and held to advise students on the requirements for admission. f. How does the unit currently assist non-qualified students in identifying alternative programs? The Minor will be offered to all students pursuing a degree in the College, and it will be offered only to students pursuing a degree in the College. g. Given that admission standards have the potential to restrict access and limit flexibility, why is this change being proposed, what metrics/data were used to make this decision (please provide the data), and why is it important? The minor will be available to students in The Eli Broad College of Business and hence will not restrict access or limit the flexibility of these students. The minor will not be available to students not admitted to the College. h. Will this change impact the average time to degree? If so, in what way? The minor should easily fit into the University's and the

College's minimum credit requirements. The biggest impact will be from the foreign language requirement, which students typically take in the lower division. This is the same requirement as in the current Specialization, and so represents no change. The minor requirement of 12 unique credits will add 0 to 6 credits to those of the specialization, depending on a student's academic choices and program. Relative to the specialization, this will be the only impact on the average time to degree. i. How many (and which) current students will be affected by this change? The Specialization in International Business is currently being pursued by about 250 upper-division in the College. A similar number are expected to participate in the Minor in International Business. j. How will the unit notify current students of changes and how will they be accommodated? The specialization will be phased out after University approval of the minor. Students currently pursuing the Specialization in International Business will be allowed to continue that certification or switch to the Minor. Only the minor will be available to students admitted to the College after the minor is approved by the University. k. How will this change affect access for transfer students and how will this be accommodated? The rules as in 16.j. will apply to transfer students as well. l. How will the unit educate prospective students and feeder institutions (as appropriate) about the new requirements and assist them with alternatives? The change to from the specialization to the minor will have minimal impact on prospective students. The minor requirements are only slightly more onerous than the specialization because of the requirement of 12 unique credits. Students currently in the specialization will be allowed to continue in that certification or switch to the minor with its slightly higher requirements.

DEPARTMENT LEVEL APPROVAL STATUS

Approved: The Eli Broad College of Business
11/23/2010 2:22:12 PM by Michelle McNure for John A. Wagner III, Associate Dean

SIGNOFFS STATUS

Signed Off: Department of Economics
11/24/2010 9:51:01 AM by Margaret Lynch for Carl Davidson, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management
11/24/2010 1:23:07 PM by Michelle McNure for John A. Wagner III, Associate Dean

MINOR IN

SPECIALIZATION IN INTERNATIONAL BUSINESS

The ~~Specialization~~ ^{Minor} in International Business ~~should be attractive~~ ^{will} to students who plan careers with an international orientation and who wish to add ~~an international~~ ^{minor} breadth to their major. The ~~specialization~~ ^{minor} is designed for students who desire to increase their understanding of various regions of the world and the global marketplace.

The ~~Specialization~~ ^{Minor} in International Business is administered by The Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs in The Eli Broad College of Business ~~with the exception of Hospitality Business~~ ^{other than the Bachelor of Arts Degree in Hospitality Business}. Students who are interested in the ~~specialization~~ ^{minor} must contact The Eli Broad College of Business.

~~With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree with the exception of the Business Core International course requirement. The student's program of study must be approved by the student's academic advisor for the specialization.~~ ^{Insert ①}

Requirements for the ~~Specialization~~ ^{Minor} in International Business

CREDITS

The student must complete the requirements specified below with a grade-point average of 2.0 in all courses taken to fulfill requirements 1. ~~and~~ ^{through} ~~5~~ ^{Insert ②}

2. ~~1.~~ ^{1.} One of the following course (3 credits):

	FI	451	International Financial Management	3
	GBL	460	International Law and Business	3
	MGT	476	Globalization and International Management (D)	3
<i>MKT</i>	MSC	415	International Marketing Management	3

A course taken to fulfill this requirement may not be used to fulfill requirement 2-3.
3. ~~2.~~ ^{2.} Complete an additional 6 credits in courses selected from the following list:

	EC	306	Comparative Economic Systems	3
	EC	310	Economics of Developing Countries	3
	EC	340	Survey of International Economics	3
	EC	406	Economic Analysis of Russia and the Commonwealth of Independent States	3
	EC	410	Issues in the Economics of Developing Countries	3
	EC	412	Economic Analysis of Latin America	3
	EC	413	Economic Analysis of Asia	3
	EC	414	Economic Analysis of Sub-Saharan Africa	3
	EC	440	International Trade	3
	EC	441	International Finance	3
	FI	451	International Financial Management	3
	GBL	460	International Law and Business	3
	MGT	476	Globalization and International Management (D)	3
<i>MKT</i>	MSC	415	International Marketing Management	3

GBL 480 Environmental Law and Sustainability for Business: From Local to Global (I) 3

5. ~~4.~~ ^{4.} Completion of a study abroad program (6 credits) or a pre-approved international internship (non-credit). ~~Students who choose a study abroad program may count the credits towards their business core requirement in their major.~~ ^{credit or}
6. ~~3.~~ ^{3.} Demonstrate competency in a foreign language equivalent to four semesters of study at the university-level. The results of the Michigan State University foreign language placement test will be considered in determining whether or not the student has fulfilled this requirement.

as approved by The Eli Broad College of Business.

~~Upon completion of the requirements for the Specialization in International Business, the student should contact The Eli Broad College of Business and request certification for the completion of the specialization. After the certification is approved by The Eli Broad College of Business, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.~~

Insert ①

With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree. At least 12 unique credits counted towards the requirements for a student's minor must not be used to fulfill the requirements for that student's major.

Insert ②

1. The following course (3 credits):
MKT 310 International and Comparative Dimensions of Business 3

Insert ③

4. Complete an additional 3 credits in a course with international content. Courses not used to fulfill requirement 3. above may be used to fulfill this requirement. Any other course must be approved by the student's advisor prior to enrollment in the course.