



COTTEY COLLEGE

New Program Proposal – Cottey College

1.

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Cottey College

Program Title: International Business

Degree/Certificate: Bachelor of Arts

Options: Click here to enter text.

Delivery Site(s): Residence Site

CIP Classification: 52.1101

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: Fall 2011

Cooperative Partners: Click here to enter text.

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Chioma Ugochukwu, VPAA

November 30, 2015

Name/Title of Institutional Officer

Signature

Date

Nancy Kerbs, Director of Assessment and Institutional Research 417-667-8181, ext. 2171

Person to Contact for More Information

Telephone

2. Rationale for Program

Cottey College is in the midst of a transformation from an associate's institution to a baccalaureate institution. Founded by Virginia Alice Cottey in 1884, and owned since 1927 by the P.E.O. Sisterhood, a philanthropic educational organization, Cottey is the only nonsectarian college in the United States owned by women for women. Cottey's faculty members are highly qualified, with 91 percent holding either the doctoral degree or the terminal degree in their fields. Cultural diversity is an important dynamic at Cottey, and students learn to appreciate differences and form friendships with women from across the United States and around the world.

Cottey's transformation is guided by its mission to educate women in a dynamic liberal arts environment. The mission emphasizes that Cottey educates women to be socially

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responsible leaders who can function in their chosen fields in any part of the world, and this is the inspiration for the concept of interdisciplinary and inter-related programs that share courses, activities, and faculty, as well as a unique focus on women’s leadership and social responsibility.

As the world becomes smaller, there will be higher demand for people who can communicate, understand cultural issues and business practices across national boundaries. The baccalaureate degree in business would help increase Cottey’s enrollment, since it remains a very popular college major. According to the National Center for Education Statistics, in 2011 the greatest number of college degrees awarded were in business fields. Experiential learning is a fundamental component of the international business major at Cottey, with one semester of study abroad required. In addition, summer business internships provide experiential learning with a global business focus.

3.

STUDENT ENROLLMENT PROJECTIONS

Year	1 2013-14	2 2014-15	3 2015-16	4 2016-17	5 2017-18
Full Time	3	7	9	11	14
Part Time	0	0	0	0	0
Total	3	7	9	11	14

Please provide a rationale regarding how student enrollment projections were calculated:

Cottey received approval in 2011 from the Higher Learning Commission through the change application process to offer BA degrees in English, Environmental Studies and International Relations and Business. When Cottey received approval from the HLC to add bachelor’s degrees without limitations, the International Relations and Business degree was split into two separate degrees: International Relations and International Business. The enrollment projections in the above table are calculated from the actual numbers of students in the program for the current and last 4 academic years. Our goal going forward is to grow by 2-3 students per year.

4. Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:



The College gathered information from a number of sources to examine the potential market for a program in international business. (1) According to the National Center for Educational Statistics, the largest numbers of baccalaureate degrees conferred in 2011-12 (20%) were in various fields of business. Students with degrees in international business have a number of employment options, including intergovernmental organizations (IGO) and nongovernmental organizations (NGO). There are currently about 400 independent IGOs and over 40,000 NGOs. (2) Noel-Levitz was commissioned to conduct an Academic Program Demand Study on Cottey's behalf in fall 2009. The study included telephone interviews of 300 geographically representative female high school seniors who planned to enter college in the fall of 2010. The survey showed that 17 percent of college-bound seniors were very interested in programs in business. (3) Surveys of student in the years leading up to the addition of bachelor's degrees at Cottey students showed that 22 percent were interested or very interested in pursuing a baccalaureate degree in international relations and business at Cottey.

5. Program duplication and opportunities for Collaboration (Form CL) – N/A

6. PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: 45

C. General education: Total credits: 51-53

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENG 101	3	College Writing 1
ENG 102	3	College Writing 2
Writing Intensive	6	May be taken in the major
MAT 103	3	College Algebra or higher
MAT	3	Statistics or higher – may substitute PHI 112 (logic) if MAT 1 grade B or above
Science and Math Div.	3-4	Lecture and Lab Required
Second Science	3	With or without lab
Fine Arts Division	3	Theory course
Humanities Division	3	
Foreign Language	6-8	Two courses same language
Social Science Div.	3	
Dance/PE Activity	2	
Technology Intensive	3	May be taken as part of another requirement



Women's Studies	3	May be taken as part of another requirement
Interdisciplinary	6	

D. Major requirements: Total credits: 39

Course Number	Credits	Course Title
Int. Business Core:	39 total	
INB 110	3	Intro to International Business
BUS 211	3	Princ. Acct.: Financial Accounting
BUS 212	3	Princ. Acct.: Managerial Accounting
BUS 320	3	Principles of Management
BUS 325	3	Principles of Marketing
BUS 340	3	Principles of Finance
ECO 201	3	Princ. of Econ: Macroeconomics
ECO 202	3	Princ. of Econ: Microeconomics
INB	3	International Business Internship
MAT 112	3	Elementary Statistics
<i>Select one of the following</i>		
BUS 310	3	Management Information Systems
BUS 315	3	Operations Management
<i>Capstone research course</i>		
INB 490	3	Global Business Strategy
Int. Business Electives 15 total <i>Five Courses are required</i>		
Study Abroad Course	3	<i>At least two courses as part of the study abroad experience</i>
Study Abroad Course	3	
<i>Three additional courses taken abroad or selected from the following</i>		
BUS 345	3	Export Policies & Procedures
INB 420	3	Multinational Business Finance
INB 480	3	International Management
INB 491	3	Topics in Business/International Relations
Language Requirement	6-8 hours	<i>Non-native English speakers must complete two writing intensive courses</i>
	3	Course Designated Writing Intensive
	3	Course Designated Writing Intensive
<i>Native English speakers must complete at least two courses in the same foreign language</i>		
	3-4	Foreign Language
	3-4	Foreign Language



Course Number	Credits	Course Title
Interdisciplinary Requirements	6 total	<i>Select two from the following: only one of the two can be in the major</i>
ANT 291	3	Language and Culture
ANT 392	3	Anthropology of Music and Dance
ENG 380	3	Interdisciplinary Topics in Literature
ENG 391	3	Grammar and Editing
ENV 315	3	Ecosystem, Function/Management
ENV/HIS 320	3	American Environmental History
ENV 331	3	Sustainable Tourism
ENV345	3	Economics of the Environment
ENV 350	3	Environ Cond & Global Econ Dev
ENV 360	3	Environmental Planning
HIS 330	3	Women's Suffrage Movement
IDS 356	3	International Environmental Policy
INB 250	3	Women and Economic Development
INB 340	3	Environmental Business
INB 450	3	Corporate Social Responsibility
INR 225	3	Asian Politics
INR 330	3	Poverty and Inequality
INR/IDS 365	3	International Political Economy
PSY 331	3	Psych of Women and Gender
PSY 351	3	Cross-cultural Psychology
PSY 430	3	Conflict Resolution
WST 360	3	Eco Feminism: Women, Animal & Social Justice

E. Free elective credits: 30 (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Study Abroad Requirement: 12-15 Credits *Spring Semester – approved full time course load*

Internship Requirement: 3 (credits min.) *Summer Business Internship*

G. Any unique features such as interdepartmental cooperation: _____



8. PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Cottey College
Program Name International Business
Date November 30, 2015

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

No special preparation required

Characteristics of a specific population to be served, if applicable.

Women

2. Faculty Characteristics

Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

M.B.A. or Ph.D in Business or International Business

Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

100%

Expectations for professional activities, special student contact, teaching/learning innovation. Faculty members are expected to stay current in their discipline and in teaching pedagogy by attending and presenting at conferences, write articles for publication, carry a load of 6-10 advisees in Cottey's faculty-based advising system.

3. Enrollment Projections

Student FTE majoring in program by the end of five years.

Going forward from 2015-16: 15 at three years; 20 at five years

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Percent of full time and part time enrollment by the end of five years.

Full time enrollment: 95%; Part time enrollment: 5%

4. Student and Program Outcomes

Number of graduates per annum at three and five years after implementation.

Going forward from 2015-16: 8 at three years; 10 at five years

Skills specific to the program.

Not applicable

Proportion of students who will achieve licensing, certification, or registration.

Not applicable

Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Not applicable

Placement rates in related fields, in other fields, unemployed.

Placement in related fields – 50%, in other fields – 30%

Transfer rates, continuous study.

Pursuing Master's Degree the first year after graduation – 20%

5. Program Accreditation

Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

Not applicable

6. Alumni and Employer Survey

Expected satisfaction rates for alumni, *including timing and method of surveys.*

Electronic alumnae survey of the first five years of graduates in summer 2016. Satisfaction rates of 75% satisfied or very satisfied.

Expected satisfaction rates for employers, including timing and method of surveys.



Cottey's students are from across the country and around the world. While the College makes considerable efforts to stay in contact with our alumnae, determining employee satisfaction rates is new for the College. We plan to develop an electronic survey for employers.

9. Plans for Accreditation

Cottey's baccalaureate degree in International Business was approved by the Higher Learning Commission through the change application process in May 2011. Initially, Cottey was approved to offer three baccalaureate degrees (English, Environmental Studies, and International Relations and Business.) Since that time Cottey has received approval from HLC to offer baccalaureate degrees of its choice. In 2015-16, the College offers degrees in English, Environmental Studies, International Business, International Relations, Business Management, Psychology, Liberal Arts, and General Health Sciences.

10. Institutional Characteristics

Characteristics demonstrating why your institution is particularly well-equipped to support the program.

As a women's college, Cottey's mission is to help women develop their potential as learners, leaders, and citizens. The international business degree extends basic knowledge of accounting, marketing, management, and finance through classes in global business, multinational finance, and international management. With a commitment to women's leadership, social responsibility, and global awareness, Cottey's international business major considers such issues as the status of women in developing countries, poverty and inequalities, and sustainable tourism. Internal forces include a strong financial picture, an infrastructure with room to expand and add new programs without a large capital investment in new buildings, a highly qualified faculty, and students who are satisfied with the quality of education they receive at Cottey. Both the Campus Master Plan, completed in 2007 by Gould Evans, an architectural and planning firm, and the feasibility study conducted in 2008 by Ketchum, a fund-raising firm, affirm that Cottey has the physical and financial resources to support growth. In addition, the College exceeded the goal of a \$35 million comprehensive fund raising campaign in 2014. The total raised was \$40.4 million. The campaign priorities included a new fine arts building with instructional space available to other academic departments, as well as endowed funds for student scholarships, faculty chairs, and the library.