



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

03/22/2023

Institution

Missouri State University

Site Information

Implementation Date:

8/21/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Missouri State University, 901 South National, Springfield, MO, 65897

CIP Information

CIP Code:

521101

CIP Description:

A program that prepares individuals to manage international businesses and/or business operations. Includes instruction in the principles and processes of export sales, trade controls, foreign operations and related problems, monetary issues, international business policy, and applications to doing business in specific countries and markets.

CIP Program Title:

International Business/Trade/Commerce

Institution Program Title:

International Business

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

No special preparation is required



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Specific Population Characteristics to be served:
MSU undergraduate students

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
Advanced degrees in management, international business, or a closely related discipline

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
>90% full time faculty

Expectations for professional activities, special student contact, teaching/learning innovation:
Typical and normal faculty continued professional development, scholarly activity, and course preparation.

Student Enrollment Projections Year One-Five

Year	Full Time	Part Time	Number of Graduates
Year 1	47	0	
Year 2	47	0	
Year 3	47	0	47
Year 4	47	0	
Year 5	47	0	47

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:
There are no academic accreditation programs specific to international business, though the College of Business will maintain its current AACSB accreditation.

Program Structure

Total Credits:

120

Residency Requirements:

None beyond the MSU requirements

General Education Total Credits:

45

Major Requirements Total Credits:

37

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
Foreign Language	15	Additional Foreign Languages Courses
MGT 474	3	International Marketing
ACC 506	3	International Accounting (or)



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MGT 342	3	Leading and Designing Organizations (or)
MGT 440	3	Leadership Skills Development
MGT 447	3	International Management
MGT 345	3	Designing, Managing and Evaluating Human Resources Management Programs
MGT 400	3	Topics in Management (or)
ECO 565	3	International Economics (or)
LAW 539	3	Legal Regulation of International Commerce (or)
ENT 301	3	Pick 3 from: Principles of Entrepreneurship (or)
MKT 464	3	Pick 2 from: Global Supply Chain Management (or)
FIN 582	3	International Financial Management (or)
MGT 341	3	Organizational Behavior and Leadership (or)
FIN 586	3	International Financial Statement Analysis (or)

Free Elective Credits:

0

Internship or other Capstone Experience:

None

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: Carol
Green



New Program Report

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Phone: 418-836-4652

International Business - BS new program	
Major requirements (37 hours)	Total credits required for graduation = 120
Proposed CIP CODE - 52.1101	
MAJOR COURSES	
MGT 345	Designing, Managing and Evaluating Human Resources Management Programs Developing competitive advantage through people by establishing strategic human resource programs including staffing, training, performance management, and compensation initiatives, with a focus on human resource metrics in decision-making and program evaluation.
MGT 447	International Management A study of management principles and practices as they relate to the management of international organizations. Emphasis is placed on understanding, analyzing, and integrating managerial concepts within the context of cross-cultural settings
MKT 474	International Marketing This course investigates the cultural impact on markets and institutions affecting international trade. Students will study cross-cultural comparisons of attitudes and beliefs about marketing practices and products. The course provides an in-depth look into the effects of culture, business climate and business practices on each of the elements of marketing to provide an awareness of differences in markets and consumer behavior. Marketing management, competitiveness, sustainability and negotiation applications are discussed throughout the course.
Foreign Language	Choose a language for a minimum of 12 hours International students whose native language is not English may be waived from the language requirement subject to the following: 1.The student is a graduate of a secondary school in their home country. 2.The waiver will not result in a reduction of the total credit hours required toward the degree. 3.International students seeking this waiver may substitute 12 hours from Political Science, Public Administration, International Relations, Linguistics, Anthropology, Communication, History or Religious Studies.
ADDITIONAL COURSES	
	Pick two from:
MKT 464	Global Supply Chain Management Principles of logistics activities in international business with special emphasis on transportation, global sourcing, customs issues, import-export opportunities, customs documentation, the role of government in international transactions, customer service, and global supply chain management. Special emphasis is placed on current events and their effect on the marketing and logistics activities of organizations
FIN 582	International Financial Management This course is designed to survey how the key concepts of business finance can be applied in the context of a multinational firm. Topics include: the nature and functioning of the foreign exchange market, parity conditions, foreign exchange risk management, and international investment and financing decisions
FIN 586	International Financial Statement Analysis An introduction to the study of international financial statement analysis emphasizing the financial statement analysis portion of the common body of knowledge from the Chartered Financial Analyst (CFA) program
LAW 539	Legal Regulation of International Commerce Legal and ethical issues associated with doing business in a global economy. Difference in approach to contracting and merchandising; product standards, protection and liability; trade barriers and regulation of business practices
ACC 506	International Accounting Accounting practices in different nations; multi-national corporation and selected accounting problems
ECO 565	International Economics Introduction to the key concepts of international trade and finance with a focus on the fundamental theories of international economics. Topics include the gains from and the patterns of international trade, protectionism, exchange rate determination and government policy intervention.
Additional foreign language course	(3) credit hours Student's choice

ADDITIONAL COURSES	Pick three from:
ENT 301	Principles of Entrepreneurship
	This is an introductory course designed to help students understand the critical role entrepreneurs and entrepreneurship play in the global economy. This course will provide students with an overview of the fundamental principles and processes of entrepreneurship. Students learn the history of entrepreneurship and are exposed to entrepreneurship in its variety of forms from the firm- to the individual-level. Throughout the course, students are encouraged to apply theory and principles to real world situations to gain a better understanding of how the two interrelate.
MGT 341	Organizational Behavior and Leadership
	An in-depth study of individual and organizational behaviors, processes, and leadership. Such areas as individual differences, group dynamics, organizational processes, organizational change/development, and culture and ethics will be addressed utilizing a variety of interactive teaching methods.
MGT 342	Leading and Designing Organizations
	A study of the macro-organization functioning with emphasis on how organization design dimensions interrelate to effect performance. Organization dimensions studied include environment, technology, size, structure, leadership, and effectiveness.
MGT 400	Topics in Management
	A variable content course with topics that can change from semester to semester depending upon student and faculty interests. Topics generally require previous study in management. Examples: entrepreneurship, federal regulation of personnel management, designing structure for growth organizations, computerization and human resource management, stress and time management, managing not-for-profit organizations, women in management, and management feasibility studies
MGT 440	Leadership Skills Development
	The focus of this course is a comprehensive review of the theories and core behaviors of leadership, with minor emphasis given to trait, behavioral, and contingency approaches and associated core leader behaviors. Emphasis will also be placed on the applications of theory to management practice. Students will develop an understanding of and skill in applying leadership behaviors to management functions, roles and activities. The course includes self-assessments of leadership style, cases, and experiential exercises.

Complete New Catalog Description

International Business (Comprehensive)
Bachelor of Science

Major requirements (37 hours)

All students majoring in business must also satisfy all College of Business Core requirements. Hours required in the college core range from 36 to 51 depending on major.

1. MGT 345(3), 447(3), MKT 474(3).
2. Foreign Language: Choose a language for a minimum of 12 hours. International students whose native language is not English may be waived from the language requirement subject to the following:
 - a. The student is a graduate of a secondary school in their home country.
 - b. The waiver will not result in a reduction of the total credit hours required toward the degree.
 - c. International students seeking this waiver may substitute 12 hours from Political Science, Public Administration, International Relations, Linguistics, Anthropology, Communication, History or Religious Studies.
3. Two courses from: MKT 464(3), FIN 582(3), FIN 586(3), LAW 539(3), ACC 506(3), ECO 565(3), or additional foreign language course.
4. Three courses from: ENT 301(3); MGT 341(3), 342(3), 400(3), 440(3).
5. Completion of a minimum of six continuous weeks of approved international experience. International students whose native language is not English may substitute a Domestic Education Abroad experience or Domestic Internship experience for the international experience.

University level requirements:

1. General Education Program and Requirements
2. General Baccalaureate Degree Requirements



- PUBLIC
- INDEPENDENT

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

When finished, please save and email to: he.academicprogramactions@dhe.mo.gov

Sponsoring Institution:

Program Title: **International Business**

Degree/Certificate:

If other, please list: **BS**

Options:

Delivery Site: **Missouri State University – Springfield Campus**

CIP Classification: **52.1101**

Implementation Date: **8/21/2023**

Is this a new off-site location? Yes No

If yes, is the new location within your institution’s current CBHE-approved service region?

**If no, public institutions should consult the comprehensive review process*

Is this a collaborative program? Yes No

**If yes, please complete the collaborative programs form on last page.*

CERTIFICATIONS

- The program is within the institution’s CBHE approved mission. *(public only)*
- The program will be offered within the institution’s CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution’s current operating budget. *(public only)*

AUTHORIZATION

John Jasinski, Provost	<i>John Jasinski</i>	3/21/2023
Name/Title of Institutional Officer	Signature	Date

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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 is required

- Characteristics of a specific population to be served, if applicable.
MSU undergraduate students

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Advanced degrees in management, international business, or a closely related discipline

- 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.
>90% full time faculty

- Expectations for professional activities, special student contact, teaching/learning innovation. Typical and normal faculty continued professional development, scholarly activity, and course preparation.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
47

- Percent of full time and part time enrollment by the end of five years.
100% full time / 0% part time

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	47	47	47	47	47
Part Time	0	0	0	0	0
Total	47	47	47	47	47

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
47

- Special skills specific to the program.

Students will develop skills to manage, market and run a business as they travel the world. They will also learn how business works on the domestic and international levels.

- Proportion of students who will achieve licensing, certification, or registration.
None, no licensing, certification, or registration in international business currently exists.
- 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.

Like all students in the College of Business, International Business majors will complete the Major Fields Test (MFT) during their strategic management course (MGT487). Anticipated results are similar to those from current College and Department majors.

- Placement rates in related fields, in other fields, unemployed.
>85% placement in related fields based on Missouri State University graduate outcomes data from 2020-2021 for a comparable degree (B.S. Management with Option in International Business Administration)
- Transfer rates, continuous study.

[Click here to enter text](#)

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 rationale.
There are no academic accreditation programs specific to international business, though the College of Business will maintain its current AACSB accreditation.

6. Program Structure

A. Total credits required for graduation: **120**

B. Residency requirements, if any:
None beyond the MSU requirements

C. General education: Total credits:
45-49

Courses (specific courses OR distribution area and credits)

Distribution Area	Credits	Course Title
Foundations	2	First-Year Seminar
	3	Written Communication & Info Literacy
	3	Oral Communication
	3-5	Quantitative Literacy
	3	Written Comm. & Integrative & Applied Learning
Natural World	3-4	Life Sciences
	3-5	Physical Sciences
Human Cultures	6	Social and Behavioral Sciences

	3	Humanities
	3	The Arts
Public Affairs	6	US & MO Constitutions/American History and Institutions
	3	Cultural Competence
	3	Public Issues

D. Major requirements: Total credits: 37

Course Number	Credits	Course Title
MGT 345	3	Designing, Managing and Evaluating Human Resources Management Programs
MGT 447	3	International Management
MKT 474	3	International Marketing
Foreign Language: Choose a language for a minimum of 12 hours. International students whose native language is not English may be waived from the language requirement subject to the following:		
<ol style="list-style-type: none"> 1. The student is a graduate of a secondary school in their home country. 2. The waiver will not result in a reduction of the total credit hours required toward the degree. 3. International students seeking this waiver may substitute 12 hours from Political Science, Public Administration, International Relations, Linguistics, Anthropology, Communication, History or Religious Studies. 		
Total	21	
Pick two from:		
MKT 464	3	Global Supply Chain Management
FIN 582	3	International Financial Management
FIN 586	3	International Financial Statement Analysis
LAW 539	3	Legal Regulation of International Commerce
ACC 506	3	International Accounting
ECO 565	3	International Economics
Additional foreign language course	3	
Pick three from;		
ENT 301	3	Principles of Entrepreneurship
MGT 341	3	Organizational Behavior and Leadership
MGT 342	3	Leading and Designing Organizations
MGT 400	3	Topics in Management
MGT 440	3	Leadership Skills Development
Completion of a minimum of six continuous weeks of approved international experience. International students whose native language is not English may substitute a Domestic Education Abroad experience or Domestic Internship experience for the international experience.		
Total Major	37	

E. Free elective credits: 0
(sum of C, D, and E should equal A)

F. Requirements for thesis, internship or other capstone experience:
None

G. Any unique features such as interdepartmental cooperation:
None

7. Need/Demand

Student demand

Market demand

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.

COLLABORATIVE PROGRAMS

- **Sponsoring Institution One:**
- **Sponsoring Institution Two:**
- **Other Collaborative Institutions:**
- **Length of Agreement:**
- **Which institution(s) will have degree-granting authority?**
- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?**
- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**

Please save and email this form to: he.academicprogramactions@dhe.mo.gov

Statement of Rationale – International Business

The Management Department currently offers the comprehensive Management BS degree with three major options: Administrative Management, Human Resources Management, and International Business Administration. We have decided to move these three major options to standalone comprehensive majors. The current proposal establishes International Business (formerly International Business Administration) as one such major and accompanies proposals similarly establishing the other two majors and deleting the Management major in its current form.