



**NEW PROGRAM PROPOSAL FORM**

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**Sponsoring Institution(s):** University of Central Missouri

**Program Title:** BSBA International Business

**Degree/Certificate:** BSBA

**Options:** N/A

**Delivery Site(s):** University of Central Missouri – main campus

**CIP Classification:** 521101

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [higher.mo.gov/ProgramInventory/search.jsp](http://higher.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** Fall 2015

**Cooperative Partners:** N/A

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

**AUTHORIZATION:**

Michael J. Grelle/Vice Provost

4/11/2015

Name/Title of Institutional Officer

Signature

Date

Jose Mercado

660-543-4246

Person to Contact for More Information

Telephone



**STUDENT ENROLLMENT PROJECTIONS**

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Year	1	2	3	4	5
Full Time	10	20	30	40	50
Part Time	-	-	-	-	-
Total	10	20	30	40	50

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

We have seen a rise in the number of students developing individualized major programs and essentially creating an internationally focused business degree. This demand for the BSBA in International Business is evident as we created individualized studies major proposals, in international business, for five students during the Fall 2014 semester. We also had two campus visits by High School seniors interested in pursuing the international business program last semester.

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

According to the National Association of College and Employers' (NACE) Job Outlook 2014, of employers that reported that they would hire business graduates, 18 percent will hire international business majors ([www.nacweb.org/surveys/job-outlook.aspx](http://www.nacweb.org/surveys/job-outlook.aspx)). Also, the most recent NACE salary survey shows the number of new graduate entrants, reported by a specific type of employer, and the average salary of a graduate in a specific major. This information is particularly helpful in examining the employer types that hire the most new graduates of an international business major.



Missouri Department of Higher Education

*Building Missouri's future...  
by degrees®*

<b>International Business</b>		
<b>Industry</b>	<b>New Grad Entrants</b>	<b>2014 Average Salary</b>
Administrative and Support and Waste Management and Remediation Services	1,900	\$43,200
Federal, State, and Local Government	1,500	\$54,100
Professional, Scientific, and Technical Services	1,200	\$56,200
Health Care and Social Assistance	1,100	\$45,700
Manufacturing	700	\$56,600
Management of Companies and Enterprises	700	\$55,500

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Form SE - Student Enrollment Projections



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      University of Central Missouri  
Program Name          BSBA in International Business  
Date      February 13, 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.  
See Appendix 1
- Characteristics of a specific population to be served, if applicable.  
The International Business major is a cross-disciplinary program that will prepare students for employment by multinational corporations, as well as domestic organizations exposed to global markets and cross-cultural environments. The BSBA in International Business will also support students who envision continued education with an MBA. A BSBA from a AACSB-accredited school affords multiple career tracks and greater potential for specialization beyond international business.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Regular full-time tenure track faculty will be preferred to hold a doctorate in a business discipline, and work experience and/or research interest in international business. Faculty members teaching International Business courses bring diverse training and work experiences to the classroom, and are actively engaged in business research applicable to a wide variety of business settings. See Appendix 3 attachment for information on institutional characteristics demonstrating why UCM is particularly well equipped to support the proposed BSBA in 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.

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Full time faculty are expected to teach all classes in this major. This proposed major utilizes existing BSBA core courses, and courses from the BSBA in Economics, Finance and Marketing degree programs. The courses in these programs are taught by regular full time faculty.

- Expectations for professional activities, special student contact, teaching/learning innovation.  
Faculty members are expected to advise students about internships and career opportunities in international business. Faculty members are expected to continue to improve their learning/teaching skills. Faculty members will continue reviewing course and program outcomes on a regular basis to ensure the outcomes meet the needs of the profession.

### **3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.  
We expect 50 majors in this program by the end of five years.
- Percent of full time and part time enrollment by the end of five years.  
We expect full time enrollment of 50 students by the end of five years.

### **4. Student and Program Outcomes**

- Number of graduates per annum at three and five years after implementation.  
We expect 10 graduates at the end of four years, and 20 graduates at the end of five years.
- Special skills specific to the program.  
Learning Outcomes: 1. Mastery of all core business knowledge, skills and aptitudes required in the Bachelor of Science in Business Administration (BSBA) program 2. Recognition of the impact the global environment has on specific business disciplines 3. Demonstration of competency in one non-native language 4. Application of language and business skills in a non-native setting 5. Understanding of differences in business and economic policies and systems in a foreign country.
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- 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.

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See Appendix 2

- Placement rates in related fields, in other fields, unemployed.  
UCM Career Services placement rate is in excess of 90%. There is a very positive outlook for a degree in international business, as corporations pursue overseas operations or closer relationships with foreign partners. According to the National Association of Colleges and Employers' (NACE) Job Outlook 2014, of employers that reported they would hire business degree graduates, 18 percent will hire international business majors ([www.nacweb.org/surveys/job-outlook.aspx](http://www.nacweb.org/surveys/job-outlook.aspx)). See Appendix 3 for additional information about employment prospects for international business majors.
- Transfer rates, continuous study.  
N/A

### 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.**  
The current BSBA programs in the UCM Harmon College of Business and Professional Studies are accredited by the AACSB. Approval of the International Business program at UCM will include the program on the list of BSBA programs at UCM that are AACSB accredited.

### 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*  
UCM School of Business Administration, as part of the AACSB's Continuous Improvement Review process of accreditation, conducts an alumni survey every 5 years. This proposed International Business program would automatically be included in the survey.
- Expected satisfaction rates for employers, including timing and method of surveys.  
The International Business program requires 6 credit hours of international experience, and one of the options to satisfy this requirement is to participate in an international internship. All employers for UCM interns are required to complete a satisfactory survey. This will provide regular feedback on the program and students which will be available and utilized immediately.

### 7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
See Appendix 3

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**PROGRAM STRUCTURE**

A. Total credits required for graduation: 120

B. Residency requirements, if any: All UCM Residency requirements are applicable. There are no program specific residency requirements

C. General education: Total credits: 43

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENGL 1020	3	Composition I
ENGL 1030 or CTE 3060	3	Composition II or Technical Writing
CIS 1600	3	Business Information Management
COMM 1000 or COMM 1050	3	Public Speaking or Fundamentals of Oral Communication
MATH 1111	3	College Algebra
ECON 1010	3	Principles of Macroeconomics
Knowledge Area I	9	Literature, Fine Arts, and Additional Course for Knowledge Area I
Knowledge Area II	7	Science with Laboratory and Additional Course for Knowledge Area II
Knowledge Area III	6	History and Additional Course for Knowledge Area III
Engagement	3	Individual and Social Responsibility

D. Major requirements: Total credits: 76

Course Number	Credits	Course Title
ACCT 2101	3	Principles of Financial Accounting
ACCT 2102	3	Principles of Managerial Accounting
BLAW 2720	3	Legal Environment of Business
CIS 3630	3	Management Information Systems
ECON 1011	3	Principles of Microeconomics
ECON 3010	3	Intermediate Macroeconomics
ECON 4010	3	International Economics
FIN 2801	3	Business Statistics I
FIN 3801	3	Business Statistics II
FIN 3850	3	Principles of Finance
FIN 4820	3	International Finance
MGT 3315	3	Management of Organizations
MGT 3325	3	Business Communications
MGT 3345	1	International Management
MGT 3360	3	Production Operations Management

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MGT 4357	3	Organizational Policy & Strategy
MKT 3405	3	Marketing Policy
MKT 4460	3	International Marketing
Modern Language	12	Proficiency in a modern language
International Experience	6	Study Abroad or International Study Tour or International Internship
IB Electives	6	ANTH, COMM, GEOG or HIST courses

E. Free elective credits:  
1 credit hour.

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:  
There is no thesis requirement. International business majors must demonstrate proficiency in a modern language, 12 credit hours, other than their native language. Additionally, students in this major must complete a minimum of 6 credit hours of international experience, through study abroad program, international study tour, or international internship. MGT 4357 is the BSBA capstone for all business majors.

G. Any unique features such as interdepartmental cooperation:  
This new program will use existing courses from three different departments in the School of Business: Accounting and CIS, Economics, Finance and Marketing, and Management. It will also use elective courses from four different disciplines, outside the School of Business: Anthropology, Communications, Geography, and History.

## Appendix 1

Major specific information regarding Accreditation, BSBA Policies, BSBA Admission Requirements, BSBA Graduation Requirements and BSBA Core Courses can be found below and were copied directly from the Fall 2014 UCM Undergraduate Catalog (pp. 100-101).

### School of Business Administration

The School of Business Administration is comprised of:

- The Department of Economics, Finance and Marketing
- The Department of Marketing
- The School of Accountancy and Computer Information Systems

#### Accreditation

The School of Business Administration and the Accountancy program are accredited by AACSB International located at 777 South Harbour Island Boulevard, Suite 750, Tampa, FL 33602; phone 813-769-6500; web page [aacsb.edu](http://aacsb.edu).

#### Bachelor of Science in Business Administration Degree Program Statement of Policy

Admission to B.S.B.A. Programs. Acceptance and registration in business administration courses or the declaration of intent to complete a business major do not guarantee admission to the B.S.B.A. programs. A student is not officially admitted to the B.S.B.A. until he/she is notified in writing by a representative of the SoBA. Only those students who have been officially admitted to the B.S.B.A. program may file for an application for graduation for the B.S.B.A. degree. The desire of the faculty in the SoBA is for all UCM students to succeed. To facilitate and support (1) overall academic program quality, (2) student progress through his/her academic program at the desired rate and (3) to better ensure receiving the maximum benefit from the curriculum design, students who desire to earn a B.S.B.A. degree are to enroll and take courses that are specifically designed for their academic classification. This means that freshmen (those who have completed 0-29.5 semester hours of college credit) who take courses within the SoBA will enroll in 1000 level courses only, sophomores (completed 30-59.5 semester hours) will enroll in 2000 or 1000 level courses, juniors (completed 60-89.5 semester hours) will enroll in 3000, 2000, or 1000 level courses and seniors (all students who have completed 90 semester hours) will enroll in 4000 level courses or below.

All UCM students enrolled in business and economics courses are required to comply with prerequisites for those courses. Students who have not been admitted to a B.S.B.A. degree program may not enroll in more than a total of 30 semester hours in courses with the following prefixes: ACCT, CIS, ESE, FIN, HRM, MKT, MGT.\*\*

\*\*Deviations from this limit must be approved in writing by the dean of the Harmon College of Business and Professional Studies.

#### Bachelor of Science in Business Administration Admission Requirements

Admission to all B.S.B.A. degree programs is conditional upon the completion of the departmental requirements and the following prerequisites:

1. The following pre-admission courses:

ACCT	2101 Principles of Financial Accounting	3
ACCT	2102 Principles of Managerial Accounting	3
BLAW	2720 Legal Environment of Business	3
CIS	1600 Business Information Management	3
ECON	1010 Principles of Macroeconomics	3
ECON	1011 Principles of Microeconomics	3
FIN	2801 Business Statistics I	3
MATH	1111 College Algebra	3

2. All students pursuing a B.S.B.A degree must earn a letter grade of C or better in each preadmission course.
3. Attainment of a 2.25 or above (2.65 or above for admission to the School of Accountancy, 2.40 for Finance) grade-point average on a scale of 4.00 for credit hours completed at UCM and cumulative GPA and attainment of 2.25 or above (2.65 or above for admission to the School of Accountancy, 2.40 for Finance) grade-point on the 24 semester hours of pre-admission courses.
4. Transfer students from other colleges and universities must meet all degree program admission requirements. Transfer students may take appropriate additional course work to fulfill admission requirements.
5. Admission to the B.S.B.A. program is in addition to university admission. Students will be admitted to the B.S.B.A. program once all admission criteria is met. Students are responsible to ensure that they have met all pre-admission criteria and have been officially admitted to the B.S.B.A. program.

#### Additional Bachelor of Science in Business Administration Graduation Requirements.

In addition to specified major and other requirements, all students graduating with a B.S.B.A. degree must satisfy the following requirements:

1. Students are required to earn at least 50 percent of their required business major credit hours for a B.S.B.A. degree at UCM.
2. Students must achieve a minimum cumulative grade-point average of 2.25 (2.65 for Accountancy, 2.40 for Finance).

#### Transfer of Credit

Students planning to transfer to UCM should expect to complete most major business courses during their junior and senior years. A student from a two-year or four-year institution may transfer pre-admission courses equivalent to those required for the B.S.B.A. degree at UCM.

Transfer students from four-year institutions should obtain transfer information from the academic department offering the major.

Upper-level (3000/4000) courses cannot generally be transferred from a two-year institution and applied to a B.S.B.A. degree. However, the department chair responsible for the UCM course may elect to allow such a transfer for equivalent credit. Before the department chair may accept the transfer course for equivalent credit, the course must be "validated" through a departmentally administered examination or successful completion of a more advanced course in the discipline.

The specific validation requirement to be applied will be designated by the department chair. The validation policy for the SoBA is consistent with policies and guidelines at comparable business schools and is in effect for all students desiring to transfer courses completed at a community or junior college. Upper-level (3000/4000) course work transferred from a four-year institution must be reviewed by the department chair before such work can be applied to a B.S.B.A. degree. The department chair may choose to apply the validation requirement to such transfers.

#### Bachelor of Science in Business Administration Core Courses.

All B.S.B.A. degree program students are required to successfully complete carefully selected and designed 3000 and 4000 level business core courses. Students may enroll in 3000 level core courses after successfully completing 59.5 semester hours and may enroll in 4000 level core courses after successfully completing 89.5 semester hours. Prerequisite course requirements are to be complied with at all levels of the core and in other UCM business and economics courses. Exception to these rules concerning core courses may be granted by the chair of the department in the SoBA in which the course is offered. SoBA 3000 and 4000 level core courses are listed as an integral part of departmental academic programs. Please refer to the following pages of this section of the UCM catalog for a complete listing of core and major courses required by the faculty in each department in the SoBA.

## Appendix 2

### UCM General Education Program and Assessment (from the 2014 UCM Undergraduate Catalog, pp. 44-46).

#### Catalog

#### University of Central Missouri 2014 Undergraduate Catalog

The General Education Program at UCM is an essential component of all undergraduate degree programs. It provides a foundation allowing students to cultivate fundamental intellectual and practical skills. The requirements are designed to improve students' ability to communicate, think critically, solve real-world problems, and adapt to a changing world by learning to think in different contexts. General education cultivates social and civic responsibility to help students become lifelong learners and contributing members of society.

The philosophy of general education is not unique to UCM. UCM's General Education Program is based on a model developed by the Association of American Colleges and Universities (AAC&U) called *Liberal Education and America's Promise* (LEAP). LEAP is organized around essential learning outcomes for all students regardless of their chosen field of study. For more information on LEAP, see <https://www.aacu.org/leap>.

This philosophy is the foundation for UCM's General Education mission statement:

*The General Education program at the University of Central Missouri serves student need and the public interest by ensuring students have strong foundational skills by providing a broad, enriched academic experience that both complements and supports their study within specialized disciplines.*

The goals of the General Education Program are to provide students the opportunity to enhance the skills of the intellect; expand their knowledge, understanding, and appreciation of the arts, natural sciences, technology, social sciences, literature and the humanities; and contribute to the improvement of human interactions. These goals can best be accomplished through exposure to a common core of knowledge, as well as through the opportunity to select courses to accommodate individual interests. A common thread throughout the program components is our effort to provide students with required competencies by the Missouri Coordinating Board for Higher Education (CBHE). The CBHE competencies are divided into two parts: Skill Areas (Communicating, Higher-Order Thinking, Managing Information, Valuing) and Knowledge Areas (Social and Behavioral Sciences, Humanities and Fine Arts, Mathematics, Life and Physical Sciences).

#### ***General Education Outcomes and Competencies***

Four outcomes and ten competencies establish the knowledge base and skills for all UCM graduates. The UCM General Education Program Outcomes and Competencies include:

**Outcome 1:** UCM graduates will demonstrate a mastery of intellectual and practical skills by

Competency 1: Writing with clarity and purpose using appropriate conventions of format, structure, and documentation.

Competency 2: Presenting and interacting effectively in public, group, and interpersonal settings.

Competency 3: Using mathematical and formal reasoning to perform analysis, determine reasonableness, and draw inferences.

Competency 4: Thinking creatively and critically.

Competency 5: Acquiring and managing information effectively through research and the uses of current and emerging technologies.

**Outcome 2:** UCM graduates will demonstrate knowledge of the world in which we live by acquiring

Competency 6: Knowledge and appreciation of literature, languages, and the arts using the standards of evidence and reasoning appropriate to the humanities and the arts.

Competency 7: Knowledge of the physical and natural world using the standards of evidence and reasoning appropriate to the sciences, mathematics, and technology.

Competency 8: Knowledge of the human experience using the standards of evidence and reasoning appropriate to history and the social/behavioral sciences.

**Outcome 3:** UCM graduates will demonstrate an understanding of individual and social responsibility by

Competency 9: Evaluating individual actions, intercultural relationships, and social choices within local/global frameworks using ethical reasoning, civic principles, and cultural values.

**Outcome 4:** UCM graduates will demonstrate the ability to integrate and apply skills, knowledge, and responsibility by

Competency 10: Creating a cumulative work that demonstrates the integration and application of knowledge in new settings.

Competency 10 is fulfilled by the major curriculum. It is not included in the 42-hour core of general education.

The 42-credit hours required in General Education will ensure students learn and practice the skills and knowledge of the ten competencies prior to degree conferral. Students will demonstrate their competency by successfully completing assignments and required courses, passing the General Education Assessment examination (see information below), and through completion of a capstone experience in the major.

#### ***Policies Concerning the General Education Program***

The Faculty Senate General Education Committee is charged with the development and interpretation of policies concerning the General Education Program. Policies must conform to the Statement of Philosophy and General Goals of the General Education Program.

## **General Policies Governing General Education**

The minimum number of required General Education semester credit hours for all students, regardless of their program of study, is 42. Some degree programs may require up to six additional hours of General Education depending on the math, science, and technology courses required. Courses taken to fulfill General Education requirements may not be taken on the pass/fail basis. Students who have fulfilled all General Education requirements in a specific area may elect to take additional General Education courses as free elective hours in the same area on the pass/fail basis.

### **Placement and Prerequisites for General Education Classes**

Placement into Writing I, Mathematics, and some Science courses is based on planned placement. See page 9 of this catalog for detailed information. Students who do not meet ACT/SAT score requirements for enrollment in such courses will be required to complete prerequisite coursework. Courses which require planned placement are marked with a "+" in the general education course listing. Some Fine Arts courses may require an audition or placement assessment for enrollment. These courses are marked with an "A".

### **United States and Missouri Constitutions Requirement**

Missouri state law requirement, Section 170.011 RSMO Supp (1988) requires that all students at public Missouri institutions have a course that teaches the constitutions of Missouri and the United States. Find more information about this requirement at [moga.mo.gov/statutes/c100-199/1700000011.htm](http://moga.mo.gov/statutes/c100-199/1700000011.htm). The following courses in the UCM General Education program fulfill this requirement: HIST 1350 or 1351 and POLS 1510 or 2511 and are denoted with a "#" in the General Education course listing. These courses must be taken from institutions in the state of Missouri. Courses from out-of-state institutions which are articulated or substituted for these courses will not fulfill state law requirement Section 170.011 RSMO Supp (1988). Students who have one of these courses from out of state or who have already fulfilled all nine hours of Knowledge Area III in general education may fulfill this requirement by passing an exam on the constitutions of the United States and of Missouri offered by the Department of History and Anthropology (Wood 136, 660-543-4404).

### **Transfer Students and General Education**

**Transfer Students with a degree or the 42-hour core from Missouri institutions.** Students who transfer to UCM with an Associate of Arts (A.A.) degree, an Associate of Arts in Teaching (A.A.T.) degree, or a bachelor's degree from an appropriately regionally accredited institution in Missouri, or have met the Missouri 42-hour General Education Core requirements are considered to have met UCM's 42-hour general education program, state law requirement Section 170.011 RSMO Supp (1988), and the nine general education competencies with the exception of any specific general education courses required by the student's major/minor.

#### **Transfer Students with a degree from out-of-state institutions.**

Students who transfer to UCM with an Associate of Arts (A.A.) degree, an Associate of Arts in Teaching (A.A.T.) degree, or a bachelor's degree from an appropriately regionally accredited institution outside of the state of Missouri are considered to have met UCM's 42-hour general education program and the nine general education competencies with the exception of any specific general education courses required by the major/minor and state law requirement Section 170.011 RSMO Supp (1988). These students must fulfill state law requirement Section 170.011 RSMO Supp (1988) by either successfully completing a course at UCM in General Education denoted with a "#" or by passing an exam on the constitutions of the United States and Missouri offered by the Department of History and Anthropology (Wood 136, 660-543-4404).

**Transfer students without a degree or the Missouri 42-hour core.** Students who transfer without a degree or the Missouri 42-hour core, or from a non-regionally accredited institution will have their courses evaluated on a course-by-course basis for UCM's general education program. Courses from out-of-state institutions which are articulated or substituted for history or social/behavioral science courses that fulfill state law requirement Section 170.011 RSMO Supp (1988) will not fulfill this requirement. Students in this situation may fulfill this requirement by either successfully completing a course at UCM in the General Education denoted with a "#" or by passing an exam on the constitution of the United States and of Missouri offered by the Department of History and Anthropology (Wood 136, 660-543-4404).

### **Major Required General Education Classes**

Some majors require specific General Education courses. Such courses are listed in this catalog for each program. Some major programs list required general education courses in the major hours, some list them in the general education hours, and some programs list required general education classes in both major and general education hours.

Should a student change majors or minors from a program that does not require specific General Education courses to a program that does, a student may have to take additional credit hours in one or more of the defined areas of the General Education program if she/he has not taken the specific General Education course listed as a major or minor requirement. This applies to transfer students as well, even if a prior degree or the Missouri 42 hour core has been completed.

### **Named Individualized Majors/Minors and General Education**

Students who have been approved for a named individualized major or minor (does not include General Studies) may not count courses used to fulfill General Education in the named individualized major or minor.

### **General Education Assessment Policy**

Assessment is a key process that is used in the academic, administrative, and student support services areas. Because the core process of higher education institutions is student learning, assessment at UCM serves three primary purposes: A) improvement of student learning and instruction, B) accomplishment of institutional mission, and C) accountability for achievement of educational goals. Central Missouri works hard to keep in contact with employers who hire UCM graduates. The one consistent message received from those employers, regardless of the type of enterprise, is that college graduates need to have a solid

background in General Education. This is one of the reasons the university has established a minimum score on a national test of General Education critical thinking and reading skills as a preparedness check for enrollment in upperdivision courses as well as a condition for graduation. We want our students and the general public to know that we take our responsibility of preparing students to live and work as productive citizens in a diverse society very seriously. Central Missouri wants to ensure that every student is prepared for upper-division course work and that every student who graduates from our institution has a basic set of intellectual and reading skills in those areas defined by employers, educators and our culture as important. All undergraduate students seeking a degree at Central Missouri, except teacher education majors and RN-BS Nursing majors, postbaccalaureate students (both from UCM and transfer institutions), and graduate students, as a condition for graduation, must:

- Take the General Education Assessment (GEA), the ETS Proficiency Profile in the semester after which a total of 45 credit hours have been earned to ensure the student has no delays in the student's progress towards enrolling in upperlevel courses.
- Pass the ETS Proficiency Profile by obtaining a minimum score of 425 (based on a scaled score of 400 - 500).
- Fulfill the General Education Assessment Policy no later than the semester after which a total of 75 credit hours have been earned to ensure the student has no delays in the student's progress towards graduation. Additional information on the ETS Proficiency Profile may be viewed at [ets.org/proficiencyprofile/about](http://ets.org/proficiencyprofile/about). An enrollment hold will be placed on a student's account for failing to take the General Education Exam the semester after which a total of 45 credit hours have been earned or for not fulfilling the General Education Assessment Policy the semester after which a total of 75 credit hours have been earned. Students unsuccessful in obtaining the minimum total score of 425 (based on a range of 400 - 500) on the second attempt are required to meet with the Director of Testing Services. The meeting will focus on the student's needs, test-taking strategies, and specific interventions to help improve the student's knowledge and skills. After three attempts, the student is required to meet with the Faculty Senate University Assessment Council subcommittee and the academic department chair of the respective discipline to discuss possible solutions/action.

### ***Transfer Students and General Education Assessment***

A transfer student (except teacher education majors) who has taken the Measure of Academic Proficiency and Progress (MAPP) exam, the Collegiate Assessment of Academic Proficiency (CAAP), or the College-BASE for General Education (CBGE) at another institution of higher learning may seek fulfillment of the General Education Assessment Policy.

- A valid score report must be on file in the Office of Testing Services, 660-543-4919.
- The score must have been obtained within the past 10 years.
- The score report must be sent directly from the previous institution to Testing Services. Most institutions require written consent to release a score report.
- A valid score report may be sent via mail to Testing Services, Humphreys 216, Warrensburg, MO 64093.
- The Director of Testing Services must review the valid score report to determine fulfillment of the General Education Assessment Policy.

### ***General Education Assessment Test Registration***

Registration for the GEA is available in MyCentral. Click on the "Student Services" tab, then the "Register for a Test" link at the bottom right hand corner and then click on the test day and time of your choice. Complete the online registration process as directed. See [ucmo.edu/testingservices](http://ucmo.edu/testingservices) for complete information on the General Education Assessment Policy and requirements. Direct any questions concerning this policy to the Director of Testing Services, Humphreys

### Appendix 3

Institutional characteristics demonstrating why UCM is particularly well equipped to support the proposed BSBA in International Business

#### Introduction

The International Business major is a cross-disciplinary business program that will prepare students for employment by multinational corporations as well as domestic organizations exposed to global markets and cross-cultural environments.

This program will not require the creation of new courses, as it will use existing courses for all of the 120-credit hours. The program includes UCM General Education courses, BSBA prerequisites, BSBA core, major and free electives, and courses from the BSBA in Economics, Finance, and Marketing.

#### Justification

We have seen a rise in the number of students developing individualized major programs and essentially creating an internationally focused business degree. This demand for the BSBA in International Business is evident as we have created individualized studies major proposals, in international business, for five students this semester. Also, this semester we have scheduled at least two campus visits by High School seniors interested in pursuing the international business program. This International Business program will be an excellent complement to the other BSBA programs offered by the Harmon College of Business and Professional Studies (HCBPS), as demonstrated by the number of courses used from the other BSBA programs.

UCM's mission articulates four Reasons to Believe, and one of the reasons is Worldly Perspective: UCM prepares students to work in a world that continues to become more globalized by offering study abroad opportunities. This new program in International Business will support UCM's mission by including an international experience requirement to be satisfied by study abroad, study tour, or international internship experience.

According to some sources (see the international business webpage at [allbusinessschools.com](http://allbusinessschools.com)), there is a very positive outlook for a degree in international business, as the world keeps shrinking due to advances in technology. As corporations pursue overseas operations or closer relationships with foreign partners, the demand for international business degrees will increase.

Students with an international business degree will be able to pursue careers in fields like international trade, foreign exchange, international management, and global business with multinational companies, international companies or public sector organizations.

#### Accreditation

The current BSBA programs in the UCM HCBPS are accredited by the AACSB. Approval of this program at UCM will include the program on the list of BSBA programs at UCM that are AACSB accredited.

### Market demand and job outlook

According to the National Association of Colleges and Employers' (NACE) Job Outlook 2014, of employers that reported that they would hire business degree graduates, 18 percent will hire international business majors (<https://www.naceweb.org/surveys/job-outlook.aspx>).

Also, the most recent NACE salary survey shows the numbers of new graduate entrants, reported by a specific type of employer, and the average salary of a graduate in a specific major. This information is particularly helpful in examining the employer types that hire the most new graduates of an international business major.

Major/Industry	New Grad Entrants	2014 Average Salary
<b>International Business</b>		
Administrative and Support and Waste Management and Remediation Services	1,900	\$43,200
Federal, State, and Local Government	1,500	\$54,100
Professional, Scientific, and Technical Services	1,200	\$56,200
Health Care and Social Assistance	1,100	\$45,700
Manufacturing	700	\$56,600
Management of Companies and Enterprises	700	\$55,500

### Enrollment Projection

This new program will use existing BSBA preadmission and core classes. It also uses courses from the BSBA in Economics, Finance, and Marketing majors. All these programs have available capacity in their courses. The BSBA prerequisites and core also have available capacity (see support from the Chairs of Accountancy and CIS, and Management below). First year enrollment is projected to be at 10, Second year at 20, and the third year at 30.

### Proposed major in International Business Catalog Entry

International Business

Major, Bachelor of Science in Business Administration Degree

### Learning Outcomes

- Mastery of all core business knowledge, skills and aptitudes required in the Bachelor of Science in Business Administration (BSBA) program.
- Recognition of the impact the global environment has on specific business disciplines.
- Demonstration of competency in one non-native language.
- Application of language and business skills in a non-native setting.
- Understanding of differences in business and economic policies and systems in a foreign country.

	Sem Hours
<b>Major Requirements</b> .....	<b>76</b>
Major core courses .....	52
*ACCT 2101 Principles of Financial Accounting	
*ACCT 2102 Principles of Managerial Accounting	
*BLAW 2720 Legal Environment of Business	
CIS 3630 Management Information Systems	
*ECON 1011 Principles of Microeconomics	
ECON 3010 Intermediate Macroeconomics	
ECON 4010 International Economics	
*FIN 2801 Business Statistics I	
FIN 3801 Business Statistics II	
FIN 3850 Principles of Finance	
FIN 4820 International Finance	
MKT 3405 Marketing Policy	
MKT 4460 International Marketing	
MGT 3315 Management of Organizations	
MGT 3325 Business Communications	
MGT 3345 International Management – 1 credit hour required	
MGT 3360 Production/Operations Management	
<sup>10</sup> MGT 4357 Organizational Policy & Strategy	
Electives from the following.....	6
ANTH 3810 Applied Anthropology	
COMM 3340 Intercultural Communication	
GEOG 2212 World Geography	
GEOG 3200 Geography of Europe	
GEOG 3225 Geography of Latin America	
HIST 4416 20 <sup>th</sup> Century Europe	
HIST 4452 Modern Latin America	
HIST 4463 Modern China	
HIST 4482 Modern Middle East	

**Modern Language Requirement**.....9-12

All international business majors must demonstrate proficiency in a modern language other than their native language. This requirement can be satisfied by:

- a) Completing 12 credit hours of one modern language.
- b) Testing and receiving a ranking of “intermediate” in both the oral and written portions of the ACTFL test in a modern language.

3 of these hours can be used to satisfy General Education requirements: Additional Courses for Knowledge Area I – 3 hours.

**International Experience Requirement**.....6

Complete a minimum of 6 credit hours through one or more of the following options (need to be approved by the Chair of the Economics, Finance and Marketing department):

- a) Study Abroad Program
- b) International Study Tour

c) International Internship

If the student has department chair approval prior to the International Experience, these courses may be used to fulfill major or other course requirements. A minimum of 120 credit hours are required to receive the BSBA degree in International Business.

**General Education Requirements.....34-40**

All students must complete a minimum of 42 credit hours in general education. Some majors require additional hours due to required coursework. The following general education classes are required by this major:

\*CIS 1600 Business Information Management

COMM 1000 Public Speaking, or

COMM 1050 Fundamentals of Oral Communication Competency

\*MATH 1111 College Algebra

\*ECON 1010 Principles of Macroeconomics

**Free Electives .....4-10**

BADM 1400 is strongly recommended as a free elective.

**Minimum Total.....120**

<sup>10</sup>Competency 10 course

\*Students expecting to receive the B.S.B.A. degree must meet all pre-admission requirements to be admitted to this program. Pre-admission courses include: ACCT 2101, ACCT 2102, BLAW 2720, CIS 1600, ECON 1010, ECON 1011, FIN 2801, and MATH 1111.

**Major Specific Information regarding Accreditation, BSBA Policies, BSBA Admission Requirements, BSBA Graduation Requirements, and BSBA Core Courses can be found in Appendix 1 and were copied directly from the Fall 2014 UCM Undergraduate Catalog (pp. 100-101).**

**Support for new program – statement of available capacity from affected areas:**

All courses in this proposed program are existing courses and sections. As the evidence from involved departments indicates, students in the BSBA in International Business can be accommodated in existing courses.

**Support from Accounting and CIS**

Someswar Kesh 10:49 AM (November 7, 2014)

I will support the major.

Kesh

--

Someswar Kesh

Chair, School of Accountancy and Computer Information Systems

Professor of Computer Information Systems

Harmon College of Business Administration and Professional Studies

Dockery 400M

University of Central Missouri

### **Support from Communication**

Arthur Rennels [rennels@ucmo.edu](mailto:rennels@ucmo.edu) 2:32 PM (November 7, 2014)

We would be glad to host your majors in Comm 3340. I've discussed this with the Program Coordinator and we don't see any problem in accomodating the number of students you propose.

If I can answer any questions, please don't hesitate to contact me.

Art

Arthur R Rennels, Ph.D.  
Associate Professor of Communication  
Chair, Department of Communication  
Martin 136D  
University of Central Missouri

### **Support from Modern Languages**

Michael Sawyer 5:26 PM (November 7, 2014)

The Modern Languages faculty met today and approved your proposed language requirement. There is no issue with the projected capacity. Testing Services already has a process in place by which students can be awarded 12 hours of credit for ACTFL exam scores. Note that students following that route would be able to satisfy the requirement in languages other than the ones we offer here on campus, providing them a commendable level of flexibility.

Michael Sawyer, PhD  
Coordinator, Modern Languages  
Associate Professor of Spanish  
Department of Government, International Studies, and Languages  
University of Central Missouri

### **Support from Geography**

Keshav Bhattarai <[bhattarai@ucmo.edu](mailto:bhattarai@ucmo.edu)> Nov 8 2014

Definitely, we will support these courses to your students.  
Thank you for proposing geography courses.  
Warm regards  
Keshav

## **Support from Management**

Christine Opatrny 8:22 AM November 10, 2014

Jose, we have capacity in the BSBA core courses for this proposed new major. The MGT 3345 (1 credit course) has a small amount of capacity too. Note that within the next 1-2 semesters, we will begin to offer MGT 3345 as both a 1 and 3 credit course (the BSBA in Management majors may take for 1 or 3 credits starting in the Fall 2014 catalog) depending on their choices in a particular category of the BSBA in Management major.

Chris Opatrny, Ph.D., CPIM  
Professor of Management  
Chair, Management Department  
University of Central Missouri

## **Support from Anthropology**

Our ANTH 3810: Applied Anthropology course would be a much better fit. That course deals with the application of anthropology to professional fields, the ethics of cross-cultural work, and cultural relativism in 21st century professionalism. The course features a unit specifically on international business, including a guest lecture by an anthropologist who runs a private company devoted to ethnographic studies for corporations (including Disney, Cerner, and so on). We've had Business majors take the Applied Anthropology course before, as an elective, and they've found it to be especially applicable to their field of study. The course will be offered at least every other fall, but more likely every fall starting this year. I think this would be a much better fit, and truly beneficial to your students beyond graduation. Please let me know how you'd like to proceed.

--

Amber R. Clifford-Napoleone, Ph.D.  
Associate Professor of Anthropology  
Curator, McClure Archives and University Museum  
University of Central Missouri

## **Support from History**

Is there a reason you specifically chose HIST 4452 Modern Latin America? Would you rather have a choice between HIST 4452 Modern Latin America, HIST 4463 Modern China, HIST 4482 Modern Middle East, and HIST 4416 20th Century Europe? HIST 4452 will probably only be offered, like many of our upper-level courses, once every 4th semester, whereas if you listed these four courses (providing greater exposure to the modern world), there's a good chance one of them will be offered every semester?

What do you think?

Eric G. Tenbus, PhD  
Professor of History and Department Chair  
Department of History and Anthropology  
136C Wood Hall  
University of Central Missouri  
Warrensburg, MO 64093

**Harmon College of Business and Professional Studies Department of Economics,  
Finance, and Marketing**

**INTERNATIONAL BUSINESS  
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION DEGREE**

International business provides a foundation for understanding the unique issues faced in an international context. The international business professional is expected to be a generalist who possesses core business skills, but who must apply these skills in an ever-changing global business. The individual must understand cultural and language distinctions in order to successfully operate within and across a variety of cultures.

The International Business major includes emphasis on core business skills, a focus on extensions of these business skills to international issues, exposure to cultural distinctions across nations, preparation in a non-native language, and experience with living and operating in a foreign culture through a study/work abroad requirement.

**About the Faculty** International Business classes at UCM are taught by dynamic, experienced and nationally recognized faculty members who provide personalized attention for each student. These faculty members bring diverse training and work experiences to the classroom and are actively engaged in business research applicable to a wide variety of business settings.

**Student Involvement** Students pursuing an international business degree have access to a variety of campus organizations and events. The Department of Economics, Finance, and Marketing sponsors the Economics Club, the Student Finance Association, and the American Marketing Association, which promote social interaction between students and faculty.

In addition to these departmental organizations, The Harmon College of Business and Professional Studies offers its students the opportunity to participate in professional organizations like ENACTUS and DECA.

**Special Facilities** The department's offices are housed in the Dockery Building. Classrooms, however, are located in the state-of-the-art Ward Edwards Building, which includes a large computer lab, group computer rooms, group and individual study rooms, student organization offices, and common areas for students. Classrooms are equipped with up-to-date computer hardware and software. Students in the Department of Economics, Finance, and Marketing are able to use the Bloomberg Professional<sup>®</sup> Service, which provides access to the industry-leading platform for news data, analytical tools and research to make informed business decisions. The University of Central Missouri is one of only two state universities in Missouri with access to 12 Bloomberg terminals.

**Placement** A career in international business will give students practical skills and many professional choices. International Business majors pursue careers in international banking, international trade and relations, with multinational corporations and/or public sector and government organizations.

**To Learn More** For more information, contact the Department of Economics, Finance, and Marketing, UCM, Warrensburg, MO 64093 at 660-543-4246. The department's web address is [www.ucmo.edu/efm](http://www.ucmo.edu/efm).

For admission information, call 877-SAY-UCMO (877-729-8266). Central Missouri's home page address is [www.ucmo.edu](http://www.ucmo.edu)

## FOUR-YEAR PLAN

The four-year plan for B.S.B.A. in International Business equates to 120 total credit hours.

Freshman Year – Fall Semester		Freshman-Year – Spring Semester		Hrs.
CIS 16003 Business Information Management*		COMM 1000 Public Speaking or		
ECON 1030 Principles of Macroeconomics*		COMM 1050 Fundamentals of Oral Communication		3
ENGL 1020 Composition I		ECON 1011 Principles of Microeconomics*		3
MATH 1131 College Algebra*		ENGL 1030 Composition II or CTE 3060 Technical		3
General Education		Writing		6
<b>Semester Total</b>		General Education		15
		<b>Semester Total</b>		<b>Hrs.</b>
Sophomore Year – Fall Semester		Sophomore Year – Spring Semester		Hrs.
ACCT 2101 Principles of Financial Accounting*	3	ACCT 2102 Principles of Managerial Accounting*		3
BLAW 2720 Legal Environment of Business*	3	FIN 2801 Business Statistics I*		3
General Education	6	General Education		7
Foreign Language	3	Foreign Language		3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>		<b>16</b>
		<b>Note: Complete all B.S.B.A. admission requirements.*</b>		
Junior Year – Fall Semester		Junior Year – Spring Semester		Hrs.
ECON 3010 Intermediate Macroeconomics	3	Foreign Language or Free Choice Electives		3
FIN 3801 Business Statistics II	3	CIS 3630 Management Information Systems		3
FIN 3850 Principles of Finance	3	MGT 3325 Business Communications		3
MGT 3315 Management of Organizations	3	MGT 3360 Production/Operations Management		3
Foreign Language	3	MKT 3405 Marketing Policy		3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>		<b>15</b>
Senior Year – Fall Semester		Senior Year – Spring Semester		Hrs.
Study Abroad	6	IB Major Electives		3
ECON 4010 International Economics	3	Free Choice Electives		1
IB Major Electives	3	MGT 3345 International Management		1
General Education or Free Choice Electives	3	MKT 4460 International Marketing		3
<b>Semester Total</b>	<b>15</b>	FIN 4820 International Finance		3
		MGT 4357 Organizational Policy & Strategy***		3
		<b>Semester Total</b>		<b>14</b>

### International Business Major, B.S.B.A. Degree – 120 Hours

- \*Students in this major must complete eight preadmission courses with a grade of C or higher and must obtain a 2.25 cumulative GPA, and a 2.25 in these specific courses, for admission to the degree program. These courses are recommended for completion during the freshman and sophomore years. These courses are indicated with an (\*).
- \*\*BADM 1400 is a free choice elective and is highly recommended for academic success. If BADM 1400 is chosen, 1 less hour of IB Major Electives will be needed.
- \*\*\*Competency 10 course.
- To satisfy the General Education Assessment Policy students must take the GEA exam before or during the semester in which a total of 45 credit hours will be earned. The minimum score of 425 must be achieved by the semester in which 75 credit hours will be earned. Go to UCM Testing Services (Humphreys 216, 660-543-4919) in MyCentral for more information.



**Date:** March 26-27, 2015  
**From:** Dr. Charles Ambrose, President

**Prepared by:** Dr. Roger Best, Dean of the Harmon College of Business and Professional Studies  
Dr. Jose Mercado, Chair of the Department of Economics, Finance, and Marketing

**Presented by:** Dr. Deborah Curtis, Provost-Chief Learning Officer  
**Presented at:** Academic Affairs Committee/Plenary Session

**Subject:** Bachelor of Science in Business Administration degree in International Business

**Disposition:** Action

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**Objective:** To obtain Board approval for a new Bachelor of Science in Business Administration degree in International Business. This program will be housed in the Department of Economics, Finance, and Marketing, within the Harmon College of Business and Professional Studies.

**Background of Issue:** We have seen a rise in the number of UCM students developing individualized major programs and essentially creating an internationally focused business degree. This demand for the BSBA in International Business is evident as we have created individualized studies major proposals, in international business, for several students during the previous semesters, and scheduled several campus visits by High School seniors interested in pursuing an international business program. This International Business program will be an excellent complement to the other BSBA programs offered by the Harmon College of Business and Professional Studies (HCBPS), as demonstrated by the number of courses used from the other BSBA programs.

UCM's mission articulates four Reasons to Believe, and one of the reasons is Worldly Perspective: 'UCM prepares students to work in a world that continues to become more globalized by offering study abroad opportunities'. This new program in International Business will support UCM's mission by including an international experience requirement to be satisfied by study abroad, study tour, or international internship experience.

According to several academic sources, there is a very positive outlook for a degree in international business, as corporations pursue overseas operations or closer relationships with foreign partners. Students with an international business degree will be able to pursue careers in fields like international trade, foreign exchange, international management, and global business with multinational companies, international companies or public sector organizations.

**Funding Source:** No additional funding is requested for the proposed B.S.B.A. in International Business, since the personnel and materials required for the curriculum already exist on campus. No additional positions are requested.

**Supporting Reasons and Timing for the Recommendation:** According to the 2014 Job Outlook prepared by the National Association of Colleges and Employers (NACE), of employers that reported that they would hire business degree graduates, 18 percent will hire international business majors.

Also, the most recent NACE salary survey shows that the numbers of new graduate entrants in the International Business field vary from 700 in the manufacturing sector, to 1,500 in the Federal, State, and Local Government sector. Also the average salary for new International Business graduates varies from \$43,200 in the Administrative and Support and Waste Management and Remediation Services sector, to \$56,200 in the Professional, Scientific, and Technical Services sector.

This information is particularly helpful in examining the employer types that hire the most new graduates of an international business major.

**Potential Concerns Arising from the Recommendation and Steps Needed to Address Them:** None.

**Management Recommendation:** Management recommends that the Board of Governors approve the establishment of a Bachelor of Science in Business Administration degree in International Business, pending approval of Missouri CBHE.