

**Form NP**

**NEW PROGRAM PROPOSAL FORM**

**Sponsoring Institution(s):** Lindenwood University

**Program Title:** International Business

**Degree/Certificate:** Bachelor of Science

**CIP Classification:** ) 52.1101

**Implementation Date:** August 2007

**Expected Date of First Graduation:** Spring 2013

**AUTHORIZATION**

Jann Weitzel/ VP for Academic Affairs

Name/Title of Institutional Officer

Signature

Date

Provost

1/31/12

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Person to Contact for More Information    Telephone

## Form PG

### PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Lindenwood University School of Business and Entrepreneurship

Program Name: Bachelor of Science in International Business

Date: January 31, 2012

#### Student Preparation

- There are no special student admission procedures beyond the standard admission requirements for a BA International Business student as stated on pages 8 & 9 in the 2012/2013 Lindenwood Undergraduate Catalog.
- There may be a preference for the BS degree by international students as the BS seems to be a more valued degree than the BA in some countries.

#### Faculty Characteristics

- There are no special faculty characteristics beyond the requirements for the BA faculty as stated by ACBSP criteria. At least 80% of credit hours will be taught by academically qualified or professionally qualified faculty. At least 40% of credit hours will be taught by terminally degreed faculty.
- Students will be required to take an additional (third) science course.

#### Enrollment Projections

- It is estimated that 50% of International Business majors will be enrolled in the BS degree program by 2017. As of 2012 there are 111 International Business students with the near term projection of growth to be flat. Thus, 55 students are expected to be enrolled in the BS in IB program.
- It is estimated that 90% of students enrolled in the BS in International Business will be full time students.

#### Student and Program Outcomes

- The Outcomes will be evaluated by procedures that are now being put in place in SB&E.
  1. Learning Outcomes for the BS in International Business are defined as:
    - A. Produce effective written communication in business area.

- B. Demonstrate effective oral communication in business area.
  - C. Recommend strategy utilizing thinking skills in business area.
  - D. Demonstrate the ability to make appropriate business decisions in a global business setting.
  - E. Demonstrate the ability to function in different cultural settings.
2. Evaluating tools, such as embedded test or essay questions, will be used to measure student results against desired Outcomes.
  3. Feedback from the Outcomes evaluations will be used to improve the program.
- Student performance will be measured by a national business major assessment test.

#### Program Accreditation

- The BS in International Business will request the ACBSP accreditation held by SB&E after two years of existence and producing graduates per ACBSP requirements.
- The BS in International Business program is aligned with ACBSP Standards and Criteria dated April, 2011.

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#### PROGRAM STRUCTURE

A. Total credits required for graduation: 128

B. Residency requirements, if any: NONE

C. General education: Total credits: 51

Courses (specific courses OR distribution area and credits):

ENG 15000 3 cr. ENG 17000 3 cr. Communication 3 cr.

Literature 6 cr. Philosophy or Religion 3 cr.

Fine Arts 3 cr. HIS 10000 3 cr. ECON 23020 3 cr.

Social Science 3 cr. MTH 13100 3 cr. MTH 14100 3 cr.

Natural Science 10 cr. American History or Government 3 cr.

LUL 10100 2 cr.

D1. Core Business requirements: Total credits: 39

MGMT 16022 3 cr. ACCT 21010 3 cr. ACCT 21011 3 cr.  
ECON 23030 3 cr. MIS 24000 3 cr. MGMT 26032 3 cr.  
MGMT 26061 3 cr. FIN 32000 3 cr. MRKT 35010 3 cr.  
MGMT 36033 3 cr. INTL 38000 3 cr. MGMT 46082\* 3 cr.  
Human Resource Management selection (HRM 36500, HRM 36510, or  
HRM 36540) 3 cr.

\*Note: MGMT 46082 is the Capstone for all Business degrees.

D<sub>2</sub>. Major requirements: Total credits: 18

INTL 48010 3 cr. INTL 48020 3 cr. INTL 48032 3 cr.  
INTL 48070 3 cr. PS 35000 3 cr. INTL 48085\* 3 cr.

\*Note: INTL 48085 is the Capstone for all International Business degrees.

D<sub>3</sub> International Business Elective Courses: Total credits: 9

Selection of (INTL 38090, INTL 48040, INTL 48060, INTL 48095, or  
PS 30000) 9 cr.

E. Free elective credits: 11 (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience: \*Refer to Capstone courses noted above.

G. Any unique features such as interdepartmental cooperation: NONE.

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### STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	50	50	50	50	50

Part Time	5	5	5	5	5
Total	55	55	55	55	55