

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Maryville University

Program Title: International Business

Degree/Certificate: BS Degree

Options: _____

Delivery Site(s): Maryville University St Louis Missouri

CIP Classification: 52.1101 (Please provide a CIP code)

Implementation Date: 9/1/2008

Cooperative Partners: none

Expected Date of First Graduation: May 2009

AUTHORIZATION

Dr. Mary Ellen Finch – VP Academic Affairs June 8, 2011

Name/Title of Institutional Officer	Signature	Date
<u>Dr Pam Horwitz</u>	<u>Dean, Simon School of Business</u>	<u>314-529-9572</u>

Person to Contact for More Information

Telephone

Missouri Department of Higher Education Proposal for New Program:

Maryville University – International Business (Bachelor of Science)

1. New Program Proposal Form: See Form NP – attached
2. Need:
 - A. Student Demand:
 - i. Estimated enrollment each year for the first five years for full-time and part-time students (See Form SE – attached.)
 - ii. Will enrollment be capped in the future? No
 - B. Market Demand:
 - i. National, state, regional, or local assessment of labor need for citizens with these skills. International Business is a multibillion dollar business with many different opportunities. The students graduating from Maryville's program will not only have specific knowledge and skills related to International business but will also have and extremely strong business skills foundation that can be applied to other industries.
 - C. Societal Need: General needs which are not directly related to employment. Global awareness and understanding is critical in today's complex world. Appreciation of other cultural, speaking a second language, and experiencing other countries life style through study abroad experiences provides a strong foundation for informed citizenry.
 - D. Methodology used to determine "B" and "C" above. Review of literature and lengthy discussion with leaders in the industry. Maryville has both international students and faculty. Plus Maryville partners with the World Trade Center and the World Affairs Council on many activates and Events. These experts provide vital understanding of the needs of the international business community.
3. Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools? Numerous other Universities have International Business Programs. However, International Business is a foundation area of study similar to Accounting, Marketing or Management and the course offerings can be easily tailored to meet the needs of those students who want to focus on working with multinational and global organizations. In addition, Maryville has strong industry relationships which result in numerous relevant volunteer and internship experiences.
Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL. No
4. Program Structure: Please complete Form PS. Form PC attached
 - A. Total credits required for graduation
 - B. Residency requirements, if any
 - C. Courses and credits required for general education
 - D. Courses and credits required for the major
 - E. Number of free elective credits remaining (Sum of C, D, and E should equal A)
 - F. Requirements for thesis, internship, or other capstone experiences
 - G. Any unique features, for example, interdepartmental cooperation

5. Financial Projections (for public institutions only): Please complete Form FP. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate form for each institution. Private Institution – not applicable.

6. Program Characteristics and Performance Goals: See the recommended format and issues to be addressed (Form PG). For collaborative programs, responsibility for program evaluation and assessment rests with the institution(s) granting the degree(s). Form PG is attached.

7. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program. In addition to regional accreditation by the Higher Learning Commission, the School of Business is accredited by ACBSP – Accrediting Council of Business Schools and Programs.

8. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program. Maryville University is located in St. Louis, a major metropolitan area with many organizations engaged in international business. Maryville Center Housing 50 plus organizations that operate in the international marketplace. St Louis and the State of Missouri are working to increase the number of global companies doing business in the area and there is a growing need for a workforce that is knowledgeable and skilled in the needs of international businesses.

9. Any Other Relevant Information:

Form SE

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	3	5	8	15	20
Part Time	2	4	5	10	10
Total	5	9	13	25	30

Form PS

PROGRAM STRUCTURE

- A. Total credits required for graduation:** 128
- B. Residency requirements, if any:** One half of major and a minimum of last 30 hours at Maryville.
- C. General education: Total credits:** 48

Courses (specific courses OR distribution area and credits):

<u>English Composition</u>	6 cr	cr	cr
<u>College Algebra</u>	3 cr	cr	cr
<u>Humanities/Literature/Language/Philosophy/Fine Arts</u>	15 cr.		cr
<u>Math and Science</u>	9 cr	cr	cr
<u>Social Sciences</u>	9 cr		
<u>General Education Electives</u>	6 cr	cr	cr

D. Major requirements: Total Credits: 60 credits

<u>Computer Applications</u>	3 cr	<u>Business Communications</u>	3 cr	<u>Financial Accounting</u>	3 cr
<u>Managerial Accounting</u>	3 cr	<u>Macroeconomics</u>	3 cr	<u>Microeconomics</u>	3 cr
<u>Elementary Statistics</u>	3 cr	<u>Business Law</u>	3 cr	<u>Principles of Management</u>	3 cr
<u>Principles of Marketing</u>	3 cr	<u>Principles of Finance</u>	3 cr	<u>Operations Management</u>	3 cr
<u>International Business</u>	3 cr	<u>Global Marketing</u>	3 cr	<u>International Economics</u>	3 cr
<u>Global HR Management</u>	3 cr	<u>Global Issues</u>	3 cr	<u>International Electives</u>	6 cr
<u>Study Abroad</u>	3 cr				

- E. Free elective credits:** 20 Sum of C, D and E should equal A).
- F. Requirements for thesis, internship or other capstone experience:** Major requires Capstone Course, Language Competency and Study Abroad Experience
- G. Any unique features such as interdepartmental cooperation:** Works closely with Intercultural studies program in the College of Arts and Sciences.

Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS	
Institution Name	Maryville University
Program Name	International Business
Date	August 2009

(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.)

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.

As with all School of Business programs, admission to the University will allow admission to the International Business Major.

International students must have a TOFL of 525 to take courses in the Business School

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

Not applicable

Faculty Characteristics

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

Faculty must have a PhD in International Business or related Business Discipline, or must be professionally qualified with a Master's degree in Business and strong professional experience in the area of instruction.

- 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.

Full time faculty will instruct 80% of the program credit hours.

- Expectations for professional activities, special student contact, teaching/learning innovation.

Faculty are expected to serve as student advisers, engage in ongoing professional development and scholarly activities related to the program.

Enrollment Projections

- Student FTE majoring in program by the end of five years.
35 FTE majors at the end of five years
- Percent of full time and part time enrollment by the end of five years.
60 % full time enrollment and 40% part time enrollment..

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
4 graduates after 3 years. 10 graduates after 5 years.
- Special skills specific to the program.
Strong Business Skills specifically applied to the area of International Business Management.
- 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 - Program does not have national normed test.
- Placement rates in related fields, in other fields, unemployed.
75 % in field, 20 % other field, 5 unemployed 6 months after graduation.
- Transfer rates, continuous study.
Transfer rate – 5% Continue to Graduate Study - 10 %

Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.
School of Business is fully accredited by ACBSP – Accreditation Council for Business Schools and Programs.

Alumni and Employer Survey

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

Alumni are surveyed annually by the University and every 3 years by the School of Business. Most recent survey in fall 2010 indicated a high level of satisfaction with the program. The survey is conducted electronically with all alumni with current email addresses. The fall 2010 survey contacted 2500 alumni of the School of Business and had 295 responses for a 12% response rate.

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

All students complete a an internship or volunteer activities. Each event and internship results in written feedback from the employer. The satisfaction rates with student performance and skills have been extremely high.

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