

APPROVAL PAGE

for: International Business Economics
(Program Title)

The WSU Library has adequate information resources to support this proposal.

Currently, the WSU Library does not have adequate information resources to support this program. However, if this proposal is approved, a Library bibliographer will work closely with departmental faculty to acquire the information resources needed. Funding for the new resources will come from the Library's budget.

Ed Han 10/8/2014 WSU Librarian/Date (Must be signed by the Library)

Approval Sequence:

Doris Rice Ferguson 10/8/14
Department Chair/Date (& BIS Director if applicable)

[Signature] 10/13/14
College Curriculum Committee/Date

Program Director or ATE Director (if applicable)/Date

J Y J 10/13/14

Dean of College/Date

Programs leading to secondary undergraduate teacher certification must be approved by the University Council on Teacher Education before being submitted to the Curriculum Committee.

University Council on Teacher Education/Date

Master's programs must be reviewed by the University Graduate Council before being submitted to the Curriculum Committee.

I have read the proposal and discussed it with the program director.

University Graduate Council Representative/Date

University Curriculum Committee/Date

Passed by Faculty Senate _____

Effective Semester _____

NEW
PROGRAM PROPOSAL
WEBER STATE UNIVERSITY

Submission Date: 10/102014

College: Goddard School of Business and Economics

Department: Economics

Program Title: International Business Economics (BS Degree)

1. Complete Program Description

Major Course Requirements for BS Degree

This program of study requires students to complete a study abroad experience (at least one semester of study at an accredited university outside of the United States or participation in a minimum of 6 credits of study abroad courses).

John B. Goddard School of Business & Economics Requirements

Liberal Support Curriculum (25 or 26)

- **Completion of the Foreign Language Requirement as defined for the Bachelor of Arts Degree.**

Business Foundations Curriculum (13 credit hours)

- ACTG 2010 - Survey of Accounting I **Credits: (3)**
- ECON 2010 SS - Principles of Microeconomics **Credits: (3)**
- ECON 2020 SS - Principles of Macroeconomics **Credits: (3)**
- QUAN 2600 - Business Statistics I **Credits: (3)**
- IST 2010 TE - Business Computer Skills **Credits: (1) ***
- BSAD 2899 Business Foundations and Admission Assessment **(0)**

Note:

** IST TE2010 and an Information Literacy course will satisfy the WSU computer and information literacy (CIL) requirement. Information Literacy courses include: BSAD 2704 (strongly suggested for GSBE majors) or NTM 1504 or LIBS 1704.*

Business Cross-Functional Core (16)

Cross-Functional Core Curriculum (16 credit hours)

- QUAN 2400 – Business Calculus **Credits: (3)**
 - QUAN 3610 – Business Statistics II **Credits: (3)**
 - BSAD 3200 – Legal Environment of Business **Credits: (3)**
 - BSAD 3330 – Business Ethics & Environmental Responsibility **Credits: (3)**
 - BSAD 4620 – Executive Lectures **Credits: (1)**
 - BSAD 4780 – Strategic Management **Credits: (3)**
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Note: The International Requirement is covered by the International Electives.

Functional Core Curriculum (15 credit hours)

- ACTG 2020 - Survey of Accounting II **Credits: (3)**
- FIN 3200 - Financial Management **Credits: (3)**
- MGMT 3010 - Organizational Behavior and Management **Credits: (3)**
- SCM 3050 - Operations and Logistics Management **Credits: (3)**
- MKTG 3010 - Marketing Concepts and Practices **Credits: (3)**

Business Courses Required (15-16 credit hours)

- ECON 4010 - Intermediate Microeconomic Theory OR ECON 3030 Managerial Economics **Credits: (3)**
- ECON 4020 - Intermediate Macroeconomic Theory OR ECON 3200 Money and Banking OR ECON 3120 International Finance and Monetary Systems **Credits: (3)**

- ECON 4980 - Research Methods (ECON 4970 Credits: (1) is a pre-requisite) OR ECON 4860 Economics Internship Credits: (3)
- IST 3110 - Information Technology for Business OR IST 4850 Information Systems & Technology Study Abroad Credits: (3)

Economics Elective Courses (6 credit hours)

Select from the following

- ECON 3090 - History of Economic Thought Credits: (3)
- ECON 3110 – International Trade Credits: (3) (if not chosen as an international elective)
- ECON 3120 – International Finance and Monetary Arrangements: Credits (3) (if not chosen as a required business course or international elective)
- ECON 4170 – Economic Development: Credits (3) (if not chosen as an international elective)
- ECON 3200 - Money and Banking Credits: (3) (if not chosen as a required business course)
- ECON 3400 - Labor Economics Credits: (3)
- ECON 4320 - Industrial Organization Credits: (3)
- ECON 4520 - Public Finance Credits: (3)
- ECON 4550 - Introduction to Econometrics Credits: (3)
- ECON 4560 - Mathematical Economics Credits: (3)
- ECON 4800 - Independent Research Credits: (1-3)
- ECON 4810 - Experimental Courses Credits: (1-3)
- ECON 4920 - Short Courses, Workshops, Institutes, and Special Programs Credits: (1-3)

International Elective Courses (6 credit hours)

- ACTG 5140 - Accounting for Global and Complex Entities Credits: (3) additional pre-requisites apply
- ECON 3110 - International Trade (if not chosen as an economics elective) Credits: (3)
- ECON 3120 - International Finance and Monetary Systems OR ECON 3150 Business Studies Abroad – International Finance Credits: (3) (if not chosen as a required business courses or economics elective)
- ECON 4170 - Economic Development Credits: (3) (if not chosen as an economics elective)
- IST 3710 - Global Issues in Information Technology Credits: (3)

- MGMT 3400 - International Business OR BSAD 4850 Business Administration Study Abroad OR MGMT 3450 Business Studies Abroad – International Management **Credits: (3)**
- MKTG 3600 - International Marketing OR MKTG 3700 Business Studies Abroad – International Marketing **Credits: (3)**
- SCM 4400 - Global Supply Chain Management **Credits: (3)** additional pre-requisites apply
- ECON 4850 – Economics Study Abroad **Credits: (3)**
- FIN 4850 - Finance Study Abroad **Credits: (3)**
- MGMT 4850 – Management Study Abroad **Credits: (3)**
- (MKTG 4850 – Marketing Study Abroad **Credits: (3)**
- ACTG 4850 – Accounting Study Abroad **Credits: (3)**
- SCM 4850 – Supply Chain Management Study Abroad **Credits: (3)**
- IST 4850 – Information Systems & Technology Study Abroad (if not chosen as a required business class) **Credits: (3)**

2. Purpose of Degree

The Association of American Colleges & Universities (AAC&U) identifies 10 high-impact educational practices that foster deep learning (Kuh, 2008). The hallmark of all current economics major programs is the focus on two of these practices, undergraduate research and capstone experience courses. Currently, all economics major programs require students to complete an undergraduate thesis as part of the capstone experience course ECON 4980. In undergoing the 5-year Board of Regents economics program review in 2013, the external review team recommended that the economics department consider making available different paths through the curriculum to accommodate the needs of students who desire a more professional preparation in economics versus a more academic preparation. On the college level, knowledge of global viewpoints is identified as a learning outcome and the strategic plan of the Goddard School identifies internationalization as an important initiative that has led to the creation of a number of Study Abroad courses (courses in all emphasis areas numbered 4850) and increased offerings of study abroad opportunities for undergraduate students. The Goddard School accrediting body AACSB has long recognized internationalizing business education as an important area of interest, in detail outlined in the 2011 report Globalization of Management Education: Changing International Structures, Adaptive Strategies, and the Impact of Institutions. This report explicitly states that “curricular efforts should be the primary area of emphasis for business schools that seek to globalize”.

In proposing the new International Business and Economic program the department seeks to maintain its focus on high-impact educational practices while at the same time providing a more professional focus and support in the Goddard School goal of internationalization. Specifically, the department introduces options for students to count study abroad experiences as part of their required course work and allows a capstone experience option that is a professional internship. The AAC&U identifies both study abroad opportunities and internships as high-impact educational practices.

AACSB highlights the importance of curricular changes to foster globalization. In addition, students in the International Business Economics program will be able to take upper-level courses with a high percentage of students from China and Korea. This will provide opportunities for cultural interactions on the Ogden campus.

In short, the proposed program maintains the departmental focus on educational excellence by incorporating a number of high-impact practices, follows program review recommendations and links to important college learning outcomes and strategic initiatives.

AACSB, Globalization of Management Education – Changing International Structures, Adaptive Strategies, and the Impact on Institutions, Report of the AACSB International Globalization of Management Education Task Force, 2011.

Kuh, George D. 2008. High-Impact Educational Practices: What They Are, Who Has Access to Them, and Why They Matter, AAC&U. <http://www.aacu.org/leap/hip.cfm>.

3. Institutional Readiness

Recent changes in the administrative structure of the Goddard School provide support for the proposed program. The Dean of the Goddard School brings a rich experience in international programs to Weber State. Both the dean and the associate dean work consistently in support of internationalization. This has resulted in an increased number of international partnerships and cooperation agreements for the Goddard School (list at the end of this section) as well as new 2+2 programs. During the past 2 – 3 years, a number of new study abroad opportunities have been created. One of the college advisers works closely with the dean's office in advertising those opportunities and in recruiting students. Currently, there have been no curriculum changes in the form of program changes that provide students the opportunity to systematically use study abroad experiences as part of their program. Current arrangements that allow students to use their study abroad experiences tend to be ad hoc. The proposed program uses these existing changes in the administrative structure of the college to provide students with an avenue to use study abroad options towards a specific degree. With regards to the Goddard School partner universities, students have the option of taking specific courses that are articulated to fulfill Goddard School requirements.

In addition, the university has recently created a new position for a Dean of International Programs. This position is currently occupied by a former economics faculty. The department has experience linking to the university administrative structures in support of international programs through study abroad courses (cooperation with CE) and through administration of the 2+2 program in international economics.

The department suggests exploring a change in administrative structures that allows International Economics 2+2 students (international transfer students) the option of completing their degree in the new International Business Economics degree at an unchanged tuition rate. A number of international transfer students already choose electives in areas such as finance and accounting in preparation for graduate studies in these fields. Those students might prefer an economics degree program that caters to their international experiences as well as to their professional goals.

Belgium -- Catholic University Louvain
China -- Shanghai Normal University

Southwestern University
France -- University of Caen
Vichy University
Kedge Business School
EBS
Germany -- Hochschule Bremen
Hochschule Hof
Korea -- Woongji Accounting and Tax College
SookMyung Women's University
University of Seoul
Spain -- University of Valencia
UK -- University of Hertfordshire

In Process

Austria – IMC Fachhochschule Krems
Chile – Universidad Mayor
Peru – Universidad De Piura
Poland – University of Warsaw
Turkey – Pamukkale University

4. Faculty

All courses in the program, with exception of the new course ECON 4860 Economics Internships and the optional ECON 3030 Managerial Economics, are already offered by the Goddard School. Except for allowing the study abroad substitutions and the language requirement, the program is structured almost exactly like the Business Economics program. With the additional hiring that the economics department will conduct this academic year, the one additional upper-level course can be taught by existing full-time faculty (after the current hiring cycle). Offerings of current undergraduate (for example in the general education area) and graduate courses in support of the MBA program will be maintained and expanded as planned. Since all full-time economics faculty meet the accreditation requirements with respect to faculty qualifications, the economics department (after the next hiring cycle) will not be constrained in deploying faculty and in hiring qualified adjuncts if needed.

5. Staff

Current staff in the economics department consists of one secretary on an 11-month contract and a number of student hourlies who work as graders/tutors and lab aides. Given the projected small increase in the number of majors (based on current enrollment in emphasis areas other than International Economics) no additional staff will be needed in the economics department. On the college level, the advising office will be able to handle the additional students and is trained in recruiting for the study abroad courses already. One area where additional staff support might be needed is in the area of career services for students with an international background.

6. Library and Information Resources

Given that no new courses are offered, the library resources to support the program will be adequate.

7. Admission Requirements

The admission requirements for students are identical to those for students in all business programs. Students complete the business foundations courses and enroll in BSAD 2899. Students gain formal admission to the Goddard school by meeting the GPA requirement for the business foundation courses, the overall GPA requirement, and by completing the course requirements for BSAD 2899.

8. Student Advisement

The bulk of all student advisement within the Goddard School is conducted by two full-time college advisers, one of whom is specifically trained in study abroad advising and recruiting. The proposed program has been discussed and coordinated with the college adviser. Given that the structure of the new program is very similar to the Business Economics program and the college advisers already work with the study abroad options, student advising adjustments should be minor. In addition, the chair of the economics department regularly meets with economics majors who have more individual concerns in order to help them structure their course of study and discuss options.

9. Justification for Graduation Standards and Number of Credits

Students need to meet the graduation standards of the Goddard School as outlined in the most recent catalog. The proposed program has a total number of 112 – 113 credit hours with 7 – 8 open elective credits. The total number of credit hours for the new International Business Economics program is higher than for the Business Economics program because of the language requirement.

10. External Review and Accreditation

No external consultants were used in the design of this program. Since the proposed program will be offered by the Goddard School, AACSB accreditation requirements will have to be met with respect to assessment and faculty qualifications.

11. Projected Enrollment

Year	Student Headcount	# of Faculty	Student-to-Faculty Ratio	Accreditation Req'd Ratio
1	3	One additional faculty after the current hiring cycle.		n/a
2	5			
3	7			
4	10			
5	10		15.5	

The current student-faculty ratio counted as number of graduates (40) per full-time faculty (11) is

3.6. This ratio will increase to about 4 with the new program. If all declared majors are counted, the student faculty ratio is currently $176/11 = 16$. After the current hiring cycle, the number of faculty will increase to 12 and the projected increase in majors will result in a lower student-faculty ratio of $186/12 = 15.5$.

12. Expansion of Existing Program

The proposed program is a combination of the existing Business Economics program and the International Economics program with an explicit emphasis on study abroad opportunities and a language requirement. It is expected that to some extent students in those two programs will choose the International Business Economics major and that a small number of new students will be attracted to the economics major. Since the economics department has substantially increased the number of graduates and students enrolled in upper-level economics courses, the goal is not so much to increase major numbers, but to offer students an opportunity to complete a degree in International Business Economics in an environment that is already very international because of the strong presence of Chinese and Korean 2+2 program students.

Need

13. Program Need

Upon enrollment at Weber State, each year a number of students self-identify as International Business “majors” by choosing the International Business and Economics certificate as their major choice (a total of 26 students is currently declared in the International Certificate). Since students at this stage do not recognize the difference between an institutional certificate and a major program, this ‘declaration mistake’ indicates strong student interest in an international business economics degree program. This interest is fueled by a student body with substantial second language skills and exposure to other countries through missionary work. Those students, up to now, could signal their interest in international business by adding course work in the international certificate (administered by the department of economics), but not through a major program. The existing international economics degree is a social science degree that does not require business courses. Essentially the proposed degree program will provide students with an option that they think exists already at Weber State.

The proposed program is the first degree program in the Goddard School with a focus on international subject matter. Virtually any accredited business school has at least one learning objective that includes global perspective.

14. Labor Market Demand

Career placement for majors from the Goddard School has been strong. Placement of qualified students (good GPA, some work experience) has been at 100%. Since the proposed program is a variation of the Business Economics program, majors will be similarly marketable.

15. Student Demand

As described in the program need section, each year a number of students (26 in the current year) self-identify as International Business “majors” by choosing the International Business and Economics certificate as their major choice. Since students at this stage do not recognize the difference between an institutional certificate and a major program, this ‘declaration mistake’ indicates strong student interest in an international business economics degree program. This interest is fueled by a

student body with substantial second language skills and exposure to other countries through missionary work. Those students, up to now, could signal their interest in international business by adding course work in the international certificate (administered by the department of economics), but not through a major program. The existing international economics degree is a social science degree that does not require business courses. Essentially the proposed degree program will provide students with an option that they think exists already at Weber State.

16. Similar Programs

University	Program similar to International Business Economics
University of Utah	None (Eccles School and Department of Economics) – all degree programs require two courses in Global Perspectives.
Utah State University	<u>Economics Major International Economics and Trade Emphasis</u> (no study abroad or language component)
Dixie State College	None
SUU	<u>Certificate in International Business</u> (no degree option)
UVU	<u>Business Management – International Business Emphasis, BS.</u> , (12 credits required in international subject matter, no language or study abroad component).

None of the other public universities with 4-year programs offer an International Business Economics Degree that is structured in a similar way as the proposed program. Specifically none of the other programs explicitly require the high-impact learning components of study abroad and internships or undergraduate research.

17. Collaboration with and Impact on Other USHE Institutions

No impact on other USHE institutions is predicted. The proposed program provides a global study option for Weber State students who are interested in international business.

18. Benefits

Weber State University will benefit by a more deliberate use of existing administrative structures. The proposed program ties to university and college initiatives that can now be used by students in a

systematic way for a specific degree.

19. Consistency with Institutional Mission

The program focus on high-impact learning practices links directly to the WSU core theme of Learning and its mission to provide excellent educational experiences through extensive personal contact among faculty, staff and students in and out of the classroom. Both study abroad and capstone experience courses (internship or research methods) cannot be completed without close collaboration among all those groups.

Program and Student Assessment

20. Program Assessment

The program goals are aligned with department of economics learning outcomes and Goddard School learning outcomes. At both levels ‘understanding of global viewpoints’ is an explicit learning outcome. This outcome is currently assessed at the department level as part of the Test of Understanding College Economics (TUCE), which contains micro- and macro-economic questions with regard to international subject matter. Apart from administering the TUCE, departmental assessment efforts are focused on the capstone experience course ECON 4890 Research Methods. Since the proposed program contains the option of an internship class as the capstone experience, students in that class will receive similar mentoring with respect to their research paper and will be evaluated with a rubric for their written work. Instead of a research presentation, the students in the capstone internship class will de-brief with the instructor. As part of this formal de-briefing, students will have to orally present their experience and link to academic subjects.

21. Expected Standards of Performance

With respect to the TUCE, students are expected to outperform the national post-test average by a substantial margin (the national average is around 45% - senior students are expected to perform at 70% proficiency. With respect to the rubric for the written and oral capstone course requirements, students are expected to perform at a level of 80% or above.

Program Curriculum

22. All Program Courses

List all courses, including new courses, to be offered in the proposed program by prefix, number, title, and credit hours.

Course Prefix & Number	Title	Credit Hours
Course		
ACTG 2010	Survey of Accounting I	3

ECON 2010 SS	Principles of Microeconomics	3
ECON 2020 SS	Principles of Macroeconomics	3
QUAN 2600	Business Statistics I	3
IST 2010 TE	Business Computer Skills	1
BSAD 2899	Business Foundations and Admission Assessment	0
QUAN 2400	Business Calculus	3
QUAN 3610	Business Statistics II	3
BSAD 3200	Legal Environment of Business	3
BSAD 3330	BSAD 3330 – Business Ethics & Environmental Responsibility	3
BSAD 4620	Executive Lectures	1
BSAD 4780	Strategic Management	3
ACTG 2020	Survey of Accounting II	3
FIN 3200	Financial Management	3
MGMT 3010	Organizational Behavior and Management	3
SCM 3050	Operations and Logistics Management	3
MKTG 3010	Marketing Concepts and Practices	3
ECON 4010	Intermediate Microeconomic Theory	3
ECON 4020	Intermediate Macroeconomic Theory	3
ECON 4860	Economics Internship	3
IST 3110	Information Technology for Business	3
ECON 3110	International Trade	3
	Sub-Total	59
Elective Courses		
ECON 4970	Introduction to Research Methods	1

ECON 4980	Research Methods	3
ECON 3030	Managerial Economics	3
ECON 3090	History of Economic Thought	3
ECON 3120	International Finance and Monetary Arrangements	3
ECON 3200	Money and Banking	3
ECON 3400	Labor Economics	3
ECON 4170	Economic Development	3
ECON 4320	Industrial Economics	3
ECON 4520	Public Finance	3
ECON 4550	Introduction to Econometrics	3
ECON 4560	Mathematical Economics	3
ECON 4800	Independent Study	1 - 3
ECON 4810	Experimental Courses	1 - 3
ECON 4920	Short Courses, Workshops, Institutes and Special Programs	1 - 3
ACTG 5140	Accounting for Global and Complex Entities	3
IST 3710	Global Issues in Information Technology	3
MGMT 3400	International Business	3
BSAD 4850	Business Administration Study Abroad	3
MGMT 3450	Business Studies Abroad – International Management	3
MKTG 3600	International Marketing	3
MKTG 3700	Business Studies Abroad – International Marketing	3
SCM 4400	Global Supply Chain Management	3
ECON 4850	Economics Study Abroad	3
FIN 4850	Finance Study Abroad	3
MGMT 4850	Management Study Abroad	3

MKTG 4850	Marketing Study Abroad	3
ACTG 4850	Accounting Study Abroad	3
SCM 4850	Supply Chain Management Study Abroad	3
	Sub-Total	9 - 10
Track/Options	N/A	
	Sub-Total (of all required credits taking into account the various options)	68 - 69
	Language Requirement (if not completed through another avenue to fulfill BA foreign language requirements)	12
	Total Number of Credits	80 - 81

23. New Courses to be Added in the Next Five Years

List all new courses to be developed in the next five years by prefix, number, title, and credit hours. Use the following format:

Prefix & Number	Title	Credit Hours
Course Description		

None

INFORMATION PAGE

Did this program proposal receive unanimous approval within the Department? YES If not, what are the major concerns raised by the opponents?

Explain how this program will differ from similar offerings by other departments. Also explain any effects this proposal will have on program requirements or enrollments in other departments including the Bachelor of Integrated Studies Program. In the case of similar offerings or affected programs, **you should include letters from the departments in question stating their support or opposition to the proposed program.**

Currently the Goddard School offers an international certificate that is approved through the economics department. The Goddard School will continue to offer this certificate which requires an additional 9 credit hours of course work in courses that fulfill the international requirement. Typically not more than 3 – 5 students complete this certificate per year. With the proposed program, students can now signal an interest in international subjects and placement through a degree program. Since both the certificate and the program are offered by the economics department, no other department is affected. There is currently no degree in International Business Economics or a degree that is closely related.

A Master's Degree program must have a minimum of 30 credit hours with a maximum of 36 credit hours.

A Bachelor of Arts, Bachelor of Science, Bachelor of Fine Arts, Bachelor of Music, or Bachelor of Integrated Studies must have a minimum of 120 credit hours with a program maximum of 126 hours (This is a state system-wide requirement). Exceptions for the maximum number of program hours are allowed if accreditation issues require a set number of courses within a given program, i.e. Dental Hygiene, Nursing, Radiology.

The proposed program has a total of 112 – 113 credit hours if students count all required general education courses as part of their general education requirement. 7 – 8 credits are open electives to reach the required credit hours of 120.

An Associate of Arts or an Associate of Science must have a minimum of 60 credit hours with a program maximum of 63 credit hours. An Associate of Applied Science must have a minimum of 63 credit hours with a program maximum of 69 credit hours.

Major programs that require a minor will consist of not fewer than 30 credits and not more than 48 credits in the major field. Major programs that do not require a minor shall consist of not more than 63 credits in the major field.

No minor is required.

A minor is a program of study generally selected to complement and strengthen a student's major and/or enrich the student's overall educational program. A minor consists of not fewer than 15 credits.

Courses that are used to satisfy the general education requirements can be used as part of the minimum number of hours needed for the minor requirements, unless prohibited by a particular college or department.

Indicate the number of credit hours for course work within the proposed program. (Do not include credit hours for General Education, SI, Diversity, or other courses unless those courses fulfill requirements within the proposed program.) _____ 80-81 _____

Submitting department will need to bring the original signed proposal(s) along with 22 copies to the Faculty Senate Office (MA210J), MC 1033, and an electronic copy to bstockberger@weber.edu