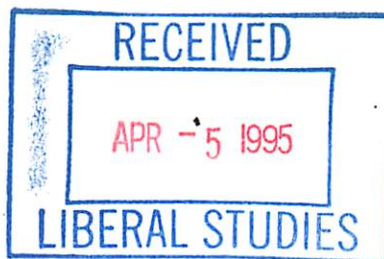


LSC Use Only
Number _____
Action _____
Date _____



UWUCC USE Only
Number 94-24
Action App 4/18/95
Date Senate App 5/2/95

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. TITLE/AUTHOR OF PROPOSAL

Course/Program Title: BS in International Business
Suggested 20 character course title: _____
Department: Department of Management
Contact Person: Dr. Abbas J. Ali or Dr. Manmohan Chaubey

ii. If a course, is it being proposed for:

- Course Approval/Revision Only
- Course Approval/Revision and Liberal Studies Approval
- Liberal Studies Approval Only (course previously approved by Senate.)

III. APPROVALS

S.W. Osl
Department Curriculum Committee

S.W. Osl
College Curriculum Committee

Manmohan Chaubey
Department Chairperson

Robert C. Comp
* College Dean

Director of Liberal Studies
(where applicable)

Provost (where applicable)

* EACH COLLEGE DEAN MUST CONSULT WITH THE PROVOST BEFORE APPROVING CURRICULUM CHANGES. APPROVAL BY COLLEGE DEAN INDICATES THE PROPOSED CHANGE IS CONSISTENT WITH LONG RANGE PLANNING DOCUMENTS, ALL REQUESTS FOR RESOURCES IN THE PROPOSAL CAN BE MET, AND THE PROPOSAL HAS THE SUPPORT OF THE UNIVERSITY ADMINISTRATION.

III. TIMETABLE

Date Submitted:
to LSC _____

Semester to be
implemented:

Date to be
published
in Catalog
Summer 1994

to UWUCC _____

Fall 1994

Part II. Description of Curriculum Change:

Bachelor of Science--International Business

1. Catalog Description

Bachelor of Science--International Business

The Bachelor of Science program in International Business offers students an opportunity to acquire a thorough understanding of managing global operations in the contemporary business environment. In addition, students develop skills in a traditional functional area. The combination of these two objectives enable students to successfully perform in today's competitive global economy.

Bachelor of Science--International Business

Liberal Studies: As outlined in the Liberal Studies section with the following specifications: 54-56
Mathematics: MA121
Humanities: PH222
Social Science: EC121, PC101, AN211/GE104/PS101
Liberal Studies electives: MA214, EC122, BE/CO/IM101
no courses with prefix of concentration area.

College: Business Administration Core 33

Required Courses:

AD321	Business and Interpersonal Communications	3sh
AG201	Principles of Accounting I	3sh
AG202	Principles of Accounting II	3sh
BL235	Introduction to Business Law	3sh
FI310	Finance I	3sh
IM300	Information Systems: Theory and Practice	3sh
MG310	Principles of Management	3sh
MG330	Production and Operations Management	3sh
MG495	Business Policy	3sh
MK320	Principles of Marketing	3sh
QB215	Business Statistics	3sh

Foreign Language Requirement

A candidate for a Bachelor of Science degree in International Business must demonstrate a conversational proficiency in a foreign language. This requirement may be met by: (a) successful completion of intermediate level in a specific foreign language; or (b) successful completion of an exemption or credit examination in lieu of the above.

A foreign student, registered as such at IUP, whose acquired native language is other than English and who demonstrates an acceptable proficiency in English, can meet the foreign requirement by successful completion of an exemption examination in the acquired native language.

Foreign Residency Requirement

A candidate for a Bachelor of Science degree in International Business must document one semester of foreign residence (minimum of three months). Normally the foreign residency requirement will be met in conjunction with a work experience, internship, or student exchange. A substitute cross-cultural experience may be permitted with the recommendation of the academic advisor. The foreign language requirement is a prerequisite to the foreign residency requirement.

Major: International Business

Required courses:	12
MG/MK350 International Business	3sh
MG454 International Competitiveness	3sh
MG459 Seminar in International Management	3sh
EC345 International Economics I	3sh
Concentration area courses (select one concentration)	12
Finance concentration	
FI320 Finance II	3sh
FI324 Principles of Investment	3sh
FI410 Financial Institutions and Markets	3sh
FI424 International Financial Management	3sh
Human Resources Management concentration	
MG300 Human Resources Management	3sh
MG400 Compensation Management	3sh
MG452 Comparative Management	3sh
MG402 Seminar in Human Resource Management	3sh
Marketing concentration	
MK321 Consumer Behavior	3sh
MK421 Marketing Research	3sh
MK420 Marketing Management	3sh
MK430 International Marketing	3sh
Free Electives:	4-6
Other Requirements	0
Total Degree Requirements:	124

2. Rationale/Justification for B.S. in International Business

The US and the World economy have undergone profound changes in the last decade. These changes dictate that managers and businesses develop and nurture skills necessary for effective operations in an ever changing global environment. Consequently, many institutions of higher education have designed and implemented curriculum in this field. IUP is the first among the State System of Higher Education to recognize this need and to offer this degree program to meet the demand for managers with a global perspective. The program is designed to prepare students to be flexible, receptive to new ideas, at ease with different cultures, and adaptive to a changing business environment.

The College of Business is in the process of acquiring American Assembly of Collegiate Schools of Business (AACSB) accreditation. The AACSB consultant who recently visited the College of Business indicated that a commitment to international business instruction should be highlighted in the mission statement of the College. Adoption of the proposed program will enhance the prospects for accreditation.

The College of Business Advisory Council also has recommended establishment of such a curriculum at IUP. The Council believes that students with skills in a traditional business area (like HRM, Finance, Marketing, etc.) with a focus on international aspects of managing are likely to succeed in today's business environment. This program of study will enable the student to realize his/her personal and professional career goals.

In today's business environment it is very difficult to differentiate between domestic and international organizations. In fact, over 70 percent of the US economy is exposed to international competition. There is an urgent need, therefore, for educating future managers in the theory and practice of international business. The new courses proposed here would be open to all business students irrespective of their majors.

Recognizing the importance of international business education in revitalizing the U.S. economy, the U.S. Department of Education has moved to upgrade international business programs at the American colleges and universities. IUP was awarded a two-year grant by the USDE to develop coursework and programs in international business.

IUP is committed to provide the best in everything we teach. The College of Business enthusiastically attempts to cultivate a truly global view of business competency as an integral part of our degree programs. Thus the College has approached the challenge of internationalizing our curriculum with the same energy that has become, in recent years, the hallmark of IUP as a public educational institution with a national reputation.

The Department of Management believes strongly that the proposed B.S. in International Business program meets the needs of the students, industry, and serves the mission of IUP.

3. Bachelor of Science--International Business

Liberal Studies: As outlined in the Liberal Studies section with the following specifications: 54-56
Mathematics: MA121
Humanities: PH222
Social Science: EC121, PC101, AN211/GE104/PS101
Liberal Studies electives: MA214, EC122, BE/CO/IM101
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College: Business Administration Core 33
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A candidate for a Bachelor of Science degree in International Business must demonstrate a conversational proficiency in a foreign language. This requirement may be met by: (a) successful completion of intermediate level in a specific foreign language; or (b) successful completion of an exemption or credit examination in lieu of the above.

A foreign student, registered as such at IUP, whose acquired native language is other than English and who demonstrates an acceptable proficiency in English, can meet the foreign requirement by successful completion of an exemption examination in the acquired native language.

Foreign Residency Requirement

A candidate for a Bachelor of Science degree in International Business must have a one semester of foreign residence. This requirement can be met with one semester of foreign residency (minimum of three months). Normally the foreign residency requirement will be met in conjunction with a work experience, internship, or student exchange. A substitute cross-cultural experience may be permitted with the recommendation of academic advisor. The foreign language requirement is a prerequisite to the foreign residency requirement.

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Marketing concentration		
MK321 Consumer Behavior	3sh	
MK421 Marketing Research	3sh	
MK420 Marketing Management	3sh	
MK430 International Marketing	3sh	
Free Electives:		4-6
Other Requirements		0
Total Degree Requirements:		124

COLLEGE OF BUSINESS
Suggested Course Sequence for International Business Majors
Typical Model--Liberal Studies Track

Freshman

Dept/No.	Course Name	Credits	Dept/No.	Course Name	Credits
EN 101	College Writing	4	HI 195	History: Modrn. Era	3
101	Intro. to AH/MU/TH	3	MA 121	Calculus for SS&Bus	4
PC 101	Gen. Psychology	3		Foreign Language 1	3
HP/FN	Health & Wellness	3	BE/CO/IM 101	Computer Literacy	3
	Nat. Sci. Lec & Lab	4		Nat.Sci.Lec.& Lab	4
Total Credits			Total Credits		
17			17		

Sophomore

AG 201	Accntg. Princ. I	3	AG 202	Accntg. Princ. II	3
EC 121	Princ. of Econ. I	3	EC 122	Princ. of Econ. II	3
MA 214	Prob. and Stats.	3	QB 215	Business Statistics	3
BL 235	Intro. to Bus. Law	3	PH 222	Ethics	3
	Foreign Language 2	3	EN 202	Research Writing	3
Total Credits			Total Credits		
15			15		

Junior

IM 300	Information System	3	MG 330	Prod & Oper Mgt	3
EC 345	Int'l Econ I	3	FI 310	Finance I	3
MG 310	Prin. of Management	3		Literature Elective	3
MK 320	Prin. of Marketing	3		Social Science	3
AD 321	Business Comm	3	MG/MK 350	Int'l Business	3
Total Credits			Total Credits		
15			15		

Senior

MG 454	Int Competitiveness	3	MG 495	Business Policy	3
	Concentration Area 1	3		Concentration Area 3	3
	Concentration Area 2	3		Concentration Area 4	3
	Free Elective	3	MG 459	Seminar in Int. Bus.	3
LS 499	Senior Synthesis	3		Free Elective	3
Total Credits.....			Total Credits		
15			15		

Minimum Credits needed124

See catalog for the Foreign Language, Foreign Residency, and Concentration are requirements.

SSHE REQUIREMENTS FOR NEW PROGRAMS

A. Program Objectives:

The US and the World economy have undergone profound changes in the last decade. These changes dictate that managers and businesses develop and nurture skills necessary for effective operations in an ever changing global environment. Over 70 percent of the US economy is impacted by international competition. There is an urgent need, therefore, for educating future managers in the theory and practice of international business.

IUP is the first among the State System of Higher Education to recognize this need and offer such a degree program to meet the demand for managers with a global perspective. The program is designed to prepare students to be flexible, receptive to new ideas, at ease with different cultures, and adaptive to a changing business environment.

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Recognizing the importance of international business education in revitalizing the U.S. economy, the U.S. Department of Education has moved to upgrade international business programs at American colleges and universities. IUP was awarded a two-year grant by the US Department of Education to develop coursework and programs in international business.

IUP is committed to providing the best in everything we teach. The proposed program is designed to cultivate a truly global view of business competency as an integral part of our degree programs. Thus the College has approached the challenge of internationalizing our curriculum with the same energy that has become, in recent years, the hallmark of IUP as a public educational institution with a national reputation. The Department of Management believes strongly that the proposed B.S. in International Business program meets the needs of the students, industry, and serves the mission of IUP.

B. Academic Integrity:

The design of this program which emphasizes distinct international and functional area components, provides students with specialized knowledge in a functional area-- human resources, marketing, or finance--along with a strong international business education. The requirements in foreign language and foreign residency are designed to provide the student with a sensitivity towards foreign cultures, so essential in success in international business. The international business component is designed with general perspective courses that will also be very useful to all business majors as electives. The faculty responsible for teaching these courses have the necessary expertise and specialized training in their respective fields.

C. Resource Sufficiency:

The College of Business faculty has demonstrated scholarship and expertise in international business. The faculty regularly attends and presents scholarly papers in national and international conferences. Among other things, the College publishes two journals--Competitiveness Review and International Journal of Commerce and Management--with very international perspectives. The department can accommodate the faculty teaching demand for the proposed program as shown in the attached tentative class schedules.

Under the US Department of Education Grant mentioned above, the College has substantially added to the University library holdings in the international business area. The College is committed to the future allocation of resources to keep the holdings current.

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Under the US Department of Education Grant mentioned above, the College has substantially added to the University library holdings in the international business area. The College is committed to the future allocation of resources to keep the holdings current.

Department of Management--Course Offering Matrix

Course	Sp95	Fa95	Sp96	Fa96	Sp97	Fa97
275 Int. Entrep.		1		1	1	1
300 HRM	2	2	2	2	2	2
305 Org. Staffing		1		1		1
306 HRM Legislation			1		1	
310 Prin. of Mgt	7	7	7	7	7	7
311 HBO	2	2	2	2	2	2
325 Sm Bus Mgt		1		1	1	1
330 Prod. & Oprs. Mgt.	7	7	7	7	7	7
350 International Bus.		1		1		1
334 Quality Mgt.			1		1	
351 International Mgt.			1		1	
400 Compensation Mgt.	2		2		2	
401 Mgt. Dev. & Train.		2		2		
402 Sem in HRM	2	2	2	2	2	2
403 Sm. Bus. Planning	1		1		1	
406 HRM Research			1		1	
428 Sem in Mgt.	2	2	2	2	2	2
437 Operations Mgt.		1		1		1
452 Comparative Mgt.					1	
454 International Comp.				1		1
459 Sem. in Int. Mgt.						1
495 Bus. Policy	8	8	8	8	8	8
613 Org. Analy.	2	2	2	2	2	2
623 Sem in Personnel		1		1		1
642 Org. Behavior	1				1	
651 Int. Management						1
652 Comparative Mgt.		1		1		
654 Int. Competitiveness					1	
695 Bus. Policy	2	2	2	2	2	2

LIBERAL STUDIES

Director's Office: 353 Sutton Hall
Secretary's Office: 352 Sutton Hall

Telephone: 357-5715

March 21, 1994

SUBJECT: New Degree Program in Management Department
TO: Robert C. Camp, Dean
College of Business
FROM: Darlene Richardson *Darlene Richardson*
Director of Liberal Studies

MAR 23 1994

Thank you for the opportunity to respond to the proposal for a new major in international business associated with the Management Department. The courses which are specified in the Section on Liberal Studies (page 2) are in compliance with LS requirements. I suggest that you omit the line "no courses with prefix of concentration area" inasmuch as all three Liberal Studies Electives have been specified.

I do have a question on the foreign language requirement of nine semester hours. In Spanish, for example, would a student be able to demonstrate "conversational proficiency" with SP 201 and SP 211? If so, then the foreign language requirement should read seven to nine (7 - 9) semester hours rather than nine (9) semester hours. Which courses in French would satisfy the requirement? If FR 202, FR 221, and FR 222, then the number of semester hours is 7; or if FR 202 and FR 253, then the semester hours total five (5). I think the Management curriculum committee might want to note which Foreign Languages will fulfill the requirement.

Camp;Dept#6

SUBJECT: EC345 New Degree in International Business

TO: Dr. Robert C. Camp, Dean
College of Business

FROM: Donald A. Walker, Chairperson
Department of Economics



DATE: March 21, 1994

The Department of Economics will definitely provide EC345 International Economics at least once a year and anticipates providing it every semester and once in the summer.



Date: March 4, 1994

Subject: International Business Major

To: Charles Cashdollar
History Department

From: Robert C. Camp, Dean
College of Business

RCC

It is my understanding that your preview committee is now looking at the international business major. Copies of several support letters are attached for your review in conjunction with the program proposal. Thank you for your consideration.

RCC/jam

Attachments

cc: Nelson Bormann

Feb. 22, 1994

TO: Dr. Robert Camp, Dean, College of Business

FROM: Dr. Robert Whitmer, Chairperson, French *RLW*

RE: Support for International Business Major

The French Department endorses the major proposed by the College of Business. It does not conflict with our degree in French International Trade, for we are not competing for the same students. In fact, recognition from the business community that knowledge of a second language is important in international trade should encourage these majors to acquire fluency in one or more languages.

Department of Psychology
Indiana University of Pennsylvania
Clark Hall
Indiana, Pennsylvania 15705-1068

(412) 357-2426

IUP

DATE: FEBRUARY 3, 1994

TO: Robert C. Camp, Dean
College of Business
MCL 109

FROM: Carl W. Schneider, Chairperson
Psychology Department



I have reviewed the proposed new degree in International Business and do not believe that it will have any impact on the current enrollment patterns in Psychology. Therefore, I support the proposal as presented.

Department of Anthropology
Indiana University of Pennsylvania
Keith Hall
Indiana, Pennsylvania 15705-1087

(412) 357-2730

3 1994



February 8, 1994

Robert Camp, Dean
College of Business
McElhaney Hall

Dear Dean Camp,

Thank you for providing me the opportunity to review the proposed curriculum in International Business. I agree with the sentiments of the faculty of your college, that future business leaders will have to think globally if they are to be competitive in the world markets. I did, however have a few comments to make on the proposed curriculum:

1. The Department of Anthropology has no expressed objection to requiring your students to enroll in AN211 as their Social Science option, however you should note that this class is often taken by social science majors (especially in Anthropology and International Studies), and some business students may feel disadvantaged as a result. You might alternatively list either AN211 or AN110 as an option for the Social Science requirement.

2. Under Liberal Studies Electives, you may wish to suggest to students that they enroll in one of our area studies courses, which are designed to be of interest to a diverse constituency. Our area studies courses offer in-depth analyses of several major cultural regions of the world (Latin America, Africa, Southeast Asia) and we are planning a course on the Pacific Cultures -- clearly all of these regions represent growing economic potential for American businesses. I believe that understanding these cultures in greater depth would be an asset for your students, especially if a student was planning to do their one semester practicum in one of these geographic regions.

3. I thought I would offer a few minor suggestions that might improve the clarity of the proposal -- in my experience with the Senate Curriculum Committee, these are likely to be potential issues. First, the language requirement; you say that the student must complete "nine semester hours at the intermediate level," which may be interpreted to mean that the student must take the 300 level conversational sequence in the language they study, rather than indicating that they should complete studies through the intermediate level. You also refer to completing 9

credits in foreign language, but in some of the languages (e.g. Spanish) the courses are all 4 credit hours through the intermediate level, so the student would actually complete 12 credit hours in three semesters.

I suspect the Curriculum Committee will also ask you to be more specific about how the overseas semester is to be arranged -- are there specific universities where our students will enroll for course work? Will this be an internship? How will this be integrated into their degree program?

I hope these comments prove useful to you. I support your College's efforts to internationalize the curriculum, and to help make IUP students prepared to deal with the coming global economy.

Sincerely,



Miriam S. Chaiken
Chair

cc: Dr. Phillip Neusius, Anthropology Senate Representative
Dr. Laurence Kruckman, Chair, Anthropology Curriculum
Committee

Date: February 7, 1994

To: Robert C. Camp, Dean
College of Business

From: Susan Forbes,^{SF} Chair, Geography and
Regional Planning

Subject: Proposed New Degree in International Business

Thank you for the opportunity to read your proposal for a degree in International Business. GE104, Geography of the Non-Western World, is particularly well suited to your Social Science scheduling needs and I am pleased to see it in your outline of courses. Additionally, some of your students may wish to use some of their free electives to learn about the Geography of Africa, GE255, the Geography of Latin America, GE252, or the Geography of East Asia, GE256, for example. These courses are currently scheduled for either fall or spring semesters.

You have our full support for this program. If you have any students who have selected regional specialties, please let us know how we may be of help in their studies.

Date: February 2, 1994

Subject: Proposed New Degree in International Business

See Distribution List Below

To:

From: Robert C. Camp, Dean *RCC*
College of Business

As I think you probably know, for the past several years, the College of Business has been in the process of developing a new degree in international business. In conjunction with this process, there have been several discussions with individuals representing departments outside the College of Business which will be providing required coursework. Your department is one of these.

The College of Business Curriculum Committee recently approved the proposal for a program in international business. A copy of the proposal is attached for your review. Please note the listing of the course requirements on the second page of the proposal. We do not anticipate substantial early enrollments in this program, and therefore, do not believe it will dramatically impact the demand for your coursework. It would be helpful if you would write a letter in support of this proposal. Your cooperation in sending me such a letter by **Monday, February 7**, would be much appreciated. Upon receipt, we will attach it as a part of the overall proposal. Thank you for your assistance and support.

RCC/jam

Attachment

Distribution List:

Dr. Miriam Chaiken - Anthropology Department
Ms. Susan Forbes - Geography & Regional Planning Department
Dr. Albert Bouffard - Philosophy & Religious Studies
Dr. David Chambers - Political Science Department
Dr. Carl Schneider - Psychology Department

*we offer a sufficient # of
sections of Ph 222 so
the requirement should not
be a problem. Best wishes
for a successful new program
Albert Bouffard*