

7-19-2017

Changing the International Business and Economics Major from BA to BS

The College at Brockport, College Senate

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STATE UNIVERSITY OF NEW YORK

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Resolution **#21 2016-2017**
College Senate

Supersedes Res #: _____

TO: Dr. Heidi Macpherson, College President

FROM: The College Senate: **04/17/17**

- RE: **→** I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)

SUBJ: **Changing the International Business and Economics Major from BA to BS (#16-17UC)**

Signed: Date: 6/19/2017
(Sharon Lubkemann Allen, 2016-17 College Senate President)

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: Dr. Sharon Lubkemann Allen, College Senate President

FROM: Dr. Heidi Macpherson, College President

- RE: **→** I. Decision and Action Taken on Formal Resolution (circle choice)
a. Accepted Implementation Effective Date**: Fall 2018
****Implementation of resolution requires final approval from SUNY- State Education Department.** YES NO

Signed: Date: 6/16/17
(Dr. Eileen Daniel, Vice Provost, The College at Brockport)

- b. Deferred for discussion with the Faculty Senate on ___/___/___
c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI

- a. Received and acknowledged ___/___/___
b. Comment:

Signed: Date: 7/19/17
(Dr. Heidi Macpherson, President, The College at Brockport)

DISTRIBUTION:

Upon approval, the College President will forward copies of resolutions to his/her staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at <http://www.brockport.edu/collegesenate/resolutions>.

**COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE
DEADLINE FOR SUBMISSIONS: FEBRUARY 28**

Incomplete proposals will be returned and proposals received after the deadline may not be reviewed until next semester.

Routing Number <i>Routing # assigned by Senate Office 2016-2017</i>	#16_16-17UC <i>Use routing number and title in all of Senate documents</i>
This Proposal Replaces Resolution	

INSTRUCTIONS

- Use committee guidelines available at brockport.edu/collegesenate/proposal.html.
- Prepare ONE complete document in **Word format**: include this proposal cover page, proposal, attachments and support letters from your department chair and dean if applicable.
- **Locate the Resolution # and date this proposal will replace at our "Approved Resolutions" page on our Web site.**
- Email completed proposal to senate@brockport.edu. (General Education Proposals and questions go to dlamphro@brockport.edu in the Vice Provost's Office first.)
- Make revisions on the paperwork emailed to you from the Senate office that shows the assigned routing number on top. Submit updated document to senate@brockport.edu.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. **PROPOSAL TITLE:** Please be somewhat descriptive, ie. *Use a course number and/or title, indicate if for GED code, etc.*

Changing the International Business and Economics Major from B.A. to B.S.

2. **BRIEF DESCRIPTION OF PROPOSAL:**

We propose to amend the objective of the International Business and Economics major and to change this program from a B.A. degree to a B.S. degree.

3. **WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? NO YES**
EXPLAIN YES

4. **DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.**

The proposed change is based on the college-wide data on student enrollment trend and time to degree analysis.

5. **HOW WILL THIS AFFECT TRANSFER STUDENTS:** It will shorten transfer students' time to degree.

6. **ANTICIPATED EFFECTIVE DATE:** Fall, 2018

7. **SUBMISSION & REVISION DATES:** PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

<i>First Submission</i>	<i>Updated on</i>	<i>Updated on</i>	<i>Updated on</i>
1/26/17	2/15/17	3/20/17, 4/3/17	

8. **SUBMITTED BY: (contact person)**

<i>Name</i>	<i>Department</i>	<i>Phone</i>	<i>Email</i>
<i>Lerong He</i>	<i>Business Administration</i>	<i>395-5781</i>	<i>lhe@brockport.edu</i>

9. **COMMITTEES: (Senate office use only)**

Standing Committee	Forwarded To	Dates Forwarded
<input type="checkbox"/> Executive Committee	Standing Committee	1/31/17, 2/20/17,
<input type="checkbox"/> Enrollment Planning & Policies	Executive Committee	
<input type="checkbox"/> Faculty & Professional Staff Policies	Senate	4/3/17, 4/17/17
<input type="checkbox"/> General Education & Curriculum Policies	Passed GED's go to Vice Provost	6/16/17, 6/19/17
<input type="checkbox"/> Graduate Curriculum & Policies	College President	7/19/17
<input type="checkbox"/> Student Policies	OTHER	
<input type="checkbox"/> Undergraduate Curriculum & Policies	REJECTED -WITHDRAWN	

NOTES: Resolution #21

CHANGING THE INTERNATIONAL BUSINESS AND ECONOMICS (IB) MAJOR FROM B.A. TO B.S.

PROPOSED CHANGES AND RATIONALES

The Department of Business Administration currently offers a B.A. degree in International Business and Economics (A.K.A. International Business or IB). The International Business major was originally designed to provide an interdisciplinary education that includes foreign-language proficiency and cross-cultural awareness to help students gain knowledge and develop skills relevant to conducting business in the international domain. Graduates are prepared for careers in organizations with international operations. The program also prepares students for entry to graduate schools.

As one of the first International Business majors offered in the region, the major has successfully graduated hundreds of students over the past twenty years. The major was originally established as a B.A. degree aiming at strengthening students' foreign language proficiency and cross-cultural awareness. However, the changing needs of the industry over the last few years, especially with regards to international business, has led us to realize that our existing program design does not meet the current needs of internal and external stakeholders. We thereby propose to **amend the objective of the International Business major and to change this program from a B.A. degree to a B.S. degree**. We believe this change will benefit our students and the program in the following significant ways:

First and foremost, the proposed changes are aimed at strengthening the international business component of student education where industry needs rely upon. The newly proposed program will be significantly different in its objectives from the previous one in that the proposed program strives to prepare students to find employment in companies related to international import and export. These jobs require significantly more competence in core international business topics such as International Commercial Terms, Import and Export Compliance, Foreign Direct Investment, specific regulatory environments governing individual country or trading blocs etc., while much less in foreign language skills, especially given most international business transactions are conducted in English. The changing needs of potential employers of our students are the primary drivers of the proposed changes.

Our second objective is to improve timely graduation of undergraduate students particularly transfer students. A College-wide analysis indicates that transfer students in the IB major on average have to spend about eight semesters at Brockport to graduate, which is three semesters longer than transfer students choosing other business majors. Situations for native students are better, but still longer than other business majors on average. Our follow-up analysis based on historical data and individual student advisement reveals that such a prolonged graduation time is mainly due to the following two reasons:

(1) Entrant Requirement. The IB major used to require students to achieve a cumulative GPA of 3.0 or higher in business foundation courses to be admitted to the program. As a result, students unable to meet this high GPA threshold have to continuously repeat their foundation courses to improve their GPA. Thanks to the support of the College Senate and the President for Resolution#22-2015-2016, the entrance requirement has been successfully lowered to 2.50 starting from Fall 2016 to be consistent with other business majors.

(2) Foreign Language Requirement. Brockport requires all B.A. students to demonstrate proficiency in a foreign language equivalent to Brockport's 212 level. This requirement means a student needs to complete 12 credits of foreign language courses (111, 112, 211, and 212). In contrast, a B.S.

degree (as offered by other business majors) only requires students to take the 111 level of foreign language course as a general education requirement. As an AACSB-accredited business program, we have to require a series of business foundation and core courses aligned with other majors in the business school to strengthen students' business knowledge and develop their professional skills. Such a dual requirement in both foreign language and business courses inevitably increases student time to graduation, which is particularly severe for transfer students.

After consulting with the Department of Modern Languages and Culture, we realize that although all four levels of French and Spanish courses are offered regularly, upper level courses for other languages such as Chinese and Arabic are offered every other semester or every other year.¹ We fully understand the rationale of the Department of Modern Languages in rotating these courses to better utilize faculty resources. Unfortunately, for transfer students or students switching from another major, they are unlikely to strictly follow these fall/spring sequences. Once they miss a semester, they might have to wait for another year or more to take these languages courses in house or to find alternatives in other universities. As a result, we would like to recommend replacing the mandatory foreign language requirements and making it interchangeable with Study Abroad Programs and an International Business Internship. Under this new design, students can flexibly choose between three alternatives to increase their familiarity with foreign culture: by participating in a study abroad program, by engaging in an international business internship, or by taking additional foreign language courses.

As mentioned above, the changing business landscape over recent years has significantly lessened the need to have foreign-language skills in order to obtain and progress in international business and trade related jobs. As also indicated above, our discussion with business advisory board members and potential employers indicates that substantial fluency in foreign language is not a requirement for companies to hire employees performing international business related duties such as exporting, importing, international investment, since English is the dominant global working language of international business.

Such a design is also compatible with other successful IB programs that we now wish to emulate. For example, the Thunderbird School of Global Management at Arizona State University, one of the leading IB programs in the US, offers a Global Management major in international business and culture track with no foreign language requirement but more emphasis on management-related courses. The University of Dayton-Ohio offers a B.S. degree in International Business Management without foreign language requirements. SUNY-New Paltz offers an International Business major where students can either take Foreign Language at Intermediate Level (6 credits) or replace them with two area study courses.

Our third objective is to improve enrollment through sufficient program differentiation. In recent years, the IB major is experiencing a downward trend in enrollment in terms of both freshmen and transfers. Apart from above-mentioned reasons, we are also concerned with intradepartmental competition on offering similar majors. Currently, the Department of Political Science and International Studies offers the International Studies major as a B.A. degree. This major is designed to train students to “relate to and compete with individuals from other nations and states in international business, government and public life” by focusing on such issues as international intergovernmental organizations (INGOs), world environmental problems, ethnic and regional conflicts, politics of developing nations,

¹For example, CHN 111 is offered in the fall, CHN112 in the next spring, CHN211 is offered in the fall and CHN 212 in the next spring, and sometimes not offered at the 212 level due to low enrollment (e.g., spring 2013, 2014, 2017). Similarly, ARB 111 in Fall 2015, ARB 112 in Spring 2016, ARB 211 in Fall 2016, and ARB 212 in Spring 2016.

economic development issues and the politics of international economics. The International Studies major intends to provide “superb preparation for careers in government, international business and public service”. Given considerable overlaps between the current designs of these two related majors that target at similar potential students, we plan to further differentiate our International Business major from the International Studies major especially its International Business Track by amending the objectives of our major and changing it from the B.A. degree to the B.S. degree to mitigate internal competition and to prepare students for different career tracks.

Specifically, students interested in foreign affairs and foreign policies and seeking employment in international organizations will be advised to choose the International Studies Major, which is a B.A. degree with higher foreign language requirements and more cross-cultural components. In contrast, students who are more interested in obtaining business knowledge with global awareness, sharpening business skills, and pursuing a career in for-profit organizations engaging in international trade or investment will be advised to choose the International Business major designed as a B.S. degree with lighter foreign language requirements but significantly more international business components. As repeatedly mentioned above, our analysis of industry trends and conversations with practicing managers has led to the conclusion that as jobs in companies related to international export and import have proliferated, we also need to modify our curriculum to better prepare our students to fulfill these needs so as to be gainfully employed in these jobs. We thus believe such a change would help increase the attractiveness of the program by enhancing marketability of our students to potential employers.

In addition, offering a B.S. degree would help us further align the IB major’s core courses with those of other business majors (i.e., Accounting, Business Administration, Finance, and Marketing) to meet needs of potential employers who demand business programs to focus more on developing students’ business skills and equipping them with comprehensive business knowledge. We also hope this alignment would make the degree more inviting so as to encourage more students interested in a general business degree to choose International Business as a major and to finish it within reasonable amounts of time. In this way, we hope we could not only improve enrollment of the program but increase employment options of our students.

Our fourth objective is to achieve synergy within the business school and reduce resource dependence. By switching to the B.S. degree, the IB major can better utilize foundation, core, and required courses offered by the business school by saving faculty resource. Specifically, BUS475 (Strategic Management) is currently offered as a capstone course for all other business majors, while the IB major offers its own capstone course BUS453 (International Business Seminar). By switching to the B.S. degree, the IB major is able to utilize BUS475 as other business majors and no longer needs to offer its own capstone course for limited IB students, which range from 6 to 16 with an average of 11 students per course in the past 6 years.

Such a change would also benefit the school in terms of accreditation. AACSB, our international accreditation body, requires us to provide student learning outcome assessments for each degree. Due to the uniqueness of the IB major as the only B.A. degree offered by the school, we have to devote faculty resource to maintain a separate set of student learning outcomes, perform separate assessment activities, write separate assessment reports for a dozen of major students, and are unable to utilize general assessment activities performed for all other business majors. By switching the IB major to a B.S.

degree as other business majors, we are able to better achieve synergy within the business school and to redeploy faculty resource to other areas.

To sum up, we propose a revision of the International Business Major to give students the necessary skills to find gainful employment in international business related jobs, shorten student time to degree, to attract enrollment through sufficient program differentiation, to achieve synergy within the business school, and to better meet stakeholder needs.

ENTRANCE REQUIREMENTS

A student's cumulative GPA in the foundation courses is used to determine whether the student will be admitted to the major. Students must earn a minimum GPA of 2.50 in the foundation courses below, with no grade lower than "C-." Transfer grades are included in this GPA.

- CIS217 Fundamentals of Business Computing
- ACC281 Introduction to Financial Accounting
- ACC282 Introduction to Managerial Accounting
- ECN201 Principles of Microeconomics
- ECN202 Principles of Macroeconomics
- MTH244 Business Statistics
- **ONE** of the following:
 - MTH201 Calculus
 - MTH221 Business Calculus

PROGRAM REQUIREMENTS

In the proposed new program, students would pursue the International Business Major as part of a Bachelor of Science degree, and must then satisfy its requirements. Students are also bound by the policies and procedures of the School of Business Administration and Economics (SOBAE). Note: Only business students who have declared their major or minor are permitted to register for courses numbered 400-499 in the School of Business Administration and Economics.

Corequisite Courses

BUS389 Business Careers Seminar (1 credit)
ENG302 Business Writing

Business Core Courses

ECN304 Intermediate Statistics
BUS325 Principles of Finance
BUS335 Principles of Marketing
BUS345 International Business Environment
BUS361 Production and Operations Management
BUS366 Organizational Behavior
BUS375 Business Law I
BUS378 Business, Government, and Society
BUS475 Strategic Management

International Business Core Courses

BUS 433 International Marketing
 BUS 445 International Financial Management
 ECN 443 International Economics

International Business Elective Courses (9 credits)

Cross Cultural Electives (at most 6 credits from this category)
 Foreign Language (112, 211, or 212)
 Study Abroad Credits
 BUS498 Business Internship (Domestic or overseas internship in the international business area, advisor approval required)

Note: According to SOBAE policy, to satisfy degree requirements for the B.S. in International Business, students must:

1. Earn a grade of at least C- in all courses required for the major.
2. Earn an overall GPA of 2.0 in all courses required for the major.

SIDE-BY-SIDE COMPARISON OF THE OLD AND NEW PROGRAM

Current Program	Cr	Proposed Program	Cr
ENTRANCE REQ [2.5 average, no grade below C-]	18	ENTRANCE REQ [2.5 average, no grade below C-]	21
CIS 217 Fundamentals of Business Computing	3	CIS 217 Fundamentals of Business Computing	3
ECN 201 Principles of Microeconomics [MTH111 or	3	ECN 201 Principles of Microeconomics [MTH111 or equivalent]	3
ECN 202 Principles of Macroeconomics	3	ECN 202 Principles of Macroeconomics	3
MTH 244 Business Statistics [MTH111 orequivalent]	3	MTH 244 Business Statistics [MTH111 orequivalent]	3
MTH 201/221 Calculus or Business Calculus [MTH122/MTH 111]	3	MTH 201/221 Calculus or Business Calculus [MTH122/MTH 111]	3
ACC281 Intro to Financial Accounting [MTH111 or equiv.]	3	ACC 281 Intro to Financial Accounting [MTH111 or equivalent]	3
		ACC282 Intro to Managerial Accounting [ACC281]	3
COREQUISITE COURSES [no grade below C-]	1	COREQUISITE COURSES [no grade below C-]	4
BUS389: Business Career Seminar	1	BUS389: Business Career Seminar	1
		ENG302: Business Writing	3
BUSINESS CORE [no grade below C-]	18	BUSINESS CORE [no grade below C-]	27
		ECN304: Intermediate Statistics [MTH111, MTH244 or equiv.]	3
BUS 325 Principles of Finance [ACC281, ECN201, ECN 202, ECN 204, MTH 111 or higher]	3	BUS 325 Principles of Finance [ACC281, ECN 201, ECN 202, ECN 204, MTH 111 or higher]	3
BUS 335 Principles of Marketing	3	BUS 335 Principles of Marketing	3
BUS 345 International Business Environment	3	BUS 345 International Business Environment	3
BUS 361 Prod & Operations Management	3	BUS 361 Prod & Operations Management	3
BUS 366 Organizational Behavior	3	BUS 366 Organizational Behavior	3
BUS375 Business Law I	3	BUS375 Business Law I	3
		BUS 378: Bus, Gov't & Society [ENG302]	3

		BUS 475: Strategic Management [BUS325, 335, 345, 366, ENG 302, declared major, senior standing]	3
INTERNATIONAL BUSINESS CORE COURSES [no grade below C-]	12	INTERNATIONAL BUSINESS CORE COURSES [no grade below C-]	9
BUS 433 International Marketing [BUS 335, BUS 345]	3	BUS 433 International Marketing [BUS 335, BUS 345]	3
BUS 445 International Financial Management [BUS 325, BUS 345]	3	BUS 445 International Financial Management [BUS325, BUS 345]	3
ECN 443 International Economics [ECN 201, ECN 202]	3	ECN 443 International Economics [ECN 201, ECN 202]	3
BUS 453 International Bus Seminar [BUS 325, BUS335, BUS345. Declared Major]	3		
FOREIGN EXPERIENCE REQUIREMENT	21	INTERNATIONAL BUSINESS ELECTIVES (can be completed in any combination)	9
CROSS-CULTURAL CORE [12 credits from the list]	12	Cross-Cultural Electives (300 Level or higher from the suggested list, at most 6 credits from this category)	
FOREIGN LANGUAGE [212 level or higher]	9	Foreign Language [112, 211, or 212]	
SIGNIFICANT FOREIGN EXPERIENCE Written approval of advisor required.		Study Abroad Credits	
		BUS498 Business Internship (Domestic or overseas internship in the international business area, written approval required)	
Total	70	Total	70

List of Eligible Cross-Cultural Electives

Note: The department may approve additional and/or alternative 300 or 400 level courses on a case by case basis.

Anthropology:

ANT312: Culture and Health
ANT323: Perspectives on Global Issues
ANT325: Indigenous People and Globalization
ANT332: China in Transition
ANT335: Anthropology of Islam

Sociology:

SOC302: Sociology of Culture
SOC306: Development and Globalization
SOC312: Sociology of Religion

History:

HST321: Modern Africa
HST341: Middle East Crisis
HST376: Modern Latin America
HST389: Modern China
HST453: Study Tours in Spain and Morocco

Political Science:

PLS305: Politics of European Integration
PLS340: European Political System
PLS347: The Global South
PLS338: Global Issues
PLS383: Mid-East in World Politics
PLS 410: International Political Economy
PLS447: Russia in Transition

Foreign Culture:

SPN300: Doing Business in Spanish
SPN326: Costa Rican Culture
SPN352: Hispanic World Today
SPN354: Cultures of Spain
SPN459: Mexico Today
FRN325: France Today
FRN451: Doing Business in France

Sample International Business Major 4 - Year Plan

FRESHMAN YEAR			
First Semester		Second Semester	
ENG 112 English Composition	3	CIS 217 Fundamentals of Business Computing	3
GEP 100 Academic Planning Seminar	1	MTH 221 Business Calculus	3
Foreign Language (111)	3	Cont. Iss/Per. On Gender/Oral Comm	3
Humanities	3	Natural Science w/Lab	4
Natural Science	3	Social Science	3
Social Science	3		
	16		16
SOPHOMORE YEAR			
First Semester		Second Semester	
ACC 281, Financial Accounting	3	BUS 389, Business Careers Seminar	1
ECN 201, Microeconomics	3	ECN 202, Macroeconomics	3
MTH 244, Intro to Statistics	3	ACC282, Managerial Accounting	3
Fine Arts	3	Fine Arts w/performance	3
Foreign Language or Cross Cultural Elective	3	Humanities	3
		Other Electives	3
	15		16
JUNIOR YEAR			
First Semester		Second Semester	
ECN304 Intermediate Statistics	3	BUS366 Organizational Behavior	3
ENG302 Business Writing	3	BUS378 Business, Government, and Society	3
BUS 325 Principles of Finance	3	BUS361 Production & Operation Management	3
BUS 335 Principles of Marketing	3	BUS 375 Business Law I	3
BUS 345 International Business	3	Foreign Language or Cross Cultural Elective	3
	15		15
SENIOR YEAR			
First Semester		Second Semester	
BUS 433 Int'l Marketing	3	ECN 443 International Economics	3
BUS 445 Int'l Financial Mgt	3	BUS498 Business Internship (Optional)	3
BUS 475 Strategic Management	3	Other Electives or Study Abroad	6
Other Electives or Internship	6		
	15		12

SEQUENCE IN WHICH THE COURSES WOULD BE OFFERED TO GUARANTEE TIMELY COMPLETION OF THE PROGRAM

All business corequisites and core courses are offered every semester. All major required and elective choices are offered at least once a year. Some of these courses have been offered during winter and summer sessions as well. All foundation courses are accepted in transfer from other institutions with approval. There is no reason that students who engage in an ordinary degree of planning would not be able to complete the major on a timely basis. Actually, we strongly believe this proposal will shorten students' time to degree.

STAFFING ISSUES

These courses are taught by our current faculty. There are no staffing concerns, and no additional staff is necessary.

RESOURCES, FACILITIES THAT MAY BE NEEDED TO IMPLEMENT THE PROGRAM

We anticipate the change will add about ten students per year to the International Business major. Given we offer multiple sections of business foundation courses and core courses each semester as well as in summer and winter special sessions, we are able to spread out these additional students to different sections for courses offered by the business school. Therefore, we expect the increase in student number will not significantly increase loads of these business courses. The business school also has underutilized capacity in some upper level major courses to accommodate these additional student needs. In addition, the proposed curriculum change will require IB students to take ENG302 (Business Writing). Given we only expect around 10 students per year and there are multiple sessions of ENG 302 offered during the regular semesters and special sessions, we do not predict the proposed change will post a significant burden on the Department of English in terms of course staffing or additional resource needs, although the English Department expressed some concerns on this issue. To further mitigate potential burdens on the Department of English, we will advise IB students to transfer these courses from community colleges or to take it in other institutions if there is not sufficient in-house capacity.

ACADEMIC ADMINISTRATION COMMENTARY

The proposal has been initiated by the international business area and has been widely supported by faculty members in Department of Business Administration and the Department of Accounting, Economics, and Finance in the Business School. The school-wide faculty have voted 20 Yes, 1 Abstention, and 0 No for this proposal in the school meeting on 12/16/16. The proposal is highly supported by the dean of the School of Business Administration & Economics and gained support from the Department of Political Science & International Studies, Department of Sociology, and Office of International Education as well. Support letters of these divisions are attached in the proposal for your information. The Department of Foreign Language and the Department of History expressed some concerns on the proposal and would prefer the status quo. Their letters are available upon requests.

In conclusion, this proposal contributes to the College's strategic initiative to improve students' 4-year graduation rate and to shorten their time to degree at no additional cost to the College. It will also enhance competitiveness of our program, better prepare our students for their professional careers, and meet the changing needs of our key stakeholders. This proposal, subject to College Senate, Presidential, and SUNY approval, will take effect from Fall 2018. We respectfully ask for your endorsement. Thank you for your consideration. If you need additional information, please feel free to contact us.

To: College Senate Executive Committee
CC: Dr. Cathy Houston-Wilson, Senate Undergraduate Curriculum Committee Chair
From: Lerong He, Chair, Department of Business Administration
Date: March. 20, 2017
Re: International Business (IB) Major Revision

Dear College Senate Executive Committee Members,

Thank you for reviewing the Department of Business Administration's proposal on "Changing the International Business and Economics Major from B.A. to B.S.". Dr. Cathy Houston-Wilson has shared with me some questions you could like the department to clarify.

Below, I have put your comments in italics and our responses to them in non-italic standard font. I have also enclosed additional enrollment data on the IB major in the Appendix for your consideration.

1. *What is the impact on reducing the number of credits in the cross-cultural pool on the various majors affected by this change?*

Changing the IB major from a BA degree to a BS degree will 1) reduce foreign language requirements from 12 credits to 6 credits 2) reduce cross-cultural course requirement from 12 to 6 credits.

Currently, the major has a total of 52 students with 9 newly admitted students have joined the program in Fall 2016. At the rate of 10 new students per year, we expect the proposed change will result in a reduction of 60 student credit hours (SCH) per year for the foreign language department. The number would be less if students choose to take more foreign language courses at Brockport in fulfillment of their elective coursework, which is an option provided in the proposed new curriculum. The proposed change will also result in a combined 60 SCH reduction for departments offering cross-cultural courses, including Anthropology, Sociology, History, Political Science, and Foreign Language. Given students only choose one or two courses in each department, the overall impact on SCH reduction for each of these departments will be limited.

More importantly, we hope and expect the proposed curriculum change will help reverse the current downward enrollment trend and attract more students to the International Business major. In this case, increased enrollment numbers have the potential to make up for the loss in SCHs for the above-mentioned departments. In our estimate roughly 12 additional students would be sufficient to recover the credit hour lost resulted from reducing cross-cultural and language requirements. The recovery however will be highly unlikely under the current program structure given declining interest from students as our advising has indicated.

2. *Can you share examples of other programs from peer institutions who have such a degree.*

In the proposal, we indeed benchmark with other International Business programs in the nation. For example, we explain on page 3 of the proposal: "Such a design is also compatible with other successful IB programs that we now wish to emulate. For example, the Thunderbird School of Global Management at Arizona State University, one of the leading IB programs in the US, offers a Global Management major in

international business and culture track with no foreign language requirement but more emphasis on management-related courses. The University of Dayton-Ohio offers a B.S. degree in International Business Management that does not include any foreign language requirements. SUNY-New Paltz offers an International Business major where students can either take Foreign Language at an Intermediate Level (6 credits) or choose to replace them with two other area study courses.”

3. *While we understand you are experts in the field there is concern over the reduction in foreign languages and cross-cultural classes – please comment on the rigor of the program with eliminating these requirements in exchange for the professional courses*

As we highlighted in the proposal, this change is driven by changing stakeholder needs and student demands. For example, we explain on page 2 of the proposal that: “First and foremost, the proposed changes are aimed at strengthening the international business component of student education where industry needs rely upon. The newly proposed program will be significantly different in its objectives from the previous one in that the proposed program strives to prepare students to find employment in companies related to international import and export. These jobs require significantly more competence in core international business topics such as International Commercial Terms, Import and Export Compliance, Foreign Direct Investment, specific regulatory environments governing individual country or trading blocs etc., while much less in foreign language skills, especially given most international business transactions are conducted in English. The changing needs of potential employers of our students are the primary drivers of the proposed changes....”

As a result, we are confident that our proposed change will not only sustain the rigor of our program but also enable our curriculum to better meet changing needs of potential employers and our students. In addition, cross-cultural components are embedded in many business courses as a requirement of our international accreditation body AACSB. As a result, we do not think reducing credit hours in cross-cultural courses will reduce students’ exposure to these contents. The bottom-line is that the curriculum revision proposal is designed to give students the necessary skills to find gainful employment in the areas of international business.

4. *Could you comment on the need for ECN304: Intermediate Statistics [MTH111, MTH244 or equiv.] as opposed to another level of foreign language or cross cultural classes*

Intermediate Statistics is a data analytic course that teaches students statistical methods in the context of business and economic applications. It provides an important steppingstone for students to master more advanced business analytic skills developed in many 400 level business courses. We believe such a curriculum change will better prepare students for their future careers in any business fields including international business. The curriculum design is also endorsed by our faculty and our business advisory group members.

As we also noted in our proposal, “the changing business landscape over recent years has significantly lessened the need to have foreign-language skills in order to obtain and progress in international business and trade related jobs. Our discussion with business advisory board members and potential employers indicates that substantial fluency in foreign language is not a requirement for companies to hire employees performing international business related duties such as exporting, importing, international investment, since English is the dominant global working language of international business.”

In addition, as we mentioned above, cross-cultural contents are now embedded in many business courses as a requirement of our international accreditation body-AACSB.

5. *From your experience is this a trend changing from a BA to a BS.*

We do not have data on whether IB majors are offered more often as a B.A. or B.S. in the national level. Internally, all of our other business majors, including Accounting, Finance, Business Administration, and Marketing earn B.S. degrees instead of a B.A. degree. As a result, changing the IB major from a B.A. to a B.S. degree will help us to better achieve internal consistency and synergies between programs, which we believe will help reduce financial burdens of running a small program and better utilize our faculty resources.

More importantly, as we continuously emphasized in our proposal, the proposed changes are aimed at strengthening the international business component of students' education in areas upon which industry needs are based.

In broad strokes, the proposed changes will 1) strengthen the international business component of students' education; 2) improve the timely graduation of undergraduate students particularly transfer students.; 3) improve enrollment through sufficient program differentiation; and 4) achieve synergy within the business school and reduce resource dependence. Such rationales are illustrated in more details in our proposal (pp. 2-5). We also believe maintaining the status quo, a curriculum designed almost 20 years ago, will significantly hinder our capability to attract students and prepare them for changing business environment.

Conclusion:

In the spirit of shared governance, we would like to express our gratitude for the additional input from the executive committee. At the core of it, our governance process rests on the advice of colleagues for the sake of students.

We trust that you value our academic expertise in the same spirit. Were these proposed changes at all inconsistent with students' best interests and long-term success we would not recommend them. Based on the collective wisdom of the SOBAAE faculty, best practices in International Business research and employment trends, and input from students and professionals on the SOBAAE advisory board, we advocate for acceptance of the proposal as submitted.

Appendix: International Business Major Overview

Table1: Total Student Enrollment Trend

Major/Year	Fall 2013	Fall 2014	Fall 2015	Fall 2016
International Business Intent	47	51	42	35
International Business Major	20	15	18	17
Total Number	67	66	60	52
Net change from last year		-1	-6	-8
% Change from last year		-1.5%	-9.1%	-13.3%

Table 2: Yearly Freshmen & Transfer Recruitment Trend

Type/Year	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Freshmen Deposited	17	11	11	7
Transfer Deposited	5	9	6	2
Total number	22	20	17	9
Net change from last year		-2	-3	-8
% change from last year		-9.1%	-15%	-47.1%

Table 3: Enrollment Trend of IB Capstone Course (BUS453)

Total Enrollment	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	Average
BUS453 International Business Seminar	10	6	13	10	16	13	11.33

Table 4: Number of Graduates in the Major

Total Graduates	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	Average
Number of graduates	21	13	12	7	19	14.4
Net change from last year		-8	-1	-5	+12	



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

School of Business Administration and Economics
Office of the Dean

December 1, 2016

To: Faculty Senate Undergraduate Curriculum Committee

From: Dr. Joy Bhadury, Dean

Re: Proposal for Revision of International Business Major Minor

I have reviewed the proposal for revising the major in International Business. I endorse this program which originated with the faculty, and has been approved by the School's Curriculum Committee.

Over the last two decades, the needs of corporations involved in international business have substantially changed and now require deeper knowledge of topics and subject matter in the field owing primarily to the increasing complexity of managing international trade and global supply chains. My interaction with companies and external constituents, including several during my time here at Brockport, clearly indicates that in order for our students to get meaningful jobs in companies related to international business, their primary competence and skills needs to be in core disciplinary topics related to international business and trade including global supply chain management, foreign direct investment, import/export compliance regulation etc. The changes proposed aim to revise the existing program to better prepare our students to get these jobs related to international business/trade and global supply chain management. That is my primary reason for supporting this proposal. Additionally, as noted on the proposal itself, these revisions will result in substantial differentiation from existing programs in the College resulting in better choice for our students. Finally, also as noted on the proposal itself, the changes proposed should help with reducing the time to degree.

Taken together, the above should result in the primary goal behind the revision: grow enrollments in the program with well-prepared students who wish to pursue careers in international business/trade and help us achieve excellent placement outcomes in that area.

Finally, no additional resources are required for the proposed program.

I therefore fully support this proposal.



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Office of International Programs

October 14, 2016

Re: International Business Major Changes: Support Letter

Dear Senate Curriculum Committee Members,

This letter is written in support of the changes proposed for the International Business Program from a B.A. degree to a B.S. degree. I believe that as the number of students that enroll in this degree grows, the number of students participating in Study Abroad and foreign language acquisition will also grow. This will likely occur, even though the minimum number of language credits required for each student is reduced.

Invariably, if we get students abroad early, they become far more cognizant of the value of foreign languages. An intentional recruitment plan can be used to recruit these students into a minor in Modern Languages after they become enthused by their experience abroad.

The degree as originally structured was based on wonderful intent. But, not enough students are willing to participate in the program as currently structured. The following are key points:

Employment Placement Strength: The degree changes include more rigorous business course preparation and strength. This in turn is likely to open more entry-level employment prospects for these students.

Academic alignment: By aligning the required coursework requirements for this major with other departmental offerings and with other degrees offered by other universities, the pool of potential students will increase.

Preference: My preference would be for more credits (perhaps 12 up from 6 as proposed) in the International Business Electives Section without increasing the total credits for the degree. We really want students studying abroad, participating in internships, taking foreign language classes, and taking cross-cultural classes in other departments. One option would be for the entire Business School to reduce required pre-requisites, co-requisites and core by 6 credits. I would encourage that this be investigated as a separate issue.

So, my support is based on pragmatism, rather than the idealism that would ask for more of the experiences that make the degree different and unique as it now stands.

Sincerely yours,

Ralph Trecartin, PhD

Assistant Provost for International Education

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The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

Department of Political Science and International Studies
228 Albert W. Brown Building

January 26, 2017

Dr. Lerong He:

I am writing as Chair of Political Science and International Studies to support your proposal to revise the International Business major curriculum such that it will be converted from a B.A. degree to a B.S. degree. I have read your proposal and find the reasons therein make a convincing case for the conversion from a B.A. to B.S. degree. This is particularly the case because your proposal has the potential to shorten student's time to degree completion and can be staffed with current faculty thus requiring no additional lines.

Sincerely,

Dr. Mark J. Chadsey
Chair & Associate Professor
Department of Political Science & International Studies



STATE UNIVERSITY OF NEW YORK

Department of Sociology

Lerong He, Chair
Department of Business Administration
The College at Brockport
350 New Campus Drive
Brockport, NY 14420

October 25 , 2016

Dr. He:

I support the proposal to change the international business major from a BA to a BS degree. We have been consulted about appropriate electives for the major, and the Sociology courses listed as eligible cross-cultural electives all have substantial cross-cultural content.

Regards,

Amy Guptill, chair

Department of Sociology, The College at Brockport