

OKLAHOMA STATE UNIVERSITY
ACADEMIC PROGRAM REVIEW
EXECUTIVE SUMMARY


DEGREE PROGRAM: International Business-B.S. in Business Administration

**SPEARS SCHOOL OF BUSINESS
Department of Marketing
Major in International Business**

The major in international business (IB) is a critical part of the academic programs provided by the Spears School of Business (SSB). In today's world of global business and challenges to U.S. businesses from foreign competitors, a focus on international issues is important. This includes direct study toward a major in the field. Additionally, many students in other business fields enroll in selected IB courses to complement their major studies.

The selection of IB as a major and the number of degrees conferred indicate that the major is quite viable and has opportunities for growth in the future. In 2004, there were 65 degrees conferred and 196 majors.

The IB major is provided administratively through the Department of Marketing. Thus, faculty teaching two international business courses also teach a variety of non-international courses. Further, five additional IB and international environment courses taught within the program are provided by four other SSB departments and three College of Arts and Sciences departments. As a result, a large portion of the requested Academic Program Review materials aren't applicable. These include information on resources, faculty capabilities, placement, student satisfaction, etc. Where appropriate, this is indicated in the pages to follow.

Dean  Date 3/2/05

OKLAHOMA STATE REGENTS FOR HIGHER EDUCATION

2004 - 2005

ACADEMIC PROGRAM REVIEW

BACCALAUREATE, MASTERS & DOCTORAL DEGREES

OKLAHOMA STATE UNIVERSITY

International Business-B.S.

B.S. of Business Administration

BSBA

Degree-granting academic unit Spears School of Business 300

CIP code 520101

HEGIS code 0502

Instructional Program code 448

Name of department head Joshua L. Wiener

Program holds specialized accreditation from _____

Name and title of contact person Stephen J. Miller

Director, international Business Programs

Date of Institutional Governing Board Review: _____

President _____

(Signature)

Date: _____

CRITERION I

Program Centrality

A. Goals & Objectives of Degree Programs

Degree Program: The Department of Marketing offers the B.S. in Business Administration with a major in International Business (IB). Additionally, within the Spears School of Business (SSB), the student can receive a minor in International Business. This area of study provided by the department is in addition to the major in Marketing.

Program Clientele: The clientele on the Stillwater campus is predominantly traditional full time students in the Spears School of Business.

The clientele on the Tulsa campus serves part-time students but is evolving into service to both part-time and full-time students. The IB major was the first undergraduate program in business provided by OSU in Tulsa. As such, it initially provided a global-focused general business major for students seeking an OSU business degree. In recent years after the introduction of other business majors in Tulsa, it has begun serving students with specific international interests.

Program Objectives: The primary objective of the program is to equip students with an understanding of the global business environment and the capabilities to manage in cross-border settings and within business environments that differ from the U.S. economic, political, and social systems. Naturally, as with all SSB programs, there will also be general education grounding in the sciences, humanities, etc. and an adequate knowledge of the functional areas of business. The program objective has changed somewhat over time. Upon establishment of the major in Stillwater, the SSB mandated that it be a joint degree with a co-major in another SSB major such as marketing or finance. In that context, students were firmly grounded in a traditional business field and a global perspective was provided by the IB major. In recent years, both the Stillwater and Tulsa campuses have both allowed specific attention to the IB major with moderate attention to other functional areas of business through the obtainments of minors.

Expected Student Outcomes: In general, employment entry for international business majors will be through traditional functional area positions such as in marketing, management, finance, etc. The focus on minors in such field will provide adequate benefits to the organizations complemented by a strong global business perspective. The student will then be well positioned to assume international responsibilities as his or her career develops. There will be exceptions to the above career path for those who have studied abroad or developed foreign language proficiency.

B. Linkage of the Program to Institution's Mission

The university is strongly committed to internationalization of education. This is demonstrated in many different ways. First the General Education aspects of the curriculum require an "international dimension" and many courses within the SSB carry an (I) designation. Secondly, the international student enrollment at OSU exceeds 2,000 and over 450 students. Finally, the office of University Study Abroad and various college offices strongly support foreign study by OSU students.

The IB program contributes directly to the instructional mission of the university and the SSB. As noted above, many courses within the curriculum include an (I) designation. Without question, due to economic globalization, students in business need clear understanding of the threats and opportunities posed by international business issues. This need applies to those with majors in IB, other SSB majors who secure minors in IB, and to those outside the SSB (i.e. political sciences,

history, foreign language, etc.) who complement primary studies with single international business courses.

Instruction by faculty members in the international business courses leads them to conduct research on international topics relevant to their traditional fields of expertise.

The curricular focus on international business has resulted in state-wide involvement of the SSB faculty in a variety of economic development activities for the state. This has included service on boards and committees such as the Governor's International Team and the Oklahoma District Export Council. Additionally, non-credit seminars and conferences have been organized and delivered by SSB faculty.

CRITERION II

Program Curriculum and Structure

A. Program Structure

The degree is administered through the Department of Marketing. However, the formal course work delivered by the department is modest. For example, the international courses within the program and departmental participation include: 1) Marketing-International Marketing, International Business; 2) Management-International Management; 3) Economics and Legal Students in Business-International Economic Relations, International Law; 5) Finance-International Finance; and 6) Accounting-International Accounting. The curriculum requirements for the major are identical in Stillwater and Tulsa. However, in Tulsa the lower division requirements and the foreign language are typically taken at Tulsa Community College (TCC). Furthermore, the breadth of available courses is less than in Stillwater.

The current degree requirement sheet is attached. It includes a number of key components as explained below.

General Education. All students must meet the general education requirements in English, Science, Mathematics, etc.

Common Body of Business. All students must meet the common body requirements for business that include accounting, economics, marketing, management, etc. These are required for all SSB degree majors.

International Business. Selection of 15 SCHs of international business courses provided by the various departments.

International Environment. Selection of 6 SCHs of upper division courses from history, political sciences, and geography courses that address non-U.S. social and political environments.

Foreign language. Moderate depth of study in a modern foreign language. In fact approximately 60% of the majors secure either a major or minor in one of the languages to complement their IB study. Spanish is the most popular language followed by French, German, Russian, and Japanese.

Minor Field Concentration. Selection of 15 SCHs of upper division business. Students are strongly urged to secure minors or second majors in marketing, finance, management, etc.

B. Distance Education

N.A. No distance learning for the program is provided.

C. Articulation Agreement

The Regent’s mandated articulation agreement is utilized for all coursework as it applies to the lower and upper division coursework. Additionally, the SSB curriculum advisors work closely with advisors at other institutions, especially with the TTC advisor, to assure smooth transition to OSU.

D. Multidisciplinary Programs

By its very nature, the IB program reflects multidisciplinary cooperation. The upper division international courses and foreign language courses are drawn by faculty from 9 different academic departments. In addition, the upper division business minor field concentration courses are drawn from 6 different academic departments.

**CRITERION III
Program Resources**

N.A. This section is immaterial with regard to the IB major. Since the major is administered through the Department of Marketing, there are not facilities, administration, or academic resources devoted directly to it. Departmental resources were addressed in the Marketing major review.

**CRITERION IV
Productivity**

A. Number of majors (headcount), student credit hours, and time to graduation

Majors. The number of majors in Fall 2004 was 196. This reflects relatively stable enrollment over the last 3 years in the face of declines in SSB undergraduate enrollment. This is clearly one of the more popular majors in the SSB. Specific numbers are as follows:

<u>Fall 00</u>	<u>Fall 01</u>	<u>Fall 02</u>	<u>Fall 03</u>	<u>Fall 04</u>
144	174	188	217	196

It merits note that an additional 47 SSB students obtained a minor in IB to complement their primary major fields.

SCH. The student credit hours generated by the program aren’t applicable for reporting. As noted above, the international business courses are drawn from 5 different departments and are reported for those departments. The upper division arts and sciences courses are primarily drawn from 3 different departments and are reported for those departments.

Time to Graduation. The average time to graduation for the program for the last four years is:

<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
9.6	9.1	8.9	8.4

This reflects a continuing reduction to the 2004 level of 8.4. This number is quite comparable to the rate for the marketing major within the department (8.6 for 2004). More importantly, there are a number of extenuating circumstances whereby students have extended their study time to strengthen academic credentials. Such efforts include: 1) securing a minor or major in a foreign

language (11-26 additional SCH); 2) study abroad for 1-2 semesters (12-24 additional SCH); and securing a second major in the SSB (6-24 SCH dependent on the major selected).

B. Faculty Ratio and class size

N.A. This is not applicable since the numbers reported are provided by respective departments providing international business and environment courses.

C. Five Average Number of Degrees Conferred and Majors

The five year performance and average are as follows:

	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>Average</u>
Degrees	15	28	63	58	65	46
Majors	144	174	188	217	196	184

These clearly exceed the OSRHE productivity standards. Consider the degree conferred average of 46 (versus the OSRHE minimum of 5) and the majors of 184 (versus the OSRHE minimum of 12.5).

There are no masters and doctoral enrollments to consider. Additionally, the 2000 and 2001 numbers are artificially low since prior to 2003 it was required that any IB major also be a major in another SSB major and the latter major was counted officially.

**CRITERION V
Quality**

This material is not applicable. Faculty qualifications, regional/national reputation, and scholarly activity are reported by the six SSB departments providing the core international business course work. The assessment of student achievements is reported by department and has been provided by the marketing major. Additionally, as noted previously, the entry level job placement of students is through the traditional functional areas where they have concentrated elective courses.

**CRITERION VI
Program Demand/Need**

N.A. This is not applicable due the structure of the program and placement process.

**CRITERION VII
Program Duplication**

There are no other programs at OSU that duplicate the international business major.

SUMMARY AND RECOMMENDATIONS

A. Strengths

The program has a number of strengths as follows;

- The students drawn to the major are above average in quality with many in honors programs, planning graduate school study, and having traveled abroad.
- The instructional faculty is drawn from the SSB departmental faculties and has excellent research credentials as noted by the SSB departmental reports.
- The university and school provide a variety of study abroad opportunities to complement the primary academic course work.
- The foreign language requirements, although modest at 15 SCHs, provide a foundation from which a large percentage of the students continue study toward minors and majors in modern languages.
- OSU, with over 2,000 foreign students and associated cultural program, provides a living laboratory developing understanding of the global business environment.

B. Areas of Improvement

There are a number of areas for improvement in the program. These are as follows:

- Within the SSB, some of the international business courses are only offered 1 semester year and with enrollment caps rather small. Further, the demand on other courses is sufficiently large that some class sections are too large (e.g., International Marketing with average enrollment sizes per section of 100-125).
- A critical component of the curriculum is course work from the College of Arts and Sciences. This includes modern history, political science and geography courses (e.g., Modern Latin America, Politics of the EU, Geography of South America). Only one section per year of such courses are available annually and the loss of a faculty member has frequently lead to cancellations for 1-2 years.
- New course development initiative should be implemented to include applied courses such as international human resources, export management, etc.
- Greater diversity of languages and the addition of majors and minors in such languages would provide students greater choice. Languages include Italian (not currently available), Chinese (available irregularly and less than a minor), and Japanese (available only as a minor).
- Greater diversity of study abroad opportunities for students are needed. In particular, this includes attention to Italy, Mexico, Spain, and throughout South America.

C. Recommendations for Action

Clearly, the areas for improvement noted above all deal with faculty resource needs. The SSB and selected departments in the College of Arts and Sciences should be directed to improvement. This includes the recruitment of international and language faculty, conversion of interest among faculty members, and revised assignment of faculty members to the international course work.

OKLAHOMA STATE UNIVERSITY

GENERAL REQUIREMENTS

COLLEGE OF BUSINESS ADMINISTRATION
 BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
DEGREE
INTERNATIONAL BUSINESS
MAJOR

For students matriculating:
 Academic Year 2003-2004

Total hours 123*

Minimum overall grade-point average 2.50

Other GPA requirements, see below.

General Education Requirements <u>34</u> Hours		
Area	Hrs	To Be Selected From
English Composition and Oral Communication	6	ENGL 1113 or 1313; and 1213 or 1413 (See Academic Regulation 3.5 in Catalog.)
American History and Government	6	HIST 1103 POLS 1113
Analytical and Quantitative Thought (A)	3	MATH 1483 or 1513
Humanities (H)	6	Any courses designated (H).
Natural Sciences (N)	7	One course designated (L, N). One course designated (N).
Social and Behavioral Sciences (S)	6	Any courses designated (S).
International Dimension (I)	-	Any course designated (I).
Scientific Investigation (L)	-	Any course designated (L). Students are encouraged to meet the requirement in their selection of (N) course work.
College/Departmental Requirements <u>7</u> Hours		
Orientation	1	BADM 1111
Analytical and Quantitative	3	MATH 2103
Oral Communication	3	SPCH 2713

Major Requirements <u>75</u> Hours		
Common Body <u>36</u> Hours		International Business Major Requirements <u>39</u> Hours
ACCT	2103	BADM 3713
ACCT	2203	12 hours from: ECON 3613
BADM	3513	FIN 4213
ECON	2103	LSB 4633
ECON	2203	MGMT 4613
FIN	3113	MKTG 4553
LSB	3213	6 hours from: ECON 4643, 4823
MGMT	3123	GEOG 3723, 3733, 3743, 3753, 3773, 3793
MKTG	3213	HIST 3113, 3163, 3183, 3273, 3323, 3413, 3423, 3433, 3463
MSIS	2103	POLS 3003, 3043, 3123, 3143, 3193, 3223, 3233, 4053
MSIS	3223	3 hours from: BCOM 3113, 3223, 3333
STAT	2023	ENGL 3323
		SPCH 3723
		Select an additional 15 hours of upper-division business courses from any field in the College of Business Administration. A minor in a selected business field is highly recommended.
		(A GPA of 2.50 is required in these 39 hours.)

A GPA of 2.50 is required in these 75 hours.

Electives 7 Hours

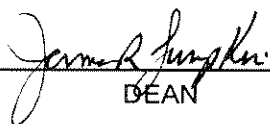
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 123 hours.

Other Requirements:

- No more than 50 percent of the 123 total hours may be earned in College of Business Administration courses. However, up to 9 hours of ECON and MSIS 2103 may be counted as outside the CBA.
- A minimum of 50 percent of the business hours required for a degree as well as the last 30 hours must be in residence at OSU.
- Forty-five hours of junior/senior level courses (3000 or above) are required.
- The student must indicate language proficiency as evidenced by
 - 15 hours of study of a single modern foreign language with a minimum grade of "C," or
 - 5 hours of intermediate or advanced modern foreign language courses with a minimum grade of "C," or
 - passing an approved Oklahoma State University examination.
- General Business double majors may not use any of the first 12 hours required courses for International Business in their 18-hour major area.

*Note: Students who must complete all 15 hours of language courses (i.e., who cannot demonstrate language proficiency equivalent to one course) will need at least 128 hours to meet all degree requirements.

Students will be held responsible for degree requirements in effect at the time of matriculation (date of first enrollment) and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.


 DEAN


 DEPARTMENT HEAD

NAME:

ID:

INTLBUS 2003 ADVISOR:

Course	Grade	Deviation
ENGL 1113		
ENGL 1213		
HIST 1103		
POLS 1113		
MATH 1483 or		
MATH 1513		
(H) 3 hrs.		
(H) 3 hrs.		
(L,N) 4 hrs.		
(N) 3 hrs.		
(S) 3 hrs.		
(S) 3 hrs.		
(I)		
BADM 1111		
MATH 2103 or		
MATH 2144		
SPCH 2713		
CS 1113	X	

(required for MIS or MSCS majors)

General Elective Hours:

Nonbusiness

Business

Course	Grd	Cr	Course	Grd	Cr

Course	Grade	Deviation
ACCT 2103		
ACCT 2203		
ECON 2103		
ECON 2203		
MSIS 2103		
STAT 2023		
BADM 3513		
FIN 3113		
LSB 3213		
MGMT 3123		
MKTG 3213		
MSIS 3223		

Declared Major

Credits and GPAs as of this date: _____

Hours for graduation _____

Grad/Ret GPA _____

Dept. GPA (2.50) _____

Major GPA (2.50) _____

Sr. College Hours (min. of 60 hrs.) _____

Nonbusiness Hours (min. of 62 hrs.) _____

Business Hours at OSU _____

NOTES:

Course	Grade	Deviation
BADM 3713		
Select 12 hours from:		
ECON 3613		
FIN 4213		
LSB 4633		
MGMT 4613		
MKTG 4553		

Select 6 hours from:

ECON 4643, 4823
 GEOG 3723, 3733, 3743, 3753, 3773, 3793
 HIST 3113, 3163, 3183, 3273, 3323, 3413, 3423,
 3433, 3463
 POLS 3003, 3043, 3123, 3143, 3193, 3223, 3233,
 4053

Select 3 hrs from listed communications courses:

Select 15 hours upper-division business electives:

Language Proficiency: