

From: [Bendoly, Elliot](#)
To: [Reed, Katie](#)
Subject: IB minor proposal
Date: Wednesday, March 14, 2018 8:20:13 AM
Attachments: [Proposed Minor in International Business-5.docx](#)

Hi Katie

For CAA consideration: The College has approved the attached International Business minor proposal, both at the department and committee level. The proposal is viewed to be financially sustainable. We have also structured this in collaboration with Tony Mughan at OSU International Studies to ensure course visibility outside of Fisher. This minor represents a natural progression towards greater access to global dialogues for our students who have otherwise found the completion of our International Business 'major' difficult.

Thanks, and let me know of next steps,

Elliot

PROPOSED UNDERGRADUATE MINOR IN INTERNATIONAL BUSINESS

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I. EXECUTIVE SUMMARY

The Fisher College of Business is proposing a new Undergraduate Minor in International Business. The objectives of the new minor are to provide students with an opportunity to complement their major studies with a deeper understanding of how the global economy works, to help develop a greater appreciation of business opportunities and risks associated with a more interconnected world, and to prepare students for working in cross-national settings.

II. BACKGROUND

While the College of Business has offered an undergraduate major in international business over several decades, we believe that a minor in international business would be of great interest to many other students, including those within the college pursuing other majors as well as those in other departments across the university. After taking the undergraduate core course entitled “Introduction to International Business”, a number of students indicate that, although they have already identified a major in areas such as finance, accounting, marketing and logistics, they are interested in international business but are unable to do so due to limited time for a second major. For this reason, only about 100 or less students major in international business at any given time. A minor in international business would allow students to take more international business courses without committing to a full-fledged major. Such a minor should also attract students from outside the college who are majoring in fields other than business, such as economics, sociology, psychology, international studies, as well as various area studies. For example, Professor Anthony Mughan, Chair of International Studies, noted that this minor would be of great interest to students in International Studies.

III. GOALS OF THE PROPOSED MINOR

A few decades ago, the United States and other countries operated in relative isolation, with somewhat limited connections to other economies. Today, no matter what major or type of employment a student pursues after completing college, it is likely to be impacted by the competitive forces of globalization. The globalization of the world economy has changed how we live and work, and will continue to do so into the future. A broader understanding of the forces of globalization, the changing competitive positions of countries, and the strategic choices available to firms for managing under these conditions, will help students develop a keener appreciation for how firms and the global economy operate under such conditions.

By participating in this program, students will:

- a. Understand the features and evolution of the global business environment, including the role of trade, foreign direct investment and international organizations in determining its direction.
- b. Develop a detailed appreciation for how countries' unique mosaic of economic and political institutions influence their ability to grow and participate in the global economy.
- c. Build cross-cultural competencies through systematic comparison of cultural and societal norms of different countries.
- d. Understand how multinational firms operate in such a context, including how they choose their strategies, structures and modes of market entry.
- e. Extend the knowledge they have from their disciplinary fields to the international realm.
- f. Synthesize their classroom learning with on-the-ground immersion experiences.

IV. CURRICULAR STRUCTURE

The minor in International Business will consist of 15 credits. The following four courses offered by the Fisher College will be required for the minor:

Course Number	Course Title	Credit Hours
BUSMHR 2000	International Business	1.5
BUSMHR XXXX	International Strategies	1.5
BUSMHR 4020	Cross-cultural Management	3.0
BUSMHR 4021	International Institutions	3.0

An additional 6 credits of coursework can be taken from offerings from within the college and/or in the university. Examples from within the college include:

BUSFIN 3250	International Finance	3.0
BUSMHR 4023	International Negotiations	3.0
BUSMGT 4237	International Operations Management	3.0
BUSM&L 4254	International Marketing	3.0
BUSMHR 4321	International Labor Management	3.0
BUSMHR 3000	Advanced Topics in International Business	3.0

Examples of courses that can be taken outside the college include:

AEDECON 2580	Feast or Famine: The Global Business of Food	3.0
COMM 3597.01	International Perspectives on Communication	3.0
AEDECON 4500	Economic Development	3.0
ECON 4560	Cooperation and Conflict in the Global Economy	3.0
POLITSC 4910	Business and Government Relations	3.0
SOCIOL 3302	Technology and Global Society	3.0
GEOG 2400	Economic and Social Geography	3.0
HIST 3705	History of Capitalism in Comparative and Global Perspective	3.0
INTSTDS 4850	Understanding the Global Information Society	3.0
INTSTDS 2000	Introduction to Africa	3.0
INTSTDS 2050	Introduction to China and Japan	3.0
INTSTDS 2100	Introduction to Latin America	3.0
INTSTDS 2200	Introduction to the Modern Middle East	3.0
INTSTDS 2250	Russia: From Communism to Capitalism	3.0

The international business faculty from the Management and Human Resources department of the Fisher College of Business will advise students on any other courses that can fulfill the requirements of this minor.

V. POTENTIAL ENROLLMENT

We believe there will be significant demand for this minor across the university, although it will be important to market the program to generate student awareness of it across the campus. Since international business is interdisciplinary, students who would be interested in this minor include those who:

- a. have a primary interest in a specific discipline but wish to expand their understanding of its international dimensions.

- b. have a primary interest in a specific region of the world (i.e., area studies), and wish to better understand its economic and business conditions.
- c. improve their understanding of the global business environment in general.
- d. Would like to live or work abroad, or improve their chances of employment in a global company.

We anticipate that demand will initially be about 50-100 students per year, but expect it to increase to 200 over time.

VI. ADMINISTRATION, STAFFING & ADVISING

Advising

While we expect that the students will be primarily advised by their advisors in their home programs, the international business faculty will also help to advise students on the most appropriate electives to take for fulfilling the minor based on their interests and career goals.

Staffing

We do not anticipate the new instructors immediately, as we already currently teach the international business courses required for the program. However, as enrollment increases, we will need to offer more sections of these courses, which will require more instructors.

Program Review, Metrics and Success Criteria

Success of this program will be determined according to the following key performance indicators:

- Number of students enrolled annually
- Completion rate of the minor
- Student satisfaction as collected via survey

VII. COURSE SEQUENCING

Suggested curriculum for 2018-2019:

YEAR	
Autumn Semester	Spring Semester
BUSMHR 2000 (online)	BUSMHR 4020
External elective	BUSMHR 4021
Internal elective (for those who took 2000 in earlier semesters)	External elective
	Internal elective

From: [Mughan, Anthony](#)
To: [Bendoly, Elliot](#); [Reed, Katie](#)
Cc: [Miriti, Maria](#)
Subject: RE: IB minor proposal
Date: Wednesday, March 14, 2018 1:36:19 PM

Elliot,

Thanks for including me. International Studies will give its enthusiastic endorsement of the proposal if and when asked. It's a great development for us.

Best, Tony

From: Bendoly, Elliot
Sent: Wednesday, March 14, 2018 12:11 PM
To: Reed, Katie <reed.901@osu.edu>
Cc: Miriti, Maria <miriti.1@osu.edu>; Mughan, Anthony <mughan.1@polisci.osu.edu>
Subject: RE: IB minor proposal

Thank Katie – I do have past email correspondence with Tony, but I think it would be just as easy to have Tony chime here. I'm cc-ing Tony.

E

Professor Elliot Bendoly, PhD
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& Fisher College of Business Distinguished Professor
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From: Reed, Katie
Sent: Wednesday, March 14, 2018 11:44 AM
To: Bendoly, Elliot <bendoly.2@osu.edu>
Cc: Miriti, Maria <miriti.1@osu.edu>
Subject: RE: IB minor proposal

Hi Elliot,

We will assign this to a CAA subcommittee. I suspect that the Council may want to see some communication from Tony Mughan. I am copying Maria Miriti on this note to get her thoughts. Maria is traveling this week, so there may be a delay in her response.

Thanks,
Katie

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To: Reed, Katie <reed.901@osu.edu>
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