

# UNIVERSITY OF MARY WASHINGTON – PROGRAM CHANGE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

<b>COLLEGE (check one):</b>	<b>Arts and Sciences</b>	<b>Business</b>	<input checked="" type="checkbox"/>	<b>Education</b>
Proposal Submitted By: Lance Gentry		Date Prepared: November 17, 2015		
Department /Program:	<b>College of Business: B.S. Degree with International Business Major</b>			

*Note: for any program change entailing the addition any new courses, or revisions to existing courses, separate proposal for those course actions must also be submitted.*

<b>PROPOSAL TO CHANGE EXISTING PROGRAM (check no than one of the following)</b>	
Revise requirements for existing <b>major</b>	
Revise requirements for a concentration within an existing <b>major</b>	
Revise requirements for an existing <b>degree program</b>	
Revise requirements for existing <b>certificate program</b>	
Revise requirements for existing <b>minor</b>	
<b>Implementation Date: FALL semester, year:</b>	Fall 2016

**REQUIRED ATTACHMENTS FOR CHANGES TO EXISTING PROGRAMS:**

1. **Rationale statement** (Why is this program change needed? What purposes will it serve?)
2. **Impact Statement** (Provide details about the Library, space, budget, technology, and impacts created by this program change. Supporting statements from the Library, IT Department, etc. evaluating the resource impact and feasibility of the program change are required.)
3. **Catalog Copy** (Provide the *existing* Catalog Description **and** the complete statement of the *proposed* new Catalog description that reflects the program changes)

<b>PROPOSAL TO CREATE NEW PROGRAM NOT REQUIRING STATE ACTION</b> (check no more that <b>one</b> of the following)		
New <b>concentration</b> within existing major		Name:
New <b>minor</b>		Name:
New Major but NOT a new degree*	<input checked="" type="checkbox"/>	Name: Business Administration: International Business
*Use ONLY for interdisciplinary majors that will be grouped as part of the "Special Majors/General Liberal Arts and Sciences" degree (CIP Code 24.0101) or reported as a BLS degree (CIP Code 24.0199)		
<b>Implementation Date (semester and year):</b>		Fall 2016

**REQUIRED ATTACHMENTS FOR NEW PROGRAMS NOT REQUIRING STATE APPROVAL:**

1. **Rationale statement** (Why is this additional program needed? What purposes will it serve?)
2. **Impact Statement** (Provide details about the Library, space, budget, technology, and impacts created by this program change. Supporting statements from the Library, IT Department, etc. evaluating the resource impact and feasibility of adding the new program are required.)
3. **Catalog Copy** (Provide the complete Catalog Description for the proposed new program)

Department Chair *Ken Machande* Date: November 18, 2015

College Curriculum Chair *Lance Gentry* Date: November 18, 2015

Dean Approval: *Lynne Richardson* Date: November 18, 2015

UCC Chair Approval: \_\_\_\_\_ Date: \_\_\_\_\_

\*Provost Approval: \_\_\_\_\_ Date: \_\_\_\_\_

*\*Required only in cases of proposals for new concentrations, new minors, or new majors that do not involve a new degree*

### **Rationale Statement**

This is part of the comprehensive improvements to the student offerings by the College of Business that was started last year (when the Accounting and Marketing majors were added). We live in a global economy and many of our students are interested in pursuing a major in international business.

### **Impact Statement**

The changes in this proposal will free some university resources as the Registrar's Office and the College of Business will no longer need to create and monitor special request majors for international business (our most popular special major request). It will not require any additional university resources to implement within the College of Business. All of the classes listed in the degree are currently being taught by the College of Business.

It is possible that this degree may increase the demand for students pursuing the Business Spanish, Business French, and Business German minors. This has been discussed with faculty from the Department of Modern Languages and Literatures and a letter for support from their department chair is attached.

### **Catalog Copy (only highlighted section on next page is new)**

Starting with "Requirements for the Business Major"

### **Requirements for Business Majors**

Students considering majoring in Business must take, BLAW 201, MATH 200 or its equivalent (CPSC 320, ECON 361, or PSYC 261), and ECON 201 and 202, which are required prerequisites for certain courses in the major.

There are multiple majors offered within the College of Business through the Bachelors of Science in Business Administration. All business majors are multi-disciplinary degrees, requiring that students master concepts from business disciplines such as Accounting, Business Administration, Decision Sciences, Finance, Management, Management and Information Systems Technology, and Marketing. All majors share a common core of 30 hours of business classes. This common business core consists of:

#### **Twelve (12) hours of lower-division requirements:**

ACCT 101, ACCT 102, MIST 201, DSCI 259, and.

#### **Eighteen (18) hours of upper-division requirements:**

MGMT 301, MKTG 301, BUAD 350, DSCI 353, FINC 301, MGMT 490

Students must then complete eighteen (18) hours of classes to earn a business degree. If a student does not declare a major within the College of Business, the student must take eighteen hours of upper-level electives within the College of Business to earn their Bachelors of Science in Business Administration.

Should a student desire to pursue a major within the College of business such as Accounting

or Marketing, their diploma shall state their degree (Bachelors of Science in Business Administration) and their major.

The following majors and their post-business-core requirements are available:

**Accounting Major (18 hours):**

Required: ACCT 301, ACCT 302, ACCT 304, ACCT 310, and ACCT 460

Students must also compete one of the following four options: ACCT 320, ACCT 401, ACCT 420, and ACCT 430

**International Business Major (18 hours):**

Required: BUAD 473; MKTG 460; BUAD 472 or MKTG 472; plus an additional 9 credits selected from any additional upper-level College of Business electives or from FREN 313, GERM 313, SPAN 393. Note 1: A maximum of three (3) credits of 499 courses may count toward the upper level elective requirement. Note 2: Students may repeat 472 courses for credit toward the upper level elective requirement. Note 3: Students may count FREN 313, GERM 313, SPAN 393 as both their upper level International Business Major electives and toward their Business French, German, or Spanish minor if they are also pursuing one or more of these minors.

**Marketing Major (18 hours):**

Required: MKTG 411, MKTG 450, MKTG 490, plus an additional 9 credits selected from any additional upper-level MKTG courses and GISC 200, GEOG 250 or EESC/GEOL 205. Note: A maximum of three (3) credits of 499 courses may count toward the upper level elective requirement.



October 26, 2015

Professor Lance Gentry  
University of Mary Washington College of Business

Dear Professor Gentry:

I am writing on behalf of the members of the Department of Modern Languages and Literatures in support of your plan to create a major in International Business. We are very excited about this potential partnership between our programs. We believe that many of our existing courses and programs will fit well in such a program, but we are also eager to work with you to help provide your students with the academic opportunities they need to complete their course of study. At this point in time, with the estimates of potential enrollments that you provided, we do not anticipate needing extra resources in our programs to be able to provide your students seats within our courses at the lower and upper levels, either if you decided to require students to complete a business-language minor or Asian Studies minor as has been discussed, or if you followed a model like International Affairs—an interdisciplinary program that has been incorporated very successfully into our programs and course offerings already. However, we will certainly need to assess the needs as they evolve. For example, eventually we may find that we need to offer a course like Spanish 393 Business Spanish either more frequently or with multiple sections. Still, we think this is a positive new direction for the University of Mary Washington, and we look forward to being a part of it.

Sincerely,

Elizabeth Franklin Lewis  
Chair, Department of Modern Languages and Literatures

Very truly yours,

Elizabeth Franklin Lewis, Professor of Spanish  
Chair, Department of Modern Languages and Literatures  
[elewis@umw.edu](mailto:elewis@umw.edu)