



Program Review Self-Study Template

 Academic unit: Management

 College: Business

 Date of last review 2013

Date of last accreditation report (if relevant) _____

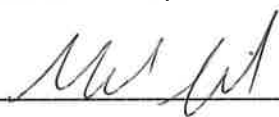
List all degrees described in this report (add lines as necessary)

Degree: Bachelor – International Business _____ CIP* code: 52.1101

 *To look up, go to: Classification of Instructional Programs Website, <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>

Faculty of the academic unit (add lines as necessary)


Name _____ Signature _____

 Masud Chand  _____

Dharma deSilva _____

 Kate Kung-McIntyre  6/14/2016

Brian Rawson _____

 Submitted by:  John Perry, Chair, Department of Management _____ Date June 9 2016
 (name and title)

1. Departmental purpose and relationship to the University mission (refer to instructions in the WSU Program Review document for more information on completing this section).

a. University Mission:

The mission of Wichita State University is to be an essential educational, cultural, and economic driver for Kansas and the greater public good.

b. Program Mission (if more than one program, list each mission):

The mission of the International Business program is to prepare students with the knowledge and skills to be managers who are able to comprehend international influences on the American economy, business and society, and to compete and lead domestic and global business in the 21st century.

c. The role of the program (s) and relationship to the University mission: Explain in 1-2 concise paragraphs.

In support of the University's mission, the International Business (IB) program has the goal of providing graduates with the knowledge and skills necessary to meet the growing demand for managers who can function at the international level as well as in domestic firms facing global competition. Because globalization forces are increasingly affecting companies throughout the world, including companies in Kansas, IB knowledge and skills are becoming more important in many companies. Armed with IB knowledge and skills developed in the IB program, graduates can help lead Kansas companies that serve as economic drivers for the state.

d. Has the mission of the Program (s) changed since last review? Yes No

i. If yes, describe in 1-2 concise paragraphs. If no, is there a need to change?

The mission has not changed since the last review.

e. Provide an overall description of your program (s) including a list of the measurable goals and objectives of the program (s) (programmatic). Have they changed since the last review?

Yes No

If yes, describe the changes in a concise manner.

Program Description – International Business Major

The International Business program requires a core of 36 hours of business courses covering the functions of Management, Marketing, Economics, Finance, International Business, Decision Science, Management Information Systems, Entrepreneurship, Business Law, and Accounting.

Students majoring in international business must make three choices

1. Regional emphasis: Latin America, Europe, or Asia Pacific. This choice dictates language and cultural/area studies choices.
2. Language. Depending on regional emphasis, there may be two or more language options.
3. Minor. International business majors must choose a functional area of business as a minor.

Students majoring in international business are also required to have an international experience. They must either spend a semester abroad at a university in their chosen region, or participate in an academic summer study tour to their region.

Required Courses..... 12.hrs.
 IB 561 International Economics and Business..... 3

IB 600 International Management.....	3
IB 601 International Marketing.....	3
IB 625 International Financial Management.....	3

*Directed electives from the following.....*9

IB 400 International Purchasing	
IB 481 Cooperative Education	
IB 491 Independent Study/Project	
IB 602 Legal Environment of Int'l. Bus.	
IB 690 Special Topics in Int'l. Business	
DS 665 Supply Chain Management	
POLS 220 Intro to International Relations	
POLS 226 Comparative Politics	
POLS 320 Developing World	
POLS 336 International Organizations	
POLS 370 European Politics	
POLS 390 Special Topics in POLS	
POLS 395 U.S. Foreign Policy	
POLS 524 Politics of Modern China	
ANTH 303 World Cultures <i>or</i>	
ANTH 515 China <i>or</i>	
ANTH 516 Japan: People and Culture	
MKT 403 Marketing Research <i>or</i>	
MKT 405 Consumer Behavior	
History: History courses approved by an adviser	
Language courses: 200-level and above	
International experience: Students may count up to 6 credit hours of international experience toward their directed electives.	

The International Business Program Objectives are:

- 1) Describe the dynamics of globalization, forces reshaping the new global economy, international influences on US business, consumers, economy society & public policy; and resulting issues for international business.
- 2) Evaluate the elements of culture, political economy and ethical issues impact international business.
- 3) Identify and apply international trade theories and practices.
- 4) Describe the international monetary systems and the foreign exchange process.
- 5) Analyze different modes of entry into foreign markets beyond exporting including FDI
- 6) Evaluate regional economic integration and growth of free trade agreements amidst GATT/WTO trade liberalization efforts.
- 7) Define corporate governance, ethics and social responsibility in the conduct of international business
- 8) Integrate IB concepts utilizing library information to demonstrate an ability to apply business specific tools of research, analysis, decision making.
- 9) Evaluate a wide range of scenarios, cases, simulation, and problems in the international context
- 10) Design a comprehensive business plan to enter a foreign market

7. Describe the quality of the program as assessed by the strengths, productivity, and qualifications of the faculty in terms of SCH, majors, graduates, and scholarly/creative activity (refer to instructions in the WSU Program Review document for more information on completing this section).

MANAGEMENT DEPARTMENT

Last 3 Years	Tenure/Tenure Track Faculty (Number)	Tenure/Tenure Track Faculty with Terminal Degree (Number)	Instructional FTE (#):			Total SCH - Total SCH by FY from Su, Fl, Sp	Total Majors - From fall semester	Total Grads – by FY
			TTF	GTA	O			
2012	15	15	12.7	0	3.7	10566	417	106
2013	15	15	10.0	0	4.2	10175	451	94
2014	14	14	9.7	0	4.2	10622	472	96
Total Number Instructional (FTE) – TTF+GTA+O						SCH/ FTE	Majors/ FTE	Grads/ FTE
↓								
2012					16.4	644	25.4	6.5
2013					14.2	717	31.8	6.7
2014					13.9	764	34.0	6.9

The faculty who teach in the International Business program also teach in other programs within the Management Department. Therefore, the data listed in the table above are for the whole Management department. The table below shows International Business major and graduation data.

Last 3 Years	Total Majors - From fall semester	Total Grads – by FY
2012	95	20
2013	97	18
2014	108	14

Data from the WSU Office of Planning and Analysis

Faculty Strengths

The Management Department encompasses faculty who teach in the areas of Entrepreneurship, Human Resource Management, International Business and Management. Many faculty members teach in multiple areas. The faculty teaching in the International Business major have terminal degrees from the following universities.

1. Indiana University
2. Simon Fraser University

In addition to faculty with terminal degrees, full-time instructor-level faculty have taught the introductory International Business course. The full-time faculty who teach the introductory course coordinate the course content to ensure that the course is taught at a consistently high, challenging level.

As members of an urban institution, the faculty is able to utilize local international business people to enrich the classroom experiences of our students. Guest lecturers, panel discussions, and debates on current topics in international business

are used to enhance to normal classroom activities. Also because of WSU’s urban setting, our students have numerous opportunities to gain practical experience through cooperative education placements and internships.

Of the faculty that are currently teaching in or have recently taught in the IB program, one has received the W. Frank Barton School of Business Instructor of the Year Award and the WSU Fairmount Chapter or Mortar Board Educator Appreciation Award. One has been nominated several years in a row for the WSU Board of Trustees Excellence in Teaching Award, and has won the WSU Academy for Effective Teaching Award.

Scholarly Productivity – Management Department

	Number Journal Articles		Number Presentations		Number Conference Proceedings		Performances			Number of Exhibits		Creative Work		No. Books	No. Book Chaps.	No. Grants Awarded or Submitted	\$ Grant Value
	Ref	Non-Ref	Ref	Non-Ref	Ref	Non-Ref	*	**	***	Juried	****	Juried	Non-Juried				
2012	8		9		1											1	
2013	4		5		1									1	1	2	
2014	7		6		1									3		3	
2015	4		3		1										1		

* Winning by competitive audition. **Professional attainment (e.g., commercial recording). ***Principal role in a performance. ****Commissioned or included in a collection.

3. Academic Program: Analyze the quality of the program as assessed by its curriculum and impact on students for each program (if more than one). Attach updated program assessment plan (s) as an appendix (refer to instructions in the WSU Program Review document for more information).

- a. For undergraduate programs, compare ACT scores of the majors with the University as a whole.

Last 3 Years	Total Majors - From fall semester		ACT – Fall Semester (mean for those reporting)	
	IB		IB	All WSU Students
2012	50		22.5	23.0
2013	50		23.6	23.0
2014	54		23.1	23.1

- b. For graduate programs, compare graduate GPAs of the majors with University graduate GPAs.

There is not an International Business graduate program.

- c. Identify the principal learning outcomes (i.e., what skills does your Program expect students to graduate with). Provide aggregate data on how students are meeting those outcomes in the table below. Data should relate to the goals and objectives of the program as listed in 1e. Provide an analysis and evaluation of the data by learner outcome with proposed actions based on the results.

In the following table provide program level information. You may add an appendix to provide more explanation/details. Definitions:

Learning Outcomes: Learning outcomes are statements that describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire in their matriculation through the program (e.g., graduates will demonstrate advanced writing ability).

Assessment Tool: One or more tools to identify, collect, and prepare data to evaluate the achievement of learning outcomes (e.g., a writing project evaluated by a rubric).

Criterion/Target: Percentage of program students expected to achieve the desired outcome for demonstrating program effectiveness (e.g., 90% of the students will demonstrate satisfactory performance on a writing project).

Result: Actual achievement on each learning outcome measurement (e.g., 95%).

Analysis: Determines the extent to which learning outcomes are being achieved and leads to decisions and actions to improve the program. The analysis and evaluation should align with specific learning outcome and consider whether the measurement and/or criteria/target remain a valid indicator of the learning outcome as well as whether the learning outcomes need to be revised.

Learning Outcomes (most programs will have multiple outcomes)	Assessment Tool (e.g., portfolios, rubrics, exams)	Target/Criteria (desired program level achievement)	Results	Analysis
Describe the dynamics of globalization, forces reshaping the new global economy, international influences on US business, consumers, economy society & public policy; and resulting issues for international business.	A comprehensive market entry project group will take place in IB 600 that all majors are required to take.	At least 70 % of students will score a 'satisfactory' overall, and a further 20 % will score 'good' overall on the assessment (four assessment scores – excellent, good, satisfactory, poor)	80 students completed the assessment. The overall scores were: - Excellent = 28.75% - Good = 52.40% - Satisfactory = 18.75% - Poor = 0 (targets met)	All students met or exceeded the minimum standards. However, based on feedback from students, it was decided that the IB 600 class should include a mandatory session on how to use various research resources for the market entry project. This session was developed in conjunction with the WSU Business Librarian and implemented in the Spring 2016 semester.
Evaluate the elements of culture, political economy and ethical issues impact international business.				
Identify and apply international trade theories and practices.				
Describe the international monetary systems and the foreign exchange process.				
Analyze different modes of entry into foreign markets beyond exporting including FDI				
Evaluate regional economic integration and growth of free trade agreements amidst GATT/WTO trade liberalization efforts.				
Define corporate governance, ethics and social responsibility in the conduct of international business				
Integrate IB concepts utilizing library information to demonstrate an ability to apply business specific tools of research, analysis, decision making.				
Evaluate a wide range of scenarios, cases, simulation, and problems in the international context				
Design a comprehensive business plan to enter a foreign market				

- d. Provide aggregate data on student majors satisfaction (e.g., exit surveys), capstone results, licensing or certification examination results (if applicable), employer surveys or other such data that indicate student satisfaction with the program and whether students are learning the curriculum (for learner outcomes, data should relate to the outcomes of the program as listed in 3c).

Learner Outcomes (e.g., capstone, licensing/certification exam pass-rates) by year, for the last three years				
Year	N	Name of Exam	Program Result	National Comparison±
2012		n/a		
2013		n/a		
2014		n/a		

When completing a WSU degree, students are required to complete an exit survey that asks questions connected to their degree program. The following table shows the satisfaction levels of Management graduates versus all WSU graduates

Satisfaction with Program among Undergraduate Students at End of Program Exit		
Year	IB graduates - % Satisfied or Very Satisfied	All WSU graduates - % Satisfied or Very Satisfied
2012	90.5	79.5
2013	87.5	82.9
2014	84.6	81.4

- e. Provide aggregate data on how the goals of the *WSU General Education Program* and *KBOR 2020 Foundation Skills* are assessed in undergraduate programs (optional for graduate programs).

Outcomes:	Results	
	Majors	Non-Majors
<ul style="list-style-type: none"> ○ Have acquired knowledge in the arts, humanities, and natural and social sciences ○ Think critically and independently ○ Write and speak effectively ○ Employ analytical reasoning and problem solving techniques 		
n/a		

Note: Not all programs evaluate every goal/skill. Programs may choose to use assessment rubrics for this purpose. Sample forms available at: <http://www.aacu.org/value/rubrics/>

KBOR goals are not assessed at the major level. These goals are assessed at the degree level in the Barton School for AACSB International (Association to Advance Collegiate Schools of Business) accreditation.

- f. For programs/departments with concurrent enrollment courses (per KBOR policy), provide the assessment of such courses over the last three years (disaggregated by each year) that assures grading standards (e.g., papers, portfolios, quizzes, labs, etc.) course management, instructional delivery, and content meet or exceed those in regular on-campus sections.

There is no concurrent enrollment course in the International Business program.

- g. Indicate whether the program is accredited by a specialty accrediting body including the next review date and concerns from the last review.

The International Business program is not accredited by a specialty accrediting body.

- h. Provide the process the department uses to assure assignment of credit hours (per WSU policy 2.18) to all courses has been reviewed over the last three years.

The Management department adheres to WSU Policy 2.18 which describes the process for assigning credit hours to classes. Moreover, the department adheres to the Department of Education rules regarding a credit hour. Namely, the Management department expects that for each SCH, a student will have to spend a minimum of 45 hours over the length of the course for instruction and preparation/studying or course related activities.

- i. Provide a brief assessment of the overall quality of the academic program using the data from 3a – 3e and other information you may collect, including outstanding student work (e.g., outstanding scholarship, inductions into honor organizations, publications, special awards, academic scholarships, student recruitment and retention).


Based on the program assessment and the satisfaction levels of IB students, the overall quality of the International Business academic program appears strong. The IB faculty are committed to constantly improving the program and plan to use the program assessment procedure to do so.

4. Analyze the student need and employer demand for the program. Complete for each program if appropriate (refer to instructions in the WSU Program Review document for more information on completing this section).

International Business Majors			
Last 3 YRs - Begins in fall and ends following summer	# Applicants	# Admitted	# on Census Day
2012	80	70	31
2013	76	69	24
2014	78	68	29
2015	89	83	32

Year	% Under-represented Minorities on Census Day				% Under-represented Minorities at Graduation	
	International Business		WSU		International Business	WSU
	Freshmen & Sophomores	Juniors & Seniors	Freshmen & Sophomores	Juniors & Seniors	Bachelor's degree	Bachelor's degree
2012	17.8	14.0	18.5	15.4	22.2	12.6
2013	23.4	20.0	18.5	14.9	14.3	13.5
2014	18.5	22.2	19.2	15.7	29.4	14.3

a. Utilize the table below to provide data that demonstrates student need and demand for the program.

employment of Majors*							Projected growth from BLS** Current year only
	Average Salary	Employment % In state	Employment % in the field	Employment: % related to the field	Employment: % outside the field	No. pursuing graduate or professional education	
2012	37333	0	66.7	33.3	0	2	
2013	38500	50	0	100	0	1	
2014	30750	25	50	50	0	0	
2015	30000	100	100	0	0	1	
							No BLS data for international business growth

* Salary, employment, and graduate school data from WSU exit surveys

** Go to the U.S. Bureau of Labor Statistics Website: <http://www.bls.gov/oco/> and view job outlook data and salary information (if the Program has information available from professional associations or alumni surveys, enter that data)

- Provide a brief assessment of student need and demand using the data from tables 11-15 from the Office of Planning and Analysis and from the table above. Include the most common types of positions, in terms of employment graduates can expect to find.

The number of International Business students who have applied, accepted, and matriculated declined between 2008 and 2013. Then increased to 2015. Because the Management department believes that international business education can be key to promoting economic development for Kansas (part of the WSU mission), we would like to increase the number of international business classes that are offered.

In terms of employment, according to a recent WSU Career Services Exit Survey, recent International Business department graduates held positions as Banking Center Manager, Accounting Assistant, and Director of Sales and Marketing.

5. Analyze the service the Program provides to the discipline, other programs at the University, and beyond. Complete for each program if appropriate (refer to instructions in the WSU Program Review document for more information on completing this section).

Management Department SCH by Student Department Affiliation on Fall Census Day			
Fall Semester	2012	2013	2014
Total SCH – Mgmt Department	4742	4860	5346
% International Business UG Majors	4.8	4.8	4.8
% International Business GR Majors	n/a	n/a	n/a
% non- IB Majors	95.2	95.2	95.2

- a. Provide a brief assessment of the service the Program provides. Comment on percentage of SCH taken by majors and non-majors, nature of Program in terms of the service it provides to other University programs, faculty service to the institution, and beyond.

The Barton School's International Business program in the Management Department strives to provide a continuously high level of service to all its constituents. In addition to offering a required course for all business undergraduate students, the International Business faculty also advise the Barton International Group (a student-run business consulting organization) and operate the World Trade Council of Wichita (an organization of Wichita businesses that convene nine times per year to discuss international business related topics).

The Department faculty also provide significant service to the discipline. Faculty members have made presentations at national and regional conferences and serve as editors and reviewers for international business journals. In terms of International Business credit hours, approximately 95% of the credit hours generated by the International Business faculty are taken by students earning other degrees.

6. Report on the Program's goal (s) from the last review. List the goal (s), data that may have been collected to support the goal, and the outcome. Complete for each program if appropriate (refer to instructions in the WSU Program Review document for more information on completing this section).

(For Last 3 FYs)	Goal (s)	Assessment Data Analyzed	Outcome
The overall objective was to maintain the high quality of the International Business program	Ensure that at least 70 % of IB majors score 'satisfactory' and at least 20% score 'good' on the newly designed IB major assessment rubric	Assessment data	The assessment targets were met.

7. Summary and Recommendations

- a. Set forth a summary of the report including an overview evaluating the strengths and concerns. List recommendations for improvement of each Program (for departments with multiple programs) that have resulted from this report (relate recommendations back to information provided in any of the categories and to the goals and objectives of the program as listed in 1e). Identify three year goal (s) for the Program to be accomplished in time for the next review.

Strengths of the International Business major include a highly qualified faculty who regularly score highly on SPTE teaching evaluations, are high-research productive, and provide strong levels of service to the university, profession, and community. Another strength is offering a curriculum and student service that satisfies students at a high level.

In terms of the International Business program's learning objectives, we completed our first round of assessment over the past three years. During this time, program goals were set, assessment tools were developed and implemented, target measures were set, and performance was measured. The International Business faculty were pleased that the target measures were met. Because this experience was the first program assessment for the International Business program, the faculty plan to meet in 2016 to review goals, tools, and targets. The goal is to ensure that the International Business program assessment is meeting the program's needs.

The main objectives of the International Business program for the next three years are to (a) expand the number of classes offered, and (b) maintain the high quality of the program. To support these goals, the International Business faculty plan to hire a new, International Business faculty member in 2017.