

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST</b> <b>Graduate Programs</b>		UGPC Approval _____ UFS Approval _____ Banner Posted _____ Catalog _____
	Department Management Programs College Business		
<b>Program Name</b> Masters of Science - International Business		<input type="checkbox"/> New Program <input checked="" type="checkbox"/> Change Program	<b>Effective Date (TERM &amp; YEAR)</b> Fall 2019
<p><b>Please explain the requested change(s) and offer rationale below or on an attachment</b></p> <p>Please see the attached memo on the program change explanation, along with the attached revised curriculum.</p>			
<b>Faculty Contact/Email/Phone</b> Roland Kidwell kidwellr@fau.edu 7-3654		<b>Consult and list departments that may be affected by the change(s) and attach documentation</b>	
<b>Approved by</b> Department Chair <u>[Signature]</u> College Curriculum Chair <u>[Signature]</u> College Dean <u>[Signature]</u> UGPC Chair <u>[Signature]</u> UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____		<b>Date</b> 11/13/18 11/18/18 11/28/18 1/23/19	

Email this form and attachments to [UGPC@fau.edu](mailto:UGPC@fau.edu) one week before the UGPC meeting so that materials may be viewed on the UGPC website prior to the meeting.

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MEMORANDUM

TO: Anita Pennathur, Chair - COB Graduate Council  
FROM: Roland Kidwell, Chair - Management Programs  
DATE: November 13, 2018  
SUBJECT: REVISED MS WITH A MAJOR IN INTERNATIONAL BUSINESS CURRICULUM

We are requesting approval of the updated version of the Masters of Science in International Business curriculum, which is attached. After about 10 years of the program on hiatus, the faculty and administration of the College felt it was time to review, and revise the curriculum, as we believe the updated version will meet student demand for such a program. This is not a new degree program, but is merely a request for the approval of changes that the faculty feel make the curriculum more relevant to the current educational and economic environment. The consensus was that the program should be structured to not require prior business foundational coursework, which is comparable to international business masters programs of several of our peer institutions.

A faculty committee worked for several months on program changes, resulting in the curriculum on the attached "Masters of Science with a major in International Business Revised Curriculum" sheet. Though most of the program remained the same, including the 33 credit hours required, the differences between this version and the prior offering are:

- Changed the required Economics course from ECS 6027 (Economics of Emerging Markets) to ECO 6716 (Advanced International Monetary Economics)
- Changed the required Finance course from FIN 6806 (Advanced Financial Management) to FIN 6246 (Financial Markets)
- Changed the required Communication course from GEB 6215 (Business Communications Applications) to GEB 6217 (Communication Strategies for Business Professionals)
- Changed the required Marketing course from MAR 6815 (Marketing Mgt. in a Global Environment) to MAR 6815 (Advanced Marketing Management)
- Replaced the required Accounting course (ACG 6276 Accounting in International Business) with a Management course focused on emerging markets (MAN 6728 Managing in Emerging Markets)
- Allowed the alternative of MAN 6596 (Global Supply Chain Management) for MAN 6614 (International Business Operations) [students can select either course, whereas before the first one was required]
- Replaced six credits of graduate business applied language (GEB 5360/5362 English for Global Business, POR 5455/5446 Portuguese for Global Business, SPN 5445/5446 Spanish for Global Business) with the same credits of elective coursework related to international business (approved by the Chair or Program Director)

Though the changes are not substantial, we felt this updated offering is better suited for the current educational and workforce needs of our constituents. If you have questions about the changes, or process, please feel free to contact me.

**Masters of Science with a major in International Business**  
**Revised Curriculum**

*Curriculum Working Group: Roland Kidwell, Anita Pennathur, Len Trevino, and Marc Rhorer*  
*Approved by Management Programs Faculty and the COB Graduate Council in Nov. 2018*

**Required Coursework (27 credits)**

ECO 6716    Advanced International Monetary Economics  
ENT 6946    Entrepreneurial Consulting Project (capstone course)  
FIN 6246    Financial Markets  
GEB 6217    Communication Strategies for Business Professionals  
MAN 6609    Cross Cultural Management and Human Resources  
MAN 6728    Managing in Emerging Markets  
MAN 6937    Global Environment of Management  
MAR 6815    Advanced Marketing Management

AND

MAN 6596    Global Supply Chain Management

OR

MAN 6614    International Business Operations

**International Business Elective Coursework (6 credits)**

Graduate electives of relevance to international business approved by the Chair or Program Director.

### **Master of Science with Major in International Business**

~~This program is on hiatus and currently not accepting students.~~

~~The Master of Science (M.S.) with major in International Business is a 33-credit program that provides advanced specialized management education for students who want to pursue a career in businesses and organizations that are directly involved in global, cross-national production, trade and investment.~~

~~This M.S. is an 11-month program that combines a broad-based curriculum in international business, fluency in a second language and immersion in the southern rim of Europe and Latin America—currently in Spain and Brazil. It is designed to develop managers for the international business arena.~~

~~Coursework for the M.S. in International Business is offered in South Florida, Spain, Portugal, Brazil and other countries relevant to the multinational company. The program provides an opportunity to carry out research consulting projects in an international setting at the partner institutions of Florida Atlantic University. Substantial periods of study time are completed abroad during the course of the program.~~

The Master of Science (M.S.) with major in International Business is a 33-credit program that provides specialized management education for students who want to pursue, or enhance, a career in businesses and organizations that are involved in global, cross-national production, services, trade, or investment. Prior business coursework is not required for the program. The degree combines a broad-based curriculum in international business, classroom learning, a possible study abroad field experience, as well as an applied project designed to develop managerial skills in varied aspects of global business.

### **Admission Requirements**

Applicants must meet, at a minimum, the following academic qualifications:

- ~~1. A degree from an accredited institution.~~
- ~~2. A cumulative grade point average of 3.0 on a 4.0 scale in the last 60 (or equivalent) credits of college coursework leading toward a bachelor's degree. Post baccalaureate coursework from an AACSB-accredited business school not included in an advanced degree may be included in the calculation.~~
- ~~3. A minimum score of 500 on the GMAT.~~
- ~~4. A minimum of two years of professional experience or evidence through academic or professional experience indicating the potential to be successful in the rigorous M.S. in International Business program.~~
- ~~5. Evidence from prior coursework, international travel, living abroad and other experiences that demonstrate exposure to other cultures.~~
- ~~6. A TOEFL score of 550 (CBT 213) or higher for applicants whose second language is English, or a score of 220 or higher on the New York University Language Examination, or two years of college language courses in the chosen foreign language (intermediate level). Currently the program requires either Spanish or Portuguese in addition to English.~~

### **Admission Requirements**

- Have earned a bachelor's degree from a regionally accredited college or university or the international equivalent.
- Have a strong grade point average on all previous college work (typically 3.0 minimum GPA), though emphasis will be on the last 60 credits earned.
- Submit a one-to-two page essay describing both the applicant's background and objectives for undertaking graduate study.

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- An official GMAT score of at least 500 or GRE scores of at least 153 (verbal), 144 (quantitative) and 4 (analytical writing).

Conditional admission may be available under certain circumstances to applicants who have received a bachelor's degree from a regionally accredited institution, but who fall short of the GPA and/or the GMAT requirement or who show high promise. In these cases, the admissions committee will review all evidence of high promise, including but not limited to: grade trends, mature work experience, work accomplishment and promotion, type and rigor of undergraduate degree program, references and letters of recommendation and evidence of having attained some "A" grades in rigorous courses. After the first term, the admissions committee will review each student receiving conditional admission and will recommend either full admission to or dismissal from the program.

### **Admission Requirements for International Students**

A graduate of a foreign college or university who has completed an academic program equivalent to an American bachelor's degree may apply for admission to the master's program. International students are required to submit the application forms and an official certified transcript indicating the nature and scope of their academic training. An international applicant whose native language is not English must submit a score of at least 600 (CBT-250) on the Test of English as a Foreign Language (TOEFL). For details, applicants should write to: Test of English as a Foreign Language, Educational Testing Service, P.O. Box 6151, Princeton, New Jersey, 08540-6151, U.S.A., or visit [www.ets.org](http://www.ets.org). The IELTS test may also be considered. See [www.ielts.org](http://www.ielts.org).

### **Application Procedures and Deadlines**

Applicants must follow application procedures outlined in the Admissions section of this catalog. The GMAT or GRE must be taken and the required application material must be submitted to the Graduate College by the deadline established by the University each term. Early submission of admission documents will facilitate the decision process.

### **Program Components**

The program consists of foundation, language, core and professional development.

#### **Foundation Requirements**

Each student will be required to complete courses that introduce the broad field of business administration. The Foundation courses are: Financial Accounting Concepts (ACG 6027); Financial Management (FIN 6406); Seminar in Modern Economic Concepts and Theories (ECO 6008); and Marketing Functions and Processes (MAR 6055). Students with a background in business may be exempted from Foundation courses if the credit evaluation shows a satisfactory mastery of the individual component.

#### **Language Requirements**

Each student must focus on a language, e.g., Business Portuguese. This is designed to enhance the student's ability to communicate effectively in the target language.

<b>International Business Core</b>		
The core conveys the body of knowledge of international business management. The required courses are:		
The Economics of Emerging Markets	ECS 6027	3
Entrepreneurial Consulting Project	ENT 6046	4
Advanced Financial Management	FIN 6806	3
Cross-Cultural Management and Human Resources	MAN 6609	3
International Business Operations	MAN 6614	3
Advanced Marketing Management	MAR 6815	3
Electives*	-	3
Language**	-	6
<b>Total Required Credits</b>		<b>33</b>

\*In addition to core courses in finance and marketing, students will select an elective in either discipline depending on their interests. Courses will be chosen under the advisement of the program coordinator.

\*\* Each student must complete a minimum of 6 credits in one language. English-speaking students must take either Portuguese or Spanish, while non-English-speaking students must take English.

**M.S. with a major in International Business Curriculum:**

<b><u>International Business Required Coursework</u></b>		
The core conveys the body of knowledge of international business management. Prior coursework in business is not required; the program's required coursework follows:		
<u>COURSE TITLE</u>	<u>NUMBER</u>	<u>CR</u>
<u>Advanced International Monetary Economics</u>	<u>ECO 6716</u>	<u>3</u>
<u>Entrepreneurial Consulting Project</u>	<u>ENT 6946</u>	<u>3</u>
<u>Financial Markets</u>	<u>FIN 6246</u>	<u>3</u>
<u>Communications Strategies for Business Professionals</u>	<u>GEB 6217</u>	<u>3</u>
<u>Cross Cultural Management &amp; Human Resources</u>	<u>MAN 6609</u>	<u>3</u>
<u>Managing in Emerging Markets</u>	<u>MAN 6728</u>	<u>3</u>
<u>Global Environment of Management</u>	<u>MAN 6937</u>	<u>3</u>
<u>Advanced Marketing Management</u>	<u>MAR 6815</u>	<u>3</u>
<u>One of the following two courses:</u>		<u>3</u>
<u>Global Supply Chain Management , OR</u>	<u>MAN 6596</u>	
<u>International Business Operations</u>	<u>MAN 6614</u>	
<u>International Business Elective Coursework (graduate electives relevant to international business approved by the Chair or Program Director). Typical coursework includes a short study abroad excursion and additional classes from departmental offerings.</u>		<u>6</u>
<b><u>Total Required Credits</u></b>		<b><u>33</u></b>