

PROPOSAL SUMMARY AND ROUTING FORM

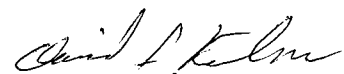
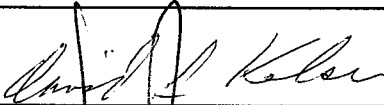
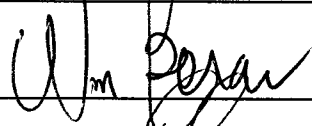
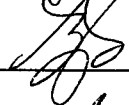

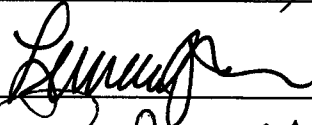
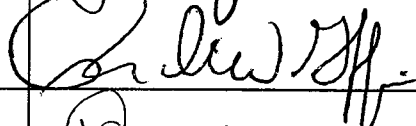

Proposal Title: Closure of the International Business B.S. Program

Initiating Unit or Individual: Management Department

Contact Person's Name: Karen Ottobre e-mail: ottobrek@ferris.edu phone: 2427

Date or Semester of Proposal Implementation: 06F

- Group I - A – New degree/major or major, or redirection of a current offering
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs
- Group V – Closure of Program

Group/Individual	Signature	Date	Vote/Action *
Program Faculty			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Faculty			<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Department Head		5-16-06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
College Curriculum Committee		5/16/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Dean		5/14/06	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
University Curriculum Committee		9/12/07	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Senate		10/1/07	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support
Academic Affairs		10/12/07	<input checked="" type="checkbox"/> Support <input type="checkbox"/> Support with Concerns <input type="checkbox"/> Not Support

* Support with Concerns or Not Support must include a list of concerns.

To be completed by Academic Affairs		
President (Date Approved)	Board of Trustees (Date Approved)	President's Council (Date Approved)
	11-8-07	1-25-08

1. Proposal Summary

International Business Major to be deleted from the Management Department's list of majors due to the following factors:

- Lack of enrollment numbers (has stabilized between 28-32 over the last several years causing classes to be cancelled and reasonable sequence and timeframe of offerings to be erratic resulting in independent studies or postponed graduating dates for the students.)
- Lack of entry level positions in the field of international business – entry is through functional areas such as finance, marketing, human resource management, advertising, CIS, logistics, etc. After establishing one's self in a functional area, international careers become a viable path, not an entry level option.

The best option is to allow our students to supplement their functional business majors with an International Business Certificate or an International Business Minor. Both options are now available to our students.

Business schools at the undergraduate level such as Michigan State University and the University of Michigan are using this approach. The number one rated graduate school in international business (Thunderbird – The Garvin School of International Management) has changed its Masters in International Business Management to a MBA with an international business concentration. GVSU still maintains a separate International Business Major but the program demands a second major in a functional area which results in additional credit hours to graduate.

2. Summary of All Course Action Required* **Nothing at this point.**

*Contact Senate Secretary or UCC Chair if spaces for additional courses are needed.