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## DOC 2019-08 Proposal to change the name of the International Business Management Major to Management.

University of Dayton. Department of Management and Marketing

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**PROPOSAL TO THE ACADEMIC SENATE**

**TITLE:** Proposal to change the name of the International Business Management Major to Management.

**SUBMITTED BY:** Department of Management & Marketing, School of Business

**DATE:** August 30, 2019

**ACTION:** Legislative Authority

**REFERENCE:** Senate Constitution II.B.1.a (See also Senate Document 2014-04 “DOC 2014-04 Actions pertaining to degree programs and academic departments”)

**APPROVED:** October 4, 2019

Abstract:

The faculty in the Management & Marketing department of the SBA propose to offer a new Management major. In many ways, however, this proposal represents a modest revision of the existing International Business Management (IBM) major, which we will discontinue if this proposal is approved.

The current IBM major requires students to select an emphasis in either Global Markets or International Human Resources. The new Management major does not require students to declare an emphasis; they may opt for a generalist management degree instead. Those students wishing to specialize may choose emphases in International Business (IB) or Human Resources (HR). There are several reasons that motivate this request. First, structurally the new Management major would parallel our current Marketing major, which permits students to either major in Marketing at a general level, or to specialize in a sub-domain by declaring an emphasis. We have found that designing broad majors in this way permits greater responsiveness to changing market conditions and creates options and flexibility for students as they pursue their first jobs after graduation. Second and importantly, we have evidence from our Career Services office, from employers, and from parents who accompany their prospective students on campus visits, that our currently structured major may be both confusing and underserve the market. Many jobs, for example, are posted that seek management majors or seek to fill management training programs, and students with an IBM degree are overlooked.

This proposal requires no new resources from the University or the SBA – in large part because it is a reconfiguration of the existing major. Likewise, there are no implications for units inside or out of the School of Business of this requested change. Finally, this proposal received unanimous approval from the SBA Curriculum committee and faculty as a whole.

***1. Rationale for the new program, definition of the focus of the program and a brief description of its disciplinary purpose and significance, including unique features of the program (e.g., international study, service learning, research, etc.).***

The Management and Marketing department proposes to offer a new Management major. In many ways this proposal represents a modest revision of the existing International Business Management major (which we plan to discontinue if this proposal is approved). The current International Business Management major requires students to select an emphasis in either Global Markets or International Human Resources.

In contrast, the new Management major does not require students to declare an emphasis; they may opt for a generalist management degree instead. However, students wishing to specialize may choose emphases in International Business (IB) or Human Resources (HR). Structurally, the new Management major parallels our current Marketing major, which permits students to either major in Marketing at a general level, or to specialize in a sub-domain via declaring an emphasis. Structuring broad majors in this way permits greater responsiveness to changing market conditions. For students, this approach creates flexibility and options as students pursue their first jobs after graduation. For the department and SBA, areas of emphases may be added to the curriculum with fewer administrative steps. In talking to employers and alumni, we asked if there were jobs openings specifying International Business credentials for which the Management-with-emphasis would be unacceptable. None indicated that would create a problem.

We are not seeking to diminish the importance of International Business as an academic domain of inquiry. Quite the contrary, the proposed Management major, through the IB emphasis, preserves the character of an International Business major. For example, Management/IB emphasis students must complete a for-credit international educational experience. Indeed, compared to the current International Business Management major, only required three credit hours differ for IB emphasis students under the proposed Management major. Thus, employers seeking to hire students with degrees in International Business will find the new major meets their needs.

We believe the new major will actually grow demand for the study of International Business at the University of Dayton. Under the new major, all Management students regardless of emphases, must complete Survey of International Business (INB 302), increasing exposure to international management concepts. We believe this will draw some additional students to the IB emphasis.

The new Management major should also draw students who may have been confused by the nomenclature of the current major, International Business Management. In speaking to employers, the current major created confusion for students and prospective employers for many entry-level jobs that specify requirements for a Management major. This is especially true for jobs described as a "Management Development program" or "Management trainee" entry positions. The name, International Business Management, may have led to students who did not emphasize international business to be overlooked in their job searches. Hence the new management major directly benefits these students.

***2. Description of the effect and actions to be taken (if any) on other degree programs and/or departments that are impacted by the proposed degree program.***

The proposed Management major will replace the existing International Business management major, which we plan to request discontinuing, per academic senate document 2014-04.

### **3. Prospective enrollment, including supporting evidence.**

The following table shows enrollments by major in the Management and Marketing department for the period 2008 to 2017. The current International Business Management major was formed by merging two separate majors (in International Business and in Leadership), peaked at 201 students in 2013, and declined approximately 21% through 2017. Based on historical data, employer and students inquiries, and discussions with the SBA Advising Center, we believe that the addition of a generalist track and greater clarity in the degree and emphases names will lead as many as 15% to 20% of undecided business students to declare management as a major, in addition to retaining most existing majors. We anticipate the Management major will grow to roughly 225 students within five years.

Department Majors	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Entrepreneurship	163	180	198	181	181	158	145	139	168	154	161
Internat. Bus.	79	68	73	83	100	109	-	-	-	-	-
Leadership	99	74	85	90	98	92	69	22	8	2	-
Internat. Bus. Mgt.	-	-	-	-	-	-	122	145	145	157	139
Marketing	419	378	408	414	459	451	480	513	505	506	521
Department Total	760	700	764	768	838	810	816	819	826	819	821
IM/IMB/LDR Total	178	142	158	173	198	201	191	167	153	159	139

### **4. Efforts to attract and retain students from underrepresented groups.**

The generalist track available in the proposed Management major more closely aligns with similar programs at Sinclair Community College, meaning less confusion and greater ease for students participating in the UD Sinclair Academy. Once approved, the SBA will make any needed changes to the Academic Pathways agreements with Sinclair to permit Sinclair students the opportunity to complete their Management degrees at UD. Through its greater affordability, we hope that this avenue will help increase the number of students from underrepresented groups majoring in Management.

### **5. Evidence of need for the new major or degree, including the opportunities for employment of graduates.**

The Management and Marketing Department Chair meets with approximately 75 prospective students & families annually, and roughly one-third ask if UD offers a management major. Similar proportions are reported by the SBA Advising Center. At the 2019 UD Career fair 104 of the 179 employers indicated an interest in hiring management majors, among others. However, as noted earlier, not all employers recognize International Business Management as a management major. Indeed, because of the potential for confusion, Career Services employees have shared with us that they encourage some students to simply list themselves as Management majors on their resumes. This proposal resolves those concerns.

### **6. Identification and discussion of similar programs at the University and peer institutions.**

There are no similar majors at the University of Dayton. We investigated offerings at 40 different universities across the country (10 public and 30 private institutions, including peers). Of the 40, 26 offer a Management major, and 10 offer a major simply in Business Administration (see table just below). Twenty-five offer some specialization in management through an area of emphasis or track. In addition to Management majors, six schools offer additional majors with Management in the title, generally in a very specialized area such as Sport Management. Of those not offering either a Business Administration or a Management major, four of the five remaining schools offer majors in either International Business or in Human Resource Management. For the twenty-five schools offering areas of emphases, the data were bifurcated; for schools with management majors, the most common concentrations were International Business and Human Resources; for the remainder concentrations included areas such as accounting, finance, or marketing. Appendix A lists the 40 schools reviewed for their management degree options.

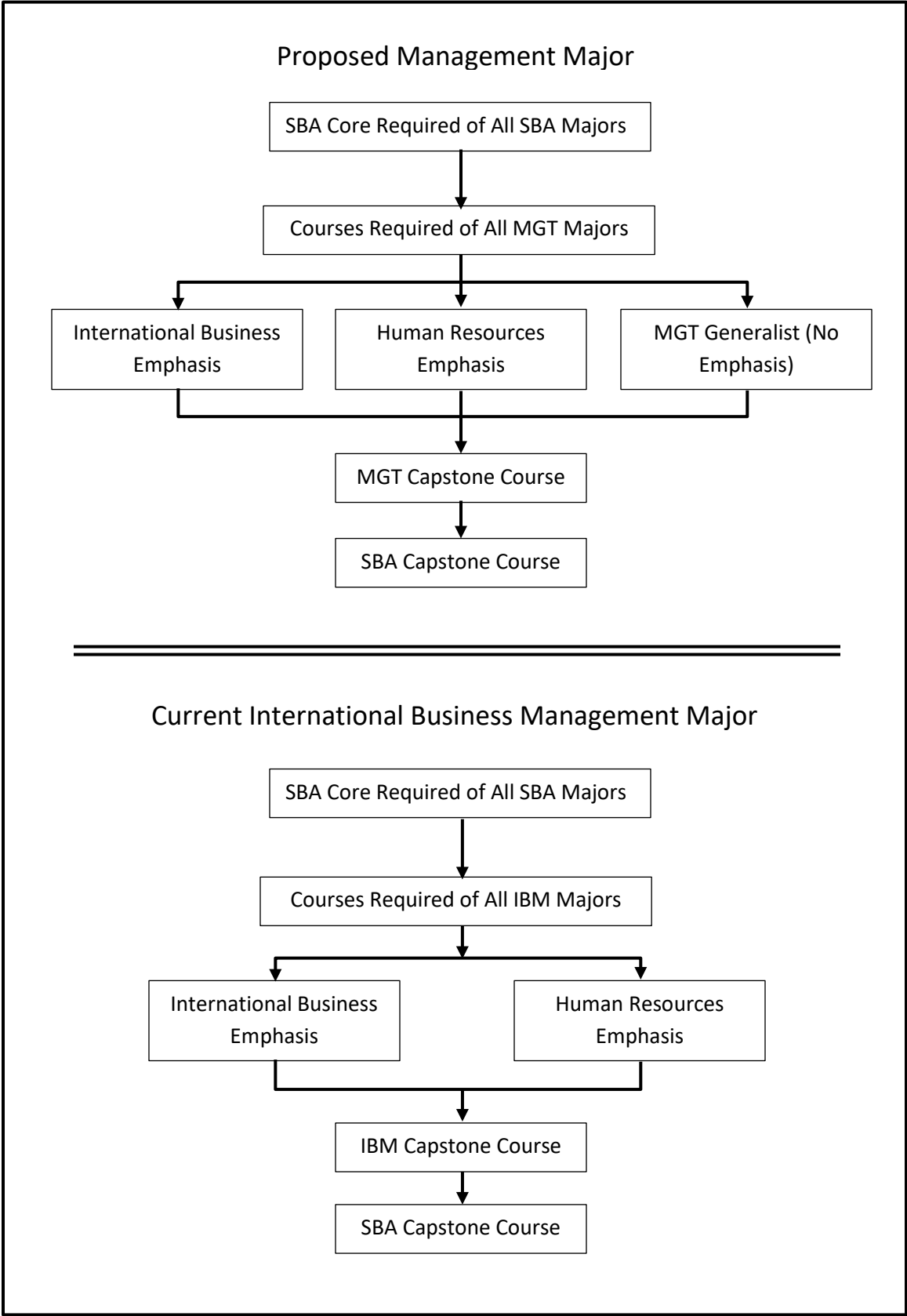
<b>Name of Major</b>	<b>Schools Offering a Given Major</b>	<b>Schools Offering Emphasis/track</b>
Business Administration	10	9
Management	21	12
Management and Leadership	5	2
Other	4	2

### ***7. Description of the proposed curriculum.***

The proposed Management major requires students to take three courses: INB 302 (Survey of International Business), MGT 421 (Small Business Management Skills), and a capstone course. Students then select 9 hours from a list of existing management courses, and through their selection may elect to complete one of two emphases (i.e., International Business or Human Resources). Students who elect the International Business emphasis must also participate in a for-credit international educational experience (e.g. a University of Dayton study abroad experience would satisfy this requirement). Thematically the major provides each student with a large picture of management (INB 302), more localized insights (MGT 421), and an experiential capstone (MGT 4X0) at the firm level. Appendix B lists the courses for the major, courses required for each emphasis, as well as courses currently available as electives to fulfill major and emphasis requirements.

Electives for the Management major/International Business elective require students to take one of five courses offered within the School of Business Administration, but which are not considered management courses. This parallels the existing International Business Management requirements. These are International Business courses, but which intersect other academic domains (e.g. International Economics, Global Marketing, etc.).

Figure 1. Structures of Proposed and Current Majors



***8. Availability and adequacy of the staff, faculty, information resources, and facilities, including library resources; administrative arrangements for the proposed program.***

We forecast no additional support resources beyond those currently provided for the existing International Business Management major.

***9. Projected additional investment associated with the program and evidence of institutional commitment and capacity to meet this financial investment. The proposing unit should consult with the Office of the Provost for financial analysis.***

There are no additional costs associated with this proposal. All funds currently planned for the existing International Business Management major will be re-allocated to the new Management major. Because growth in the major will be gradual, and not substantive, we don't envision additional costs.

## Appendix A

### Select comparison of other AACSB Universities and their Management major options

Institution	Location	Standalone IB Program	Relevant Business Degree Programs	Relevant Specializations	Specialization Type
<u>Bradley University</u>	Peoria, IL	Y	International Business Management and Leadership	-	-
<u>DePaul University</u>	Chicago, IL	N	Business Administration Management	-	-
<u>Drexel University</u>	Philadelphia, PA	Y	General Business International Business Organizational Management	-	-
<u>Duquesne University</u>	Pittsburgh, PA	Y	International Business Management	-	-
<u>Lehigh University</u>	Bethlehem, PA	N	Management	-	-
<u>Loyola University Chicago</u>	Chicago, IL	Y	International Business Management U.S./Europe Double Degree Program	International Business Management	Minor
<u>Marquette University</u>	Milwaukee, WI	Y	International Business	-	-
<u>Miami University-Oxford</u>	Oxford, OH	N	Management and Leadership	-	-
<u>Michigan State University</u>	East Lansing, MI	N	Management	-	-
<u>Ohio State University-Main Campus</u>	Columbus, OH	N	Business Administration	International Business Business Management	Specialization
<u>Ohio University-Main Campus</u>	Athens, OH	Y	International Business Management & Strategic Leadership	-	-
<u>Purdue University-Main Campus</u>	Vest Lafayette, IN	N	Management Strategy and Organizational Management	Global Leadership and Human Capital	Concentration
<u>Saint Joseph's University</u>	Philadelphia, PA	Y	Business Administration International Business	International Business	Minor
<u>University of Akron-Main Campus</u>	Akron, OH	Y	General Business International Business Marketing, Sales, or HR Management	International Business Sales or HR Management	Minor
<u>University of Cincinnati-Main Campus</u>	Cincinnati, OH	Y	International Business	International Business	Major
<i>University of Dayton</i>	<i>Dayton, OH</i>	<i>Y</i>	<i>International Business</i>	<i>Global Markets Human Resources</i>	<i>Specialization</i>
<u>University of Illinois-Urbana Champaign</u>	Urbana-Champaign, IL	N	Management	General Management International Business	Concentration
<u>University of Michigan-Ann Arbor</u>	Ann Arbor, MI	N	Business Administration	-	-
<u>University of Notre Dame</u>	Notre Dame, IN	N	Management Consulting	-	-
<u>University of Pittsburgh-Main Campus</u>	Pittsburgh, PA	Y	Global Management Human Resources Management	-	-
<u>University of Toledo</u>	Toledo, OH	Y	International Business General Management Organizational Leadership and Management Generic BBA Plan of Study	International Business Management	Minor



## Appendix B. Proposed Management Major

### Courses Required of All Management Majors (9 hours)

INB 302	Survey of International Business	3
MGT 421	Small Business Management	3
MGT 4X0	Senior Seminar in Management Issues & Solutions (to be created).	3

### **International Business Emphasis (9 hours)**

#### Required Course (3 hours)

MGT 403	Cross-Cultural Management	
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#### Global Business Management Elective (3 hours, Choose one)

INB 350	Doing Business in Emerging Markets	3
INB 351	Doing Business in Latin America	3
INB 352	Doing Business in Asia	3
INB 353	Doing Business in Europe	3
INB 354	Doing Business in Africa	3
INB 357	Export Management	3
INB 450	Seminar in Current Global Issues	3

#### Global Interdisciplinary Elective (3 hours, Choose one)

ACC 412	International Accounting	3
FIN 450	International Business Finance	3
MKT 440	Global Marketing	3
ECO 461	International Economics	3

### **Human Resources Emphasis (9 hours)**

#### Required Course (3 hours)

MGT 423	Human Resource Management in the Emerging Firm	3
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#### Electives (6 hours, Choose 2)

MGT 350	Managerial Skills	3
MGT 402	Leadership & Motivation	3
MGT 404	Group Dynamics, Team Processes & Decision Making	3
MGT 405	Employee Training & Development	3
MGT 425	Franchising	3
MGT 313	Negotiation	3
MGT 314	Survey of Human Resources	3
MGT 410	Senior Seminar in Experiencing Leadership	3

### **Management Generalist (9 hours)**

Electives (9 hours, Choose 3 courses from electives in International Business or Human Resources areas of emphases.