SPECIAL REPORT
OF THE
ACADEMIC MATTERS COUNCIL
concerning
CREATION OF A CERTIFICATE
IN INTERNATIONAL BUSINESS
(#4318)
Presented at the
783rd Regular Meeting of the Faculty Senate
January 24, 2019

COUNCIL MEMBERSHIP

ACADEMIC MATTERS COUNCIL

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The Academic Matters Council recommends approval of this proposal.

Briefly describe the Proposal

The following proposal describes a 15-credit undergraduate certificate to recognize student proficiency in international business. The proposed certificate combines core business courses offered by the Isenberg School of Management with supplementary courses, and participation in at least one semester of education abroad, international internship, or faculty-led international program. Supplementary courses can be drawn from the fields of international studies and/or cross-cultural communication, including language study, to enrich the International Business Certificate. Together these make a coherent program of study that enhances a student’s preparedness for entering the diverse field of international business while meeting the University’s requirements for a certificate. All Isenberg students who successfully complete the required course work and who participate in a study abroad experience will fulfill the International Business certificate requirements. This certificate is intended to serve as a pilot program for other schools and colleges to follow within their own domains.
This 15-credit certificate will consist of existing and adapted courses; at least one university or Isenberg approved study abroad course. Of the 15 credits, three are required, six are additional core electives, three are an elective and three are fulfilled by the capstone project. The required courses, potential study abroad courses, and capstone project are described below.

**Required course (3 credits):**

**MGMT 391A or SCH-MGMT 391A: Introduction to Global Business** The objectives are (1) to explain how and why the world's countries differ; (2) to analyze the economics and politics of international trade and investment; (3) to understand the functions and form of the global monetary system; and (4) to examine the strategies and structures of international businesses (5) to acquire the rudiments of intercultural competence

**Additional Required Isenberg CORE courses:** Students select two of the courses below for a total of 6 credits.

- FINANCE 405: International Finance
- MGMT 448: International Management
- MKTG 437: International Marketing
- ACCTG 582: International Accounting
- MGMT 394G: Behavior in the Global Economy

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<th>Financial Track Recommendations</th>
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Available Study Abroad Courses. Through the International Programs Office, UMass-Amherst offers a number of approved study abroad opportunities for students in the Isenberg School of Management. UMass currently offers coursework for Isenberg students through a number of partner programs and direct exchanges. Popular programs include CAPA Sydney, CAPA London, API Barcelona, CEA Barcelona, VU Amsterdam, and Manchester Business School, where typical pre-approved course offerings include International Marketing, International Economics, International Finance, International Dimensions of Organizational Behavior, Global Workforce Management, Managing Global Supply Chains, and Cross-Cultural Management.

Electives. Select 6 credits from the elective list. Students may take additional courses from the core list above, the list below or other pre-approved electives with a global emphasis. The following list illustrates the range of courses that certificate students may take to supplement their study of the multifaceted field of international business. Other electives may be added as they become available. Students may opt to take one course outside of Isenberg (as capacity allows), but are not required to do so to meet the requirements of the Certificate.

- SCH-MGMT 597LG Humanitarian Logistics and Healthcare
- SCH-MGMT 191I: Seminar, Business in Global Society
- Faculty-led study abroad courses
  
  Conflict Resolution in Ireland
  Ubuntu Business/Isenberg Citizens First in South Africa
  Business in Italy
  Business in China
  Hospitality and Tourism Summer Abroad in Europe

Other Electives as capacity allows:

1. COMM 492G: Cultures in Conversation
2. POLISCI 121: Introduction to World Politics
3. POLISCI 354: International Relations
4. POLISCI 356 International Law
5. POLISCI 359: International Political Economy
6. Any language course at intermediate level or above
7. Other pre-approved courses across campus
8. Pre-approved courses from international partner programs

In addition, students may choose to complete an independent study with a faculty member that integrates their coursework and international experiences.

Provide a brief overview of the process for developing the Proposal.

The need for this certificate stems from the imperative that UMass-Amherst prepare its graduates for work in a complex and evolving international business environment. The increasing visibility of multinational corporations, issues surrounding labor migration and outsourcing, and the international dimensions of business in the globalized twenty-first century all reveal the need for UMass-Amherst students to be educated about and adaptable to changing conditions. Just as students should be prepared for the technical
aspects of this work, they should also be prepared for its cultural aspects, including knowledge of international relations, international law, and cross-cultural communication and understanding.

This need was addressed early on by Isenberg faculty through a Title VI grant from the U.S. Department of Education in 1993-1995. The Principal Investigator of this $140,000 grant was Dr. Marta Calas, Professor, Management Department, and the goal of the grant was the internationalization of the School. As a result of that grant and the work of the PI and other Isenberg faculty, several courses with an international focus were developed: SOM 391A (former rubric) Introduction to Global Business, ACCTG 582 International Accounting and a doctoral seminar in Theory and Research in International Organization Studies. The development of a Certificate is the long-awaited next step toward internationalization in Isenberg.

This certificate also responds to the university’s broader mandates for internationalization, including education abroad. According to the university’s Strategic Plan, education abroad aims to “foster and communicate a culture of internationalization for UMA students by offering a broad portfolio of high quality education abroad programs, including exchange opportunities, faculty-led programs, UMA and partner programs, and research and internship opportunities throughout the world—including undergraduate research opportunities.” Such programs often increase the success of students on the job market. As Alan Goodman, President and CEO of the Institute for International Education (IIE), writes: “International experience is one of the most important components of a 21st century resume.” In responding to these needs, this certificate has been designed to include a required international experience. This certificate serves as the pilot and would presumably be the first in a series of International certificates offered through other schools and colleges on the UMass-Amherst campus.

Finally, this certificate aims to increase the competitiveness of UMass-Amherst and the Isenberg School of Management as top destinations of choice for undergraduate students. While many higher education institutions have begun to offer international business majors, minors, and certificates, or their equivalent, UMass-Amherst and Isenberg have not. For instance, several of UMass-Amherst’s official peer institutions—including Indiana, Iowa, Rutgers, University of Colorado- Boulder, University of Delaware, University of Maryland, and the University of Oregon—all offer international or global business programs. Up to now, UMass-Amherst and Isenberg lack a comparable program. Students and their families attending University and Isenberg Open Houses frequently inquire about the availability of international business options in the curriculum. The Certificate in International Business will fill this gap and contribute to Isenberg’s standing as a leading business school.

This proposal was developed through collaboration between the Isenberg School of Management and the International Programs Office. It draws on the particular expertise of Associate Dean, Linda Shea, and Director of Education Abroad, Kalpen Trivedi. It has been designed to meet the high standards of Isenberg and IPO, and has been informed by research into the international business programs offered by a number of leading business schools.
PURPOSE AND GOALS

*Describe the Proposal’s purpose and the particular knowledge and skills to be acquired.*

The International Business Certificate is awarded in recognition that its participants have integrated appropriate coursework in business with international studies, cross-cultural communication, and a substantial period (defined as at least one course) of study abroad, which may include an internship or service learning experience. The certificate’s main purpose is to enable students with an interest in business to develop a concentration in international business relations and cross-cultural communication as a supplement to their studies at the Isenberg School of Management. The philosophy undergirding the certificate holds that proficiency in the field of international business should be gained through academic as well as experiential and immersive learning. By combining the high impact practices of study abroad, internship experience, and service learning, this certificate will help prepare students for international careers in business, government, and non-profit sectors; and will increase their competitiveness for fellowships and admission to graduate school. Many American-based firms have multinational components; hence, students working in those companies, even domestically, benefit from a broader understanding of those components. Ultimately, this certificate aims to prepare dynamic and well-rounded students for successful careers in international business.

Students who complete the certificate will gain the knowledge and skills to (1) make meaningful contributions to aspects of any firms’ international business dealings, both intellectually and practically, and (2) identify business opportunities created by the range of emergent international business issues and opportunities. To those ends, this certificate will equip students with the following skills and knowledge: (1) an understanding of the major issues facing international business in an age of increasing globalization, (2) cross-cultural communication and awareness, including how businesses function in other cultural and legal contexts.

RESOURCES

*If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.*

While the anticipated number of students opting for the International Certificate is expected to be approximately 25 students, no additional resources are needed in the near future.

MOTION: That the Faculty Senate approve the Creation of a Certificate in International Business, as presented in Sen. Doc. No. 19-034.