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Academic unit: **International Business** _____ College: **Barton School of Business** _____ s

Date of last review **2016 - 2017** Date of last accreditation report (if relevant) _____

Triggered Programs **NONE (2018)**

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

Degree : Bachelor – International Business _____ CIP * code : 52.11

Degree : _____ CIP code : _____

Degree : _____ CIP code : _____

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

Certificate (s): _____

Faculty of the academic unit (add lines as necessary)

NAME	SIGNATURE	TENURE OR NON - TENURE TRACK

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Part 1: Impact of Previous Self-Study Recommendations

At the conclusion of the last program self-study performed, the committee provided recommendations for improvement for the department. Please list those recommendations and note your progress to date on implementation.

Recommendation	Activity	Outcome
Consideration of using more than one assessment is warranted For student learning outcomes,	IB faculty in process of determining appropriate assessments	In progress

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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.

b. ! The role of the program (s) and relationship to the University mission :

In support of the university's mission to serve as an educational and economic driver for Kansas, the

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Program goals for the current program review round were updated

Ñ see below.

Old Goals:

- a) ! Ensure that at least 70 % of IB majors score ~~at~~ ~~satisfactory~~ ~~and~~ at least 20% score ~~at~~ ~~good~~ on the newly designed IB major assessment rubric

New Goals:

- (a) Maintain the high quality of the program

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S=Submitted, A=Accepted, P=Published, NA= Not Accepted

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

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

Provide assessment here:

The Department Management at the beginning of 2018 consisted of four full faculty members. There were four full professors, five associate professors

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As measured by the Fall 2016 November Census Day (Table 5c) the Department generated 264.7 SCH per FTE. This was 62% higher than for the University as a whole. SCH per FTE for tenure eligible faculty was 264.7 which was 43% higher than for the University. Credit hours generated by nontenure track faculty are primarily from faculty who have been awarded Senior Educator. No classes are taught by GTAs.

Teaching Awards:

A number of current Department faculty have been recognized for excellence in teaching in the last 4 years

Wichita State University Academy for Effective Teaching Award
 Awarded 2015

Wichita State University Leadership in the Advrs Tm /TT2 1 Tf [(B)]A92 cm BT6 0 0 46 224 0 0

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In the following table provide program level information. You may add an appendix to provide

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Accreditation Is the program accredited by a specialty accreditation body? Yes
 No

Narrative:

The International Business program is not accredited by a specialty body. However, the IB program is part of the AACSB accreditation of the Barton School of Business and programs issues were mentioned related to the IB program during the last AACSB accreditation visit (Feb 2018).

Provide assessment here:

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

Credit hour determination How does the department assign credit hours to courses?

Narrative:

Provide assessment here:

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

Overall Assessment Define the Overall quality of the academic program.

Provide assessment here:

Based on faculty scholarly output, student SPTE ratings and satisfaction levels of IB students, the overall quality of the International Business academic program appears strong. The IB faculty are committed to constantly improve

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Part 5: Student Need and Employer Demand

Analyze the student need and employer demand for the program/certificate. Complete for each program
(refer to instructions in the [WSU Program Review document for more information on completing this section](#))

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

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Provide assessment here:

The number of International Business students who have applied and were admitted increased substantially in 2014 and 2017. The IB program saw over 80% growth in these years. We have also seen a gradual increase in the % of underrepresented freshmen and sophomore minorities between 2014 and 2017. Because the Management department believes that international business is a key component of a global business education, we have implemented several initiatives to increase the number of international students. These include offering a variety of scholarships, providing support for international students, and offering a variety of programs and activities that are designed to attract international students. We have also implemented several initiatives to increase the number of underrepresented freshmen and sophomore minorities. These include offering a variety of scholarships, providing support for underrepresented students, and offering a variety of programs and activities that are designed to attract underrepresented students. We believe that these initiatives will continue to increase the number of international students and underrepresented freshmen and sophomore minorities in the Management department.

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Part 6: Program and Faculty Service

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

Narrative:

Provide assessment here:

Management Department SCH by Student Department Affiliation on Fall Census Data			
Fall Semester	2014	2015	2016
Total SCH—Mgmt Department	5346	5728	6198

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Part 7: Graduate Enrollment Management(GEM)

For each graduate program, summarize and reflect on the progress you have made toward your GEM plan following the (a)-(e) template.

Narrative:

Provide assessment here:

Part 8: Undergraduate Enrollment Management

For each undergraduate program, summarize and reflect on the progress you have made toward your college goals.

Narrative:

Provide assessment here:

During the period covered by this study (2013), the Management Department in the department:level

7 Created online degree options for the management and human resources management degrees

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7	the Management Department, in line with the Schoold WSU, revised the annual evaluation, promotion, and tenure policies using the UNISCOPE Model		
7	Management department faculty created and offered badge courses		
7	New minors for non-business majors were created in international business and entrepreneurship		
7	The importance of recruitment and retention was discussed at faculty meetings, and the availability recruitment and retention fellowships at the university level communicated		
7	Increased enrollment in the 4 years covered by the study. Within the department, growth has been consistent in the Management major, which provided students with a complete option. Other majors are studying the feasibility of more online offerings to boost student enrollment.		

Part 9: Program Goals from Last Review

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Appendix: Assessment Tool for IB

Market Entry Group Project

You will be divided in teams of 4 for this project and will be assigned two cities from two different countries in a specific region of the world.

Now imagine that you are a small consulting company working with a fairly large manufacturing or service company. (Your team will need to fill in some details about your hypothetical client organization to make the

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IB 600 Evaluation Sheet for Group Project

Excellent Good Satisfactory Poor