

Program Planning Summary

University of South Carolina

Master of International Business
with a major in International Business

A handwritten signature in black ink, reading "Andrew A. Sorensen". The signature is written in a cursive style with a horizontal line underneath it.

Andrew A. Sorensen, President

Program Planning Summary

Designation:	New Program
Degree:	Master of International Business
Major:	N/A
Level:	Graduate
Enhanced Scholarship Awards:	N/A
Proposed Date of Implementation:	Fall, 2009 for enrollment

New Program Proposal: The University of South Carolina is submitting a Program Planning Summary for a Master of International Business (MIB) degree designated as a New Program Proposal. The originating unit is the International Business Department in the Moore School of Business and the proposed interdisciplinary program is 30 credit hours that consist of courses from the Moore School of Business (International Business and Economics), College of Arts and Sciences (Political Science) and the School of Law. The proposal is supported by Dean Fitzpatrick (Arts and Sciences) and Dean Pratt (School of Law).

Justification of the Need for the Proposed Program: The dynamic global arena increasingly requires managers in international organizations to understand how organizations interact within socio-cultural and political environments. These managers often confront challenges as the traditional boundaries of the firm, governments, international institutions and other societal actors are increasingly interrelated and mutually constituted. Understanding these challenges is especially critical for success in settings where non-business actors play a central role in economic activities, as is typical in developing and transition economies. As an example, a recent study suggests that of the publically listed firms in China, the state has “ultimate and absolute control” of over 80 percent of the companies (Liu & Sun, 2005). In such a context, managers who understand the role of the state in international relations and global commerce should have a clear advantage in effectively managing within these environments. As we continue to expand our career services initiatives we regularly hear from corporate recruiters that they need new hires that are trained in an interdisciplinary, cross-functional manner. We believe this program will respond by preparing future managers who are contextually adroit in leading organizations that conduct business around the world.

Thus, the objective of this program is to provide students with: 1) an advanced understanding of the interactions of business, government and society, and 2) a comparative appreciation of the variability in the relevant institutions and their interplay in various locations throughout the world. The curriculum is designed to develop the interdisciplinary mindset of students who will participate in and ultimately manage complex organizations, focusing on the political, economic and socio-cultural dimensions of global business. The set of core courses is predicated on the need for students to understand these dimensions and their interactions at an advanced level. Consequently, core courses are approached from an interdisciplinary view so that students gain practice in applying socio-cultural, political and economic perspectives to a rich variety of international management issues including overseas trade and investment and the operation and role of multinational firms in the global economy. The program also allows for further specialization in chosen areas of interest, through international business electives, courses that focus on specific international political issues and courses that focus on political issues within a specific region.

The introduction of such a program is motivated by two additional factors: the continued impact of international business on South Carolina economic growth, and the critical role of international business programming in our School's academic reputation. In 2007 South Carolina experienced the 9th highest export growth in the U.S. with goods being sold to 198 countries. The top export markets include Germany, Mexico, China/Hong Kong, Japan, Belgium, France and Brazil; Vietnam has been one of our fastest growing export markets. Other destinations include Bhutan, Burma, Chad, Laos, Brunei and Lesotho. Given South Carolina's growth in international business, and the dominant role played by the government in many of these economies, there is a clear need to develop a cadre of managers that understand international business in contexts where the government is a dominant actor in the economic arena. Renewed and enhanced focus on the context of international business through this newly proposed program will respond to our aspirations to continually develop leading edge international business educational programs so as to maintain our national distinction. We suggest that the proposed program contributes to USC, and specifically, the Moore School, by maintaining this program distinction, while creating additional opportunities for existing students, and will be a useful vehicle for attracting other high quality students to the Moore School of Business.

Anticipated Program Demand and Productivity: The proposed program is designed for students who have an undergraduate degree in business or for those with commensurate prior coursework in international business. Candidates will typically have demonstrated specific functional expertise in a traditional business discipline and a foreign language capability.

As one target market, we assessed the interest of current international business major students at USC with respect to the proposed program. For the respondents to our survey, 92% (34 students) indicated that they would choose to enter the program. Nationally, according to U.S. News & World Report, there are approximately 450 international business programs with over 150 at institutions with Honors Colleges. Thus, the prospective student pool for our program is quite significant, and we would anticipate that these students would find an additional year at the #1 international program in the nation to be a very attractive addition to their international credentials.

We would target an enrollment of as many as fifty students with our current staffing and course offerings.

While not part of our initial target audience we are also examining the recruitment of students without international business degrees and with limited prior international business coursework, e.g., international studies or political science undergraduates. It is plausible that such an audience would join this program after having a set of pre-terms or summer courses to prepare them for the more highly advanced courses in the MIB program.

Prior to August of this year, we would like to study the marketplace further by interacting with corporate partners who hire our students and by interviewing program heads of competing or related programs at schools such as the Lauder Institute at the Wharton School, Columbia University, The Fletcher School at Tufts University and the Kennedy School of Government at Harvard University.

Assessment of Extent to Which the Proposed Program Duplicates Existing Programs in the State: There currently are no masters of international business programs in the state.

Relationship of the Proposed Program to Existing Programs at the Proposing Institution: The proposing institution has an international concentration in the professional master of business administration (PMBA) program. However, the PMBA program targets working professionals with a substantial number of years of work experience. Furthermore, the concentration is designed to support the functional specialization of managers and contains little exposure to multidisciplinary or political science perspectives. The proposing institution also has an international master of business administration (IMBA) program and a master of arts in international studies via the College of Arts and Sciences'

political science department. The IMBA is designed for students with prior work experience and does not contain a political science component. The political science program does not contain courses in business. Thus, the proposed program resides at the intersection of international business and political science, with no existing program in this educational space.

Relationship of the Proposed Program to other Institutions via Inter-Institutional Cooperation:

Prior to approval, it is difficult to establish formal inter-institutional agreements. However, we have engaged in discussions with several institutions, both domestic and international, regarding their interest in collaborating formally with USC in this program. An example, the Chinese University of Hong Kong has approved a joint undergraduate program with USC in which their students also complete this program, pending our approval of the program. We foresee the opportunity to develop additional relationships in developing nations with excellent institutions given the international reputation of our undergraduate international business major.

Total New Costs Associated with Implementing the Proposed Program (general estimates):

We believe that the initial start-up costs of this program will be minimal as nearly all of the required courses are in place and part of the Moore School extant course offerings. We anticipate that as many as nine of the credits offered may need to be delivered via faculty overload or via adjunct faculty.

This program will need to be marketed to prospective students at colleges and universities around the country that have international business programs. In year one of this entrepreneurial venture, we believe that we can absorb this additional cost into our budgeted marketing and communications programming.

We are confident that we can launch this new degree program for under \$100,000 while being mindful of the considerations mentioned above.

As we begin to transition from a start-up to a mainstream, steady-state program we anticipate additional costs (which would be compensated via the new program revenues) of approximately \$450,000 to \$500,000 per year. These costs would include investments in areas such as (at least) one new internationally focused faculty member, expansion of our Office of Career Management resources for advising and job placement, extension of our marketing and brand building initiatives as well as the development of international relationships with other schools (for programming and research) and internationally operating corporations (for career placement and project initiatives).

While associated first with the proposed MIB program these investments would greatly benefit those initiatives critical to the overall success of the Moore School that are currently under resourced but already underway.

In addition to complementing our portfolio of graduate programs strategically, we believe this new degree offering will be a significant revenue generating resource for the school. Comparable programs already in the marketplace have established tuition rates ranging from \$24,000 - \$30,000 per person. If we were to set our program fees at the low end of this spectrum, a class size of forty students would generate close to one million dollars annually.