

PROGRAM PLANNING SUMMARY

Bachelor of Arts with a Major in Chinese Studies

University of South Carolina, Columbia

Harris Pastides, President

Date

Designation:	Program Planning Summary
Name of Institution:	University of South Carolina - Columbia
Name of Degree:	Bachelor of Arts
Name of Major:	Chinese Studies
Number of credit hours:	120 semester hours
Four- or five-year program:	Four-year program
Program qualifies for supplemental Palmetto Fellows Scholarship/LIFE Scholarship awards:	No
Proposed date of implementation:	Fall 2014

Justification of need for the proposed program: Growth of the economies of China, Taiwan, Hong Kong, and Singapore has profoundly affected the United States and the state of South Carolina. United States exports to China totaled \$103 billion in 2011, representing a 542% increase since 2000. South Carolina is a major player in this economic phenomenon. In 2011, South Carolina’s exports to China totaled \$3 billion, ranking the state tenth among the United States in export volume to the Chinese market. Exports from South Carolina to China increased 2,261% from 2000 to 2011, while exports to the rest of the world increased 157% in the same period. China is South Carolina’s third largest export market after Germany and Canada. ¹

As our economic ties with the Chinese-speaking world deepen, and as the direction of United States foreign policy undertakes a “strategic rebalancing” toward East Asia, the demand for professionals in a wide variety of fields with proficiency in Chinese will continue to grow. In recent years, there has been an explosion of interest in Chinese language and society among university students in the United States. According to the Language Enrollment Database compiled by the Modern Language Association, enrollments in Chinese in the United States more than doubled—growing by 114%—between 1998 and 2009. Enrollments in Chinese courses at the University of South Carolina - Columbia have grown even faster than the national trend. Between 2005-2006 and 2011-2012, enrollment in Chinese courses has grown 276%.

After recent campus-wide efforts to expand instruction related to China, the University of South Carolina - Columbia is ideally positioned to offer a Chinese Studies major. The proposed major will serve students who wish to focus on the core skills of Chinese language and cultural competency. The program will be flexible enough to accommodate students in other majors—economics, business, political science, the natural sciences—who wish to pursue Chinese Studies as a second major. Broadly speaking, the proposed Chinese Studies major will bring University of South Carolina - Columbia students, the Midlands region, and the state of South Carolina valuable new opportunities to strengthen public higher education and to capture greater economic benefits from the state’s growing trade with the Chinese-speaking world.

¹ The US-China Business Council, https://www.uschina.org/public/exports/2000_2011/south_carolina.html Source: US Department of Commerce

Anticipated program demand and productivity: Enrollments in the proposed program are estimated to begin at 15 headcount in 2014-2015 and increase to a headcount of 80 in 2018-2019. Estimates are based on the current number of students enrolled in Chinese courses and the minor in Chinese Studies. As of Spring 2012, a total of 109 students had declared their intention to complete a minor in Chinese Studies. We expect that, within five years of implementation, the Chinese Studies major will graduate approximately 20 students per year.

Assessment of extent to which the proposed program duplicates existing programs in the state: The proposed program will make the University of South Carolina - Columbia the first public university in South Carolina to offer a major in Chinese Studies. The University of South Carolina - Columbia already teaches far more courses related to Chinese language, culture, business, and contemporary society than any other public institution in the state. The proposed major, then, will formalize the University's role as a leader in this area among South Carolina institutions of higher learning.

Two private institutions in the state offer degrees that would have some overlap with the proposed program: Wofford College's BA in Chinese, and Furman University's BA in Asian Studies. These programs, however, serve a different group of students in a small, private, liberal arts college setting. The University's proposed program creates no redundancies with these programs.

Relationship of the proposed program to existing programs at the proposing institution: The major in Chinese Studies will be an important addition to University-wide efforts to expand teaching and research on China and East Asia. These include the Confucius Institute; the Center for Asian Studies; Asia-focused research and internship programs in the College of Hospitality, Retail, and Sports Management; and the Masters in International Business and undergraduate International and Business and Chinese Enterprise programs operated by the Moore School of Business.

Relationship of the proposed program to other institutions via inter-institutional cooperation: Beijing Language and Culture University (BLCU), the University of South Carolina - Columbia's partner institution through the Confucius Institute, will play an important role in the operation of the major. BLCU's residential program for teaching Chinese to foreign students is among the oldest in the People's Republic of China, offering language courses at all skill levels. The BLCU language program will provide University of South Carolina students opportunities for optional study abroad on a year, semester, or summer format. A key priority for University of South Carolina faculty will be to establish seamless connections between language courses taught in Columbia and summer language courses taught in Beijing, making it possible, for example, for a student to complete the sequence of first-year Chinese in Columbia and then take a summer course in second-year Chinese that closely follows what is offered in Columbia. Other study abroad opportunities will be available for students at all levels of proficiency.

Outline of Curriculum: Students seeking the Bachelor of Arts degree with a major in Chinese Studies will complete a 120 semester hour-course of study focusing on general education competencies (written and oral communication; analytical reasoning and problem-solving; scientific literacy; history; social sciences; foreign language; fine arts and humanities;

Bachelor of Arts with a Major in Chinese Studies, University of South Carolina-Columbia

information literacy; and values, ethics, and social responsibility) and the Chinese Studies major of 24 semester hours. At least half of the major will focus on high-intermediate and advanced Chinese language instruction. There is ample flexibility in the degree to pursue an additional major or a minor. This feature of the program will make the Chinese Studies major attractive to students who wish to combine language and cultural study with other disciplines.

Total annual costs associated with implementing the proposed program (general estimates)²:

Full-time Faculty: \$325,000

The Chinese Studies major will be housed in the Department of Languages, Literatures, and Cultures. The Chinese faculty currently includes four full-time tenure-track professors; an additional tenure-track assistant professor position in Chinese has been approved for search in AY 2012–2013. Thus, in 2014, the year of implementation, the full-time tenure track faculty is expected to consist of one full professor, two associate professors, and two assistant professors.

Graduate Assistants (4): \$84,000

Graduate Assistants are selected from the doctoral program in Comparative Literature, housed in the Department of Languages, Literatures, and Cultures. Normally, four graduate assistantships (two 20-hour per week and two 15-hour per week) are allocated to the Chinese program to support Chinese-language teaching. Assistantships include stipend and tuition.

Administrative Staff: \$18,000

Administrative support will be provided by the Department of Languages, Literatures, and Cultures. One staff member will contribute 50% of time to the Chinese Studies major.

Library Costs: \$2,000

The College of Arts and Sciences has made a significant investment in Chinese-language materials for Thomas Cooper Library. Faculty in Chinese have overseen the selection and purchase of these materials, which now form a core collection to support the Chinese Studies major. Annual updates to the collection are handled through the library committee of the Department of Languages, Literatures, and Cultures that reviews and approves all purchases.

Operating Costs (supplies and materials): \$3,000

Total: \$432,000

² Few of the estimated annual costs are new costs. Our faculty already include four (4) full-time tenure-track faculty members dedicated to the Chinese language program. The new tenure-track assistant professor position (estimated at \$55,000) has been awarded to the College of Arts and Sciences by the Office of the Provost through the competitive Faculty Replenishment Hiring Initiative (FRHI.) Other new costs (administrative staff time allotment, annual library purchases, and operating costs) will be established through internal reallocation in our budget structure. As this will be the only program of its type at a public institution in the state, we expect that there will be some additional students attracted to the University when the program becomes available. Based on previous course enrollments and student interest, we expect that tuition revenue will cover the costs of the program.

Bachelor of Arts with a Major in Chinese Studies, University of South Carolina–Columbia