

**Request for Authorization to Establish a
Master of Science in International Business
(M.S., CIP 52.1101) at
University of North Carolina at Greensboro**

I. Program Highlights

- The MS in International Business will develop professionals that can use a diverse set of business concepts and skills to become principled leaders and effective problem solvers in a global environment.
- This is an online program.
- This program requires a minimum of 30 credit hours.
- 10 full-time students and 10 part-time students are projected in the first year. 25 full-time students and 25 part-time students are projected by the fourth year.
- Two new full-time faculty and selective use of adjunct positions are required to support the proposed degree program.
- No new library resources or facilities and equipment will be needed.

II. BOG Academic Program Planning Criteria (UNC Policy 400.1)

1. **Existing Programs (Number, Location, Mode of Delivery).** There is no other program in the University of North Carolina system that uses the 52.1101 CIP code. Two private universities, Duke University and Gardner-Webb University, offer master's programs in International or Global Business, but they are distinct from the proposed program in their core courses.
2. **Relation to Campus Distinctiveness and Mission.** The University of North Carolina at Greensboro mission emphasizes collaboration and responsiveness, while the Bryan School of Business and Economics mission is built around the four areas of Innovation, Globalization, Sustainability, and Ethics. The MS in International Business degree program, fits within the unit and institutional missions. It is designed to bring students together from around the world to work with businesses on pressing problems.
3. **Demand (local, regional, state).** According to Hanover Research, in North Carolina, projected job growth through 2024 for master's level business occupations of 15.4 percent exceeds the national average (8 percent) as well as the overall growth in statewide jobs (12.3 percent). Data from NC Works showed thousands of current job openings in the state related to Business/Trade/Commerce.
4. **Potential for Unnecessary Duplication.** There are currently not any other master's degree programs with the 52.1101 CIP code offered by institutions in the UNC System. There are two private universities, Duke University and Gardner-Webb University that offer master's programs in International or Global Business. However, the courses at both these competitor institutions are founded on a Master of Business Administration core, differentiating them from the proposed degree program.
5. **Employment Opportunities for Graduates.** Employment projections from Hanover Research, demonstrated rising demand for professionals in International Business/Trade/Commerce

between 2014 and 2024. Data from NC Works and the Bureau of Labor Statistics showed thousands of current job openings in the state and the nation for professionals in these disciplines.

6. **Faculty Quality and Number.** Based on projected enrollment and program structure, the program should require at most two full-time equivalent faculty members. The selective use of adjunct faculty is expected. One tenure track position was already granted to the Department of Management in 2017-2018 and will be used to alleviate part of the needs of the program. Tuition generated from online students outside the state (who are not included in the funding model) will be used to hire an additional full-time faculty member.
7. **Availability of Campus Resources (library, space, etc.).** The existing collection of library resources will be sufficient to support the instructional research needs of the program. The existing facilities (Bryan School of Business and Economics building, recording studio for video lectures, image capture from computers, etc.) have sufficient capacity to handle the new degree program.
8. **Relevant Lower-level and Cognate Programs.** The Bryan School of Business and Economics features several lower-level and cognate programs related to the proposed degree program. The School's undergraduate programs in Business Administration, Marketing, and International Business Studies, among others, can build student proficiency in related subject matter. They can also provide potential recruits for the proposed degree program.
9. **Impact on Access and Affordability.** The program is expected to request approval of a \$200 per credit hour tuition differential. The revenues will sustain and expand the office of External Affairs and Office of Graduate Programs to include the new program. The office coordinates activities focused on building relationships with firms and private industry for the benefit of graduate students. The office also provides career counseling, student professional development, permanent placement services, and coordinates internships.
10. **Expected Quality.** Program success will measure student performance in learning outcomes in accordance with the Association to Advance Collegiate Schools of Business (AACSB) requirements. In addition, program effectiveness will be measured using enrollments, the number of graduates, job placement, and feedback from students, alumni, and employers.
11. **Feasibility of Collaborative Program.** No opportunities for collaboration were identified, given that there are no other UNC institutions with a program using the 52.1101 CIP code.
12. **Other Considerations.** None.

III. Summary of Review Processes

Campus Review Process and Feedback. The proposal was reviewed by the UNCG faculty, department and university curriculum committees, the provost, and chancellor. Approval was obtained at all levels.

UNC General Administration Review Process and Feedback. Throughout the review process, UNCG provided relevant information pertaining to program requirements and resources. The

institution submitted appropriate documentation and research to support its statements. Reviewers evaluated the requests and did not require further responses.

IV. Recommendation

It is recommended that the Board of Governors approve UNCG's request to establish a Master's of Science (M.S.) in International Business degree program (CIP 52.1101) to enroll students starting Fall 2018.