Proposed INTB Prefix: Support Information

- History of why the COB is proposing the INTB prefix
The International Business Minor and International Business Certificate programs were introduced officially in the UW-Eau Claire catalogue in Fall 2003. Building upon the minor and certificate, internationalization of the curriculum with the help of several federal grants, and input from faculty, staff, students and industry advisory councils, the College of Business proposed and brought on board an International Business major in Fall 2011. The College of Business has in place three faculty-led study abroad programs to China, India and Argentina and has also placed students in several international internships. Particularly for the study abroad programs, we have been using the same course number BSAD 191 (3 credits) for all three programs, however, the enrollment in these study abroad programs have been from the entire University, including students from all colleges. The impetus for the prefix came from the study abroad programs, but we see value in extending it to other areas.
1) The curriculum of the study abroad programs as well as the courses in the International Business major (particularly the electives) are truly interdisciplinary and would benefit from an International Business prefix to reflect the nature of the programs.
2) In addition, because of the content of the curriculum of the study abroad programs, we are proposing to take the associated courses through a request for approval for General Education credits.
3) Two of the study abroad programs have utilized the newly developed Global Learning outcomes and benchmarked student learning in the programs
4) The International Business prefix would be extended to the core courses which would be double-numbered, it would be particularly beneficial in providing course identification for students double majoring in International Business and a non-College of Business major such as Foreign Languages.

- Pros/cons of having an INTB prefix
The pros are that the curricular and co-curricular aspects of the IB major, minor and certificate would have an identity reflecting the content of the program. It would provide more relevancy to students both in the College and outside of the College for both their academic courses, co-curricular programs and internships with this prefix and would allow them to communicate this with employers as they seek careers related to international business.

The only con of the INTB prefix is the complexity of our current software system that makes double-numbering of courses complicated. Currently, this would only apply to the double numbering of the core courses offered within the College of Business.

- How the INTB prefix would be aligned with other prefixes (and courses) both in the COB and within other colleges
Presently we are requesting double-numbering and cross listing this prefix with two of the core courses offered in the IB major, minor and certificate. There are 35-45 electives offered in the major that come from a variety of CAS departments; we are not asking for cross-listing of these courses at this time and would require extensive discussions with the respective departments before we explore that option.

- Any technology or (especially) human resources implicated by the addition of this prefix
The addition of the prefix in itself does not pose any technology problems, but the double numbering and cross-listing of core courses may pose some complexities as mentioned above.