



TENNESSEE HIGHER EDUCATION COMMISSION

REGULAR CALENDAR ITEM: V. C.

MEETING DATE: November 3, 2022

SUBJECT: New Academic Program
University of Tennessee, Knoxville
International Business, Bachelor of Science in Business Administration (BSBA)
CIP Code: 52.1101 (International Business/Trade/Commerce)

ITEM TYPE: Action

ACTION RECOMMENDATION: Approval

PROGRAM DESCRIPTION

The University of Tennessee, Knoxville (UTK) proposes a Bachelor of Science in Business Administration (BSBA) in International Business which will educate students in the ways global trade affects business and allow them to understand the complex interaction of cross-border political, legal, economic, social, and financial issues. The proposed program requires that students double major in another Haslam College of Business (HCB) program, complete a nine-credit hour collateral in advanced foreign language, study abroad for one semester, and complete twelve credit hours of international business coursework. This training will prepare students to meet current and future demands of the global business environment that is rapidly expanding in Tennessee.

INSTITUTIONAL GOVERNING BOARD APPROVAL

The proposed International Business, BSBA program is scheduled for review by the University of Tennessee Board of Trustees on October 27-28, 2022.

PROPOSED IMPLEMENTATION DATE

Spring 2023 - UTK is confident they will be able to attract several students to the program by Spring 2023 due to an existing pipeline of students in the international business minor and other business students that have expressed an interest in changing their major to international business.

ALIGNMENT WITH STATE MASTER PLAN AND INSTITUTIONAL MISSION/STRATEGIC PLAN

The proposed International Business, BSBA program aligns with the State's Master Plan in several ways. Training in international business is critical for Tennessee's continued recruitment of foreign investment, thus meeting the State's economic and workforce development needs. The proposed program will increase degree production by building from existing student preferences for academic programs that expand opportunities for employment in multinational companies. Finally, the proposed program leverages existing courses and faculty to ensure statewide efficiency.

The proposed program was designed in alignment with UTK's mission, vision, and strategic plan, developing skills to address a growing workforce need. The International Business, BSBA enhances the Haslam College

of Business’s capacity to achieve its “Global Initiative” to instill a global perspective into all students through research, learning, and exposure to international contexts and opportunities.

CURRICULUM

The proposed International Business, BSBA is a 120-credit hour program comprised of 39 credit hours of major coursework, including a required double major, an International Business capstone, and advanced foreign language coursework; 20 credits of lower division business core courses; 19 credits of upper division business core courses; 39 credits of general education courses; and three credits of unrestricted electives. Students enrolled in the program will also be required to complete a full-semester study abroad experience.

At the completion of the program, graduates will have accomplished several learning outcomes, including:

- Demonstrating an understanding of business challenges and opportunities in other cultures and countries;
- Developing their ability to appreciate different cultural perspectives and political and economic institutions;
- Appreciating the broader environment of world events;
- Developing a depth of professional knowledge in both international business and a functional business discipline and be prepared to succeed in future international assignments in their careers.

The majority of the courses included in the program exist already, with only the capstone course to be developed.

PROGRAM PRODUCTIVITY

Projections by UTK’s Haslam School of Business estimate that three students will enroll in the International Business, BSBA program in its first year, with enrollment growing to 20 students by year five. The program will graduate its first students in year four.

	2022-23	2023-24	2024-25	2025-26	2026-27
Enrollment	3	8	12	17	20
Graduates	--	--	--	8	10

PROGRAM DUPLICATION

The only other public university that offers an International Business, BBA as a standalone major is the University of Memphis which includes a foreign language requirement and optional study abroad experience.

EXTERNAL JUDGEMENT

An external review of the proposed program was conducted via a paper review by Dr. Kendall Roth, the J. Willis Cantley Chair of International Business and Economics and Executive Director of the Center for International Business Education and Research at the University of South Carolina. Dr. Roth offered his strongest recommendation of support for the proposed program, observing that “the proposal and curriculum design incorporate the leading pedagogical practices in international business education” and pointing out that the “Haslam [College of Business] has the institutional capacity to implement the new major with an exceptional level of excellence.”

STUDENT DEMAND

UTK students enrolled in international business concentrations and collaterals were asked to assess their interest in the proposed program. A total of 44 students responded to the survey. Eighty-eight percent (n=39) of respondents agreed or strongly agreed that international business would be a valuable addition to Haslam College of Business offerings. Seventy-two percent (n=32) of respondents believed the program would be beneficial to their career goals. In addition to the survey, two focus groups (10 students each) were conducted to understand students' willingness to complete the additional coursework, advanced language requirements, and semester abroad experience. Participants in the focus groups expressed interest in international business as a potential major and demonstrated widespread agreement and interest in the extra programmatic components.

OPPORTUNITIES FOR PROGRAM GRADUATES

Graduates will be prepared for a variety of positions that meet the current and future needs of the global workplace including Personal Service Managers, Economists, Chief Executives, General and Operations managers, Marketing Managers, Market Research Analysts, Project Management Specialists, and Computer Occupations. Data demonstrate that in 2020 there were over 140,000 job postings in Tennessee in target occupations for international business, which is anticipated to grow six percent per year through 2025. Further, the state of Tennessee continues to attract international businesses. Currently, over 1,000 internationally based businesses have invested in Tennessee, making Tennessee number two in the nation for direct foreign investment in job creation.

INSTITUTIONAL CAPACITY TO DELIVER THE PROGRAM

The International Business, BSBA program will be housed in the Office of International Programs and Study Abroad in the Haslam College of Business. Thirteen existing full-time faculty will teach the courses that comprise the program, and no additional faculty are requested. The Haslam College of Business currently offers an International Business Concentration and Collateral. These programs are highly enrolled. Three-year averages for the concentration are 272 students enrolled and 116 graduates, while the collateral has 181 students enrolled and 128 graduates. In addition, 27 percent of students enrolled in Haslam College of Business programs participate in study abroad programs.

Students enrolled in the proposed program will be supported by a dedicated program director, and the Haslam College of Business' undergraduate business team which provides professional advising, student success support, and other student directed support. The proposed program has developed partnerships with the Department of Modern Foreign Languages and Literatures, which will enable students to complete their advanced foreign language courses and will leverage broader support from two discipline-specific consortiums, the Consortium for Undergraduate International Business Education and the Business International Studies Network.

ASSESSMENT AND POST-APPROVAL MONITORING

An annual performance review of the proposed program will be conducted for the first five years following program approval. The review will be based on benchmarks established in the approved proposal. At the end of this period, the campus, institutional governing board, and THEC staff will perform a summative evaluation. The benchmarks include, but are not limited to, enrollment and graduation, program cost, progress toward accreditation, and other metrics set by the institution and staff. If benchmarks are not met during the monitoring period, the Commission may recommend that the institutional governing board terminate the

program. If additional time is needed and requested by the institutional governing board, the Commission may choose to extend the monitoring period.

FINANCIAL PROJECTIONS

Tennessee Higher Education Commission
Appendix A: THEC Financial Projections Form
University of Tennessee, Knoxville
International Business, Bachelor of Science in Business Administration

Seven-year projections are required for doctoral programs.
Five-year projections are required for baccalaureate and Master's degree programs
Three-year projections are required for associate degrees and undergraduate certificates.
Projections should include cost of living increases per year.
Planning year projections are not required but should be included when appropriate.

	Planning Year	Year 1	Year 2	Year 3	Year 4	Year 5
I. Expenditures						
A. One-time Expenditures						
New/Renovated Space ¹	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Library	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Consultants	\$ 1,500	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total One-time	\$ 1,500	\$ -	\$ -	\$ -	\$ -	\$ -
B. Recurring Expenditures						
Personnel						
Administration						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Administration	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Faculty						
Salary	\$ -	\$ -	\$ -	\$ 6,000	\$ 6,000	\$ 6,000
Benefits	\$ -	\$ -	\$ -	\$ 2,040	\$ 2,040	\$ 2,040
Sub-Total Faculty	\$ -	\$ -	\$ -	\$ 8,040	\$ 8,040	\$ 8,040
Support Staff						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Support Staff	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Graduate Assistants						
Salary	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Benefits	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Tuition and Fees* (See Below)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Graduate Assistants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operating						
Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Printing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-Total Operating	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Recurring	\$ -	\$ -	\$ -	\$ 8,040	\$ 8,040	\$ 8,040
TOTAL EXPENDITURES (A + B)	\$ 1,500	\$ -	\$ -	\$ 8,040	\$ 8,040	\$ 8,040

***If tuition and fees for Graduate Assistants are included, please provide the following information.**

Base Tuition and Fees Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Number of Graduate Assistants	-	-	-	-	-	-

	Planning Year	Year 1	Year 2	Year 3	Year 4	Year 5
II. Revenue						
Tuition and Fees ²	\$ -	\$ -	\$ -	\$ 37,848	\$ 37,848	\$ 37,848
Institutional Reallocations ³	\$ 1,500	\$ -	\$ -	\$ (29,808)	\$ (29,808)	\$ (29,808)
Federal Grants ⁴	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Private Grants or Gifts ⁵	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other ⁶	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BALANCED BUDGET LINE	\$ 1,500	\$ -	\$ -	\$ 8,040	\$ 8,040	\$ 8,040

Notes:

(1) Provide the funding source(s) for the new or renovated space.

n/a

(2) In what year is tuition and fee revenue expected to be generated? Tuition and fees include maintenance fees, out-of-state tuition, and any applicable earmarked fees for the program. Explain any differential fees.

The first anticipated term that the newly created IB capstone course is in Academic Year 2024/2025
 The enrollment is cacluated at the 20-student mark (80% in-state; 20% out-of-state), which is our more conservative enrollment estimate
 Because this is a business course, the approve Undergraduate Business Fee would apply at the rate of \$101/credit hour/student

(3) Identify the source(s) of the institutional reallocations, and grant matching requirements if applicable.

The teaching/faculty salary expenses will be offset by the course fees collected from the capstone course.

(4) Provide the source(s) of the Federal Grant including the granting department and CFDA(Catalog of Federal Domestic Assistance) number

n/a

(5) Provide the name of the organization(s) or individual(s) providing grant(s) or gift(s).

n/a

(6) Provide information regarding other sources of the funding.

n/a