

Brothers, Sheila C

From: Hippisley, Andrew R
Sent: Wednesday, April 11, 2012 11:35 AM
To: Brothers, Sheila C
Subject: new programs for forthcoming SC

Hi Sheila,

Here goes.

5 This is a recommendation that the University Senate approve the establishment of a new undergraduate certificate: Global Scholars, in the Gatton College of Business and Economics

Best,

Andrew

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Global Scholars Certificate Proposal Addendum March 26, 2012

Listed below are responses to the questions of the Senate Academic Programs Committee provided by Professor Andrew Hippisley with regard to the Global Scholars Certificate Proposal. This proposal was initially submitted to Undergraduate Council in early Fall 2011 and was approved by the Undergraduate Council on October 12, 2011.

1. The document is not a “proposal” but a description of the current program (mostly from the website).

As noted in the proposal, the Global Scholars Program has been in existence since 2006. This is not a new program. Our intent in submitting our proposal was to have the program formally recognized in a way that will allow our students who successfully complete the program to receive recognition for this accomplishment on their transcripts.

2. What would the certificate achieve that the current program doesn’t achieve?

The purpose in submitting our proposal is to allow our students who successfully complete the Global Scholars program to receive recognition for this achievement on their transcripts. We feel that having a formal recognition of the successful completion of the Global Scholars Certificate program will be beneficial to our students as they move forward in their academic and professional careers.

3. Are there other “Global Scholar” programs, and do they offer certificates?

To our knowledge there are not other “Global Scholar” programs on campus. There is a program on campus that is offered through A&S which has an international flavor. However, the A&S program was considered by the Undergraduate Council in parallel with our Global Scholars program. It was decided by the Undergraduate Council that these programs were dissimilar and should both be offered by the university. The main distinguishing factor with regard to our Global Scholars program is that it is designed to prepare our students for careers in international business. The A&S program is not business-focused.

4. What, specifically, does it mean when a student “lacks polish” (Page 1)?

A student lacking polish is one who has generally not been exposed to generally accepted business practices. As noted in the proposal, students are coached in business conduct, dress and other professional skills (e.g., communication,

interviewing, etc.). Through this coaching process students lacking polish are able to become better prepared for careers in business.

5. How are the “professionalism requirements” structured or handled? How many workshops?

Each student in the Global Scholars program is required to attend one coffee talk or one site visit per semester. The typical coffee talk involves a group of Global Scholar students meeting with a successful alumnus of the Gaton College and learning first-hand about issues in the business world. Site visits involve groups of Global Scholars visiting a business organization. Recent examples of organizations serving as site visits for the Global Scholars program include Lexmark, Toyota and Proctor & Gamble. Both coffee talks and site visits involve professional settings and require professional dress. These are both excellent learning experiences for our Global Scholars and offer networking experiences and elevator speech practice to our students. Generally there are 4-6 coffee talks and site visits (combined) offered every semester. In addition to the coffee talks and site visits, freshman Global Scholars are required to attend the career fair, do a mock interview, and participate in 4 out of the 8 professionalism series workshops delivered by the Gaton College’s Graham Office of Career Management.

6. What are the specific requirements for “service work”? How is this monitored?

Freshman Global Scholars are required to participate in 5 hours of community service each semester. All other Global Scholars are required to participate in 10 hours of community service per semester. In order for an activity to be considered community service it must:

1. help the campus or community
2. be personally meaningful to the student

Community service can be completed through Gaton College service events (e.g., UK 101 peer instruction), or through service teams of 3 or more Global Scholars students.

Community service is recorded in a sign-up book specifically for this requirement. The sign-up book is monitored by the Global Scholar Honor Council, which consists of Global Scholars students.

7. Please clarify the “cohort courses” with regards to number of courses and sections of courses.

Page 1 of the proposal provides a listing of cohort courses. The course list includes: ACC 201, ACC 202, ECO 201, ECO 202, BE 240, BE 120, BE 122, BE 327 and MGT 499. The cohort courses are described in detail on pages 3-5 of the proposal. There is

also a table on page 5 of the proposal that lists the courses specific to the Global Scholars program that are cohort courses. If there is additional information beyond what is provided in the proposal that the committee is seeking I am happy to provide it.

8. Please include the partner institutions (for international exchange) and the Advisory Board listing.

For the sake of clarity, many Global Scholar students study abroad at institutions that our college has formal exchange relationships with. However, many students study abroad at other institutions where we do not have formal exchange relationships. The Gatton College Exchange Partners are as follows:

1. Grenoble School of Management – Grenoble, France
2. Universidad Francisco Vitoria – Madrid, Spain
3. UniNe – Neuchatel, Switzerland
4. KUBS – Seoul, South Korea
5. SSE-Riga – Riga, Latvia
6. WHU – Vallendar, Germany
7. WU – Vienna, Austria
8. Warsaw University School of Management – Warsaw, Poland
9. Burgundy School of Business – Dijon, France

The Gatton College Global Scholars Faculty Advisory Board currently includes the following members:

Professor Wally Ferrier (Management) – Faculty Director
Professor Nancy Johnson (Management)
Professor Glenn Blomquist (Economics)
Professor Gail Hoyt (Economics)
Professor Scott Kelley (Marketing) – Associate Dean – ex-officio non-voting member
Brendan O’Farrell – Program Director – ex-officio non-voting member

Global Scholars Program Certificate Proposal

Overview

The Global Scholars program was launched in the Fall of 2006. The program was created to enhance the quality of the undergraduate student body, provide professional development for students, and to increase the number of students studying abroad. We believe that this objective has been met in the following ways.

- Increase the number of high achieving students recruited to Gatton
 - The number of students in the freshman class with ACTs greater than or equal to 28 have grown from around 42 to 91 from 2005 through 2009.
- Enhance the academic standards for business students
 - The students enroll in sections of ACC 201, ACC 202, ECO 201, ECO 202, BE 240, BE 120, BE 122, BE 327, and MGT 499 as a cohort in order to be able to demand a higher level of performance. Students are also required to complete a minor in International Business.
- Involve students in the life of the college earlier in their college career
 - Because Gatton is a selective admissions college, students do not formally enter the college until their junior year. This structure limits college-related student involvement because they simply do not view themselves as Gatton students. The Global Scholars are required to do service work and participate in activities as freshmen. As a result, many have gotten involved as peer tutors, peer professionalism trainers, UK 101 peer instructors, and leaders in professional fraternities as early as their freshman year.
- Enhance the professional skills of the students
 - Employers reported that Gatton students had a strong academic foundation but lacked polish. The program requires that the students participate in professionalism workshops and co-curricular presentations by successful Gatton alumni on a regular basis. These students are also coached on business conduct, dress, and other professional skills.
- Increase the number of students studying abroad
 - All Global Scholars are required to study abroad and they share their experience with their friends. The number of Gatton students spending a semester abroad has grown to 72 students in 2008-2009 with another 32 studying abroad in the summer. The number of incoming exchange students had increased to 17 last year.

Global Scholars

Mission

Our mission is to develop world-ready business professionals well-equipped to confront the challenges of a global environment through a specialized curriculum and education abroad opportunities designed to enhance any Gatton major.

Academic Goals

-develop an appreciation of a global business perspective

- develop the ability to communicate and work effectively in diverse teams
- gain knowledge and exposure to international business practices and environments
- develop leadership and professional skills through scholastic excellence

Eligibility

The Global Scholars Program is open to incoming Gatton freshmen with an un-weighted high school grade point average of 3.5 or above or an ACT score of 28 or higher (or an SAT score of 1240 or higher). High school seniors formally complete an application which includes their ACT and SAT, a high school transcript, high school activities, and an essay. There are up to 40 positions for incoming freshmen. Eligible Students who apply by February 1 are evaluated by the program director in consultation with the faculty director and other designated officials*. Admittance into the program is based upon the following:

- High School GPA (strong preference is given to students with a 3.5 GPA (unweighted) or above);
- ACT/SAT Score (strong preference is given to students with a 28/1240 or above);
- Extracurricular Activities and Involvement - As the GSP has intensive extracurricular requirements, this factor is extremely important;
- Communication Skills - a) application essay b) optional interview;
- Global Awareness – a demonstrated interest in cross-cultural and/or international issues.
- AP scores
- Concurrent enrollment or completion of the International Business minor

*The admission committee, which consults with the Global Scholar Faculty Advisory Board, consists of the following individuals:

- International Director (Director of the GSP)
- Leadership Director
- Recruitment Director
- Associate Dean (Faculty Director)

Program Standards

In order to remain in good standing in the program, students must have a 3.0 overall GPA at the end of their first year, a 3.2 at the end of their second year, and a 3.4 for the remaining time and to graduate from the program. Students are also required to take four cohort classes (ACC 201, ACC 202, ECO 201, and ECO 202) as an admission requirement into the certificate program. Additionally, students are concurrently earn a minor in International Business and a BSBE, BBA, or BSA. Further, students are expected to hold to the Code of Conduct set by the University and the Global Scholars Program and complete several co-curricular requirements each semester, such as company site visits, coffee talks, community service, and program meetings. (The co-curricular requirements are discussed in more detail in the section below.) Because of these co-curricular requirements, the Global Scholars Program is best understood not as an academic program, but as a *holistic* educational program that takes place both in and outside of the classroom.

Administrative Structure

The Associate Dean for Undergraduate Affairs within the Gatton College of Business and Economics will serve as the Faculty Director for the Global Scholars Certificate and will work with the affiliated faculty on any and all multidisciplinary curricular components. Currently, this position is held by Dr. Scott Kelley.

The Program

Global Scholars undertake a curriculum outlined below which is designed to enrich their business major. The courses focus on building global acumen and leadership skills. The students in the program are also required to complete an international business minor to ensure that they have the international business knowledge to help them compete globally.

This curriculum is also buttressed by co-curricular requirements that reinforce classroom and program objectives. These requirements include participation in the professionalism workshop series (workshops on networking, professional dress, interviewing, and etiquette) as a freshman, ten service hours per semester that hone cultural or leadership skills, and attendance at one Coffee Talk (coffee talks are informal discussions with a successful alum) or business site visit per semester. Finally, students are frequently called upon to participate in many other professional activities that arise throughout the semester.

Freshman Year

The freshman year is designed to provide a foundation in building a strong background in professionalism through academic instruction in leadership and diversity, supporting exposure to successful business professionals, encouraging students to get involved in the college and the university, and educating them about global ethical concerns. The Freshman year also builds rigorous academic standards through Global Scholar cohort classes in economics and accounting.

UK 101 Academic Orientation (1)

This course is designed to assist undergraduates in adjusting to the academic life of the University. Through lectures, discussions, exercises, and out-of-class assignments, UK 101 helps first-year students: articulate the purpose and nature of a college education at a research university; articulate UK's expectations of its students; gain an appreciation of the University's mission, history, and traditions; develop skills for achieving academic success such as study strategies and library research skills; increase awareness and use of campus resources; reflect on personal and social issues that first-year students often face in a college environment; become involved in the total life of the University; and form beneficial relationships with students, faculty, and staff.

B&E 120 Leadership in the Global Marketplace (3)

An introductory examination of the skills, competencies, and styles of effective global leaders. Activities include individual assessments and a personal leadership development plan.

B&E 122 Challenge of Leadership (1)

Current leadership challenges as discussed by the people who confront them. Students have the opportunity to discuss leadership challenges with guest speakers from the corporate, government, and non-profit sectors.

Cohort Classes: Students take ECO 201 and ACC 201 (if they have more than 27 earned hours) as a group. As mentioned above in the "Program Standards" section, these two cohort courses would be an admission requirement into the formal certificate program.

Sophomore Year

The sophomore year is designed to begin to introduce the students to the issues and challenges of a globalized workplace. The students will begin to explore the challenges of cross-cultural communication while learning to find ways to enhance their effectiveness of being clear. In the spring they will explore business social issues on a global basis.

B&E 240 Intercultural Business Communication (3)

This course is designed to improve students' ability to communicate effectively with people from diverse cultural backgrounds.

B&E 327 Larger World Issues in Business (3) (note: requires major course change to take it from B&E 227 to B&E 327)

A case-based course that explores the nexus between business and the social issues of the day (e.g., poverty, the environment). Student activities include a case competition exercise where they examine a social issue in business and hone their analytical and oral presentation skills.

Cohort Classes: Students take ECO 202 and ACC 201/202 as a group. As mentioned above in the "Program Standards" section, these cohort courses would be an admission requirement into the formal certificate program.

Junior Year

Juniors will spend one semester abroad studying with students from one of our partner universities or a program of your choice. Students will enroll in ISP 599 to ensure full time status while abroad and will take a minimum of one business class while abroad.

ISP 599 Study Abroad (1)

A course designed for undergraduate and graduate students who go abroad for study following a plan developed as part of their academic program and who are not otherwise registered at the University during the period overseas. Registration in the course would constitute full-time status. The course may be taken on a pass-fail basis for undergraduate students and audited by graduate students. Evaluation by the academic adviser will be an element of the plan.

One business or economics class that transfers back for credit taken at the 300+ level while attending a non-US university.

Senior Year

In the senior year, the students will be using their education abroad experience combined with their professional knowledge to begin the job search or apply for graduate school. In the spring they will take a special section of MGT 499 with an emphasis on the global context.

MGT 499 Strategic Management

Formulation and evaluation of strategy for single business and multiple business companies.

Current Program Summary

Course	Credit Hours	Year
UK 101	1	Freshman Fall
B&E 120	3	Freshman Fall
B&E 122	1	Freshman Spring
B&E 240	3	Sophomore Fall
B&E 327	3	Sophomore Spring
ISP 599	1	Junior Fall or Spring
Business or Econ Class taken abroad at the 200 level or above	3	Junior Fall or Spring
MGT 499†	3	Senior Spring
Total hours	18*	
Hours at the 200+ level	13	Plus the International Business Minor courses
Hours at the 300+ level	7	Plus the International Business Minor courses
% of hours in any discipline	55%	

* Additional hours are required for the International Business Minor:

- MGT 309 Intro to International Business (3hrs)
 - ECO 471 International Economics (3hrs)
 - FIN 423 International Finance (3hrs)
 - MKT 435 International Marketing (3hrs)
- Total additional International Business minor hours: 12