

## **International Business – Strategic Goals and Action Plans**

**Goal 1: To increase the visibility and stature of the International Business faculty and program within the College of Business.** The following action plans should be implemented. First, a Program Director should be appointed. The International Business Program is the only Program in the College without a Director. A Director is needed to administer, develop, and be an advocate for the Program among the IB faculty and students. Second, a structure must be developed to sustain associations among faculty across departments who are teaching and doing research in International Business. The structure (e.g., a center) will be a vehicle advancing research and other academic initiatives, such as grant funding, related to International Business.

**Goal 2: To improve the educational preparation of students majoring in International Business.** The following action plans should be implemented. First, a review of the undergraduate curriculum requirements should be done. The Review Team Report indicated that the faculty should consider adding courses in Export-Import Management and Advanced Global Management. Other recommendations included how courses offered by the Departments in the College of Arts and Letters, such as Language, Linguistics, and Comparative Literature, Political Science, or Anthropology, might be integrated into the curriculum. Second, the faculty should consider requiring International Business majors to minor in a functional area. It seems to be a common observation that minoring in an area such as Finance and Marketing improve International Business graduates prospects of acquiring entry level positions. Other areas might be similarly attractive to prospective employers such as Hospitality Management, Supply Chain Management, or Business Analytics. Third, the two previous action plans should be executed in the context of updating and implementing a proposed plan to offer tiered tracks for International Business majors, namely a General Track, an Area Studies Track, and an Advanced Scholar Track (Appendix A).

**Goal 3: To increase the visibility and stature of the International Business program regionally and nationally.** The action plans specified under Goal 2 should substantially improve the undergraduate International Business major. The following action plans should build upon those initiatives. First, the faculty should seek membership in the Consortium for Undergraduate International Business Education (CUIBE). As the Review Team Report states “The process of seeking full membership involves a self-study and site visit that... could have a catalytic effect in jump-starting the IBT program”. Second, the faculty should develop a plan for branding the International Business major in south Florida where its competitor in Miami already has a naming advantage. This critical challenge might be addressed by getting the program ranked.

**Goal 4: To enhance the “esprit de corps” among International Business students and faculty on the Davie and Boca Raton campuses.** Successful International Business programs in top institutions not only have strong academic programs but also institutional structures that encourage the interaction among International Business students themselves, and between students and faculty. The action plan under this Goal is to establish a student service type arrangement in which an energetic staff person is appointed to oversee the development of events and other opportunities for professional interaction,

including stakeholders in south Florida such as prospective employers. The arrangement should create an “esprit de corps” among all the International Business students on the two campuses (i.e., one arrangement for the College instead of two arrangements on both campuses). If successfully executed, this plan should have a cascade effect of increasing FAU’s presence in Broward.