

# **Proposal for Flagship Program Candidacy Status**

## **International Business Program, Coggin College of Business**

### **Executive Summary**

The Coggin College of Business (Coggin) proposes that its International Business (IB) program be awarded Candidacy for Flagship Program status. The proposed program is grounded in a novel approach to IB education—the *infusion* of IB into the entire fabric of the College, including academic programs, co-curricular activities, international experiences for students and enhanced faculty scholarship. Infusion begins with the integration of IB into every undergraduate major, leading to IB infusion into every course, giving UNF a *unique position* in the field. Infusion in the graduate program will follow. Simultaneously, the College will expand upon its international curriculum design by creating new versions of its Europe-focused GlobalMBA program oriented first to Latin America, and later to Asia (China & India). Because IB education requires planning on the part of students (e.g., beginning to learn foreign languages early, so that they can become proficient and study abroad as juniors), several initiatives will introduce international business to students at the lower-division, both within the Honors program and in regular courses. Student recruitment at FCCJ will include training advisors to get students into language courses early. An IB Honors in the Major program will be developed.

The UNF President's emphasis on providing Transformational Learning Opportunities recognizes a key perspective of the IB program. Also, the US Congress has designated 2006 as the year of study abroad. Since true IB education cannot take place exclusively on the domestic campus, expanded and enhanced study abroad activities will be developed, starting with new opportunities for intensive language study (both on-campus and abroad) for students. Faculty from the Department of World Languages will be paid to develop and offer additional intensive language programs on campus, as well as to identify and certify a number of quality intensive language programs abroad. Because foreign language study requires time, Coggin will also develop initiatives to generate student awareness of language and IB study at the lower division, through creating IB-focused Freshman Interest Groups (FIG) and Honors courses. The resulting unique curriculum will give UNF a *competitive advantage* in recruiting top students both locally and from around the world.

IB will partner with local organizations (e.g., World Affairs Council) to co-sponsor high-profile speakers in IB. In order to leverage the increasing number of international students in the College, new programs will be created to integrate them with domestic students, enhancing the UNF experience for both groups. An Executive in Residence will develop linkages between IB students and student groups and IB professionals, with the goal of enhancing placement activities (a key factor in national rankings). These and other international activities will be recognized in a non-academic transcript provided by UNF.

Faculty scholarship in the IB area will continue to grow. Already, Coggin hosts an annual research conference with Warsaw University and a bi-annual conference with Beijing International Studies University. As IB becomes the dominant research focus in the College, additional discipline-specific conferences will emerge, providing excellent national/international exposure for UNF. External funding for an Eminent Scholar in IB will be obtained to enhance that reputation further. Coggin will continue its past and current practice of only hiring faculty with IB backgrounds and will provide regular faculty development opportunities in IB for all

faculty, solidifying its niche. Indeed, in order to diversify the faculty further, it will increase efforts to recruit faculty trained abroad by leveraging faculty travel to conferences to include visits to nearby universities to promote UNF and recruit faculty. The College will use the Fulbright program more fully in both directions, hosting foreign faculty, as well as encouraging Coggin faculty to apply for Fulbright awards to teach and research abroad.

These activities will result in a high-quality, nationally/internationally-recognized IB program for UNF. Formal recognition will take two forms. First, UNF will be ranked among the top undergraduate IB programs in *US News and World Report*. Focusing on the undergraduate ranking is essential, since the graduate rankings weight research so heavily that schools with 3/3 teaching loads are unable to compete. Second, Coggin will apply to create a Center for International Business Education and Research (CIBER). The approximately 30 existing CIBERs are funded by the US Department of Education. Receiving a CIBER grant is the most prestigious national recognition available for IB programs.

IB's position for Flagship Candidacy is strong. Since its inception in 1996, the goal has been national recognition. Clearly the program has begun to achieve that status, as evidenced by attendance at its international conferences (e.g., the WU-UNF conference in 2005 had 39 presenters from nine nations) and the recognition for the GlobalMBA program both in the US (where it won a national Best Practices in International Education award) and abroad (being featured in Germany's highest-circulation news weekly). In terms of academic programs, the number of undergraduate IB majors has grown to 200 students, and Coggin now offers an award-winning GlobalMBA program, as well as an MBA concentration and a non-degree graduate certificate in IB. Coggin provided 53% of UNF students studying abroad on short-term programs during 2004-5, and leads other colleges by a wide margin in the number of students studying abroad for a semester through student exchanges.

Moreover, IB is critical to the First Coast economy, with an expanding port and international trade continuously on the rise in the US, as the April, 2005, report entitled, *Creating an Effective International Business Development Strategy for Jacksonville, Florida* clearly states. Also, the IB program is interdisciplinary, intercollegiate, and inclusive. Language and cultural differences remain the greatest challenges in the successful conduct of global commerce. Thus, Flagship Candidacy for IB will require *forging partnerships and sharing flagship funding* with the Department of World Languages, as well as with disciplines offering regional studies courses (History, Anthropology, Political Science, etc.). This should mitigate the greatest threat associated with the Flagship program by creating opportunities for a large, diverse group of faculty (including, but not limited to, *all* Coggin faculty) to participate. Indeed, a large group of faculty from all Coggin disciplines (e.g., Balamoune-Lutz, Choi, Coleman, Frankel, Gallo, Loh, Michelman, Paulson, Schnusenberg, Steagall, Traynham, Vaghefi, Van Deusen, Waldrup) and business professionals (e.g., Nicosia, Robbins, Rouleau, Salinas, Valenti, Vance) played an active role in the development of this proposal, ensuring broad buy-in for the flagship program. Finally, the relatively small number of existing US IB programs, few of which have even begun to think about focusing on IB infusion, makes achieving the goal of both national and international recognition not only feasible, but certain.