



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

April 17, 2014

TO: Randy Smith
Vice Provost, Office of Academic Affairs (OAA)

FROM: Pat West
Associate Dean for Undergraduate Programs

RE: Global Option in Business

Fisher's Undergraduate Curriculum Committee recently reviewed and approved the attached proposal to create a Global Option in Business (GO Business). The proposal has the support of Fisher's Executive Committee as well as the Office of International Affairs.

I am forwarding the proposal to you for approval by the Council on Academic Affairs. We plan to implement this GO Business program starting with the Fall 2014 term.

If you have any questions concerning this proposal, please let me know.



Proposal for Global Option in Business (GO Business) Certificate

General Background and Rationale

The Global Option is a curriculum enhancement program through which Ohio State students may acquire documented international expertise integrated into participating majors without adding time to graduation. The Global Option is a key component of Ohio State's strategy for institutional internationalization as presented in the President and Provost's Council on Strategic Internationalization.

University Approval: The Provost's Council approved the Global Option concept on October 17, 2011 and the Council of Academic Affairs (CAA) approved the general framework on October 9, 2012.

General Purpose: Undergraduate students will combine international components with their major in order to strengthen their global perspectives and gain global skills in order to perform at a higher level of cultural awareness.

Major Components: The following six programmatic areas are included in the basic Global Option framework that Ohio State academic units are encouraged to consider.

- Study Abroad: introductory study abroad (e.g. Global May/Summer) and/or discipline-specific study abroad program
- Two on-campus courses with strong international focus, preferably within major
- Advanced proficiency in one language other than English or native language at Level 2 according to the Proficiency Guidelines created by the American Council on the Teaching of Foreign Languages (ACTFL).
- One capstone project (research, internship, service learning) in a discipline on an international theme
- Evaluation of global competencies on a standardized assessment
- Comprehensive e-portfolio of international activities

The current proposal which is based on the above description, is proposed by the Fisher Undergraduate Program Committee:

- Pat West, Associate Dean for Undergraduate Programs, Chair
- Howard Klein, (MHR)
- Deborah Mitchell (M&L)
- Johnny Rungtusanatham (MGT, Technology & Distance Learning)
- Jay Wellman (FIN)
- David Schilling (MS)
- Larry Tomassini (AMIS)
- Margie Bogenschutz (Career Mgt), Ex-Officio
- David Harrison (OMSS), Ex-Officio
- Melinda McDonald (Academic Advising), Ex-Officio
- Kirsten Fox (Leadership & Engagement), Ex-Officio
- Joyce Steffan (Global Programs), Ex-Officio
- Eva Bradshaw (Technology & Distance Learning), Ex-Officio

Fisher Global Option in Business (GO BUSINESS) Program Goal

The primary goal of the GO BUSINESS Program is for students to enhance their global competencies and as a result, possess a global perspective that will enable them to critically evaluate the international context in which a contemporary business operates (BSBA Learning Goal 3). Students will enhance their global competencies by participation in one or more meaningful global experiences.

The current proposal was developed based on the Office of International Affairs (OIA) description (Appendix 1) and the following desired global competencies for business students:

1. Ability to work effectively and collaboratively in global settings
2. Familiarity with major global issues
3. Ability to comprehend global dimensions of specific field of study
4. Awareness of diverse cultures
5. Capacity for effective cross-cultural communication skills
6. Ability to work in a cross-cultural team

The GO BUSINESS Program is designed such that it can be completed without adding time to graduation. Additionally, students will be able to complete this program using current Fisher course offerings and global programs already in place through the Office of Global Business or the Office of International Affairs. Students participating in the GO BUSINESS Program will, upon completing requirements for graduation, receive documentation of completion and designation on their transcript as Global Option Business.

Framework and Components for Business

Students participating in the GO BUSINESS Program will plan an undergraduate curriculum with elements related to international themes and global dimensions as described in the following components. Courses, global experiences, languages, and reflection in the components constitute a special engagement well beyond the standard requirement for graduation.

Component	Description	Minimum Expected Credits
A. Academic Exposure	Academic Education Abroad experience in a minimum of two of the following with a grade of C or better: <ul style="list-style-type: none"> • Freshman Global Lab, BUSMHR 2000; or • Emerging Markets Global Lab, BUSADM 4798; or • Sustainable Business Global Lab, BUSADM 2798; or • Marketing Global Lab, BUSML 4253; or • Logistics Global Lab, BUSML 3380; or • Industry Cluster Global Lab, e.g. Manufacturing/ Sustainability; Business Analytics; or • Long-term exchange study abroad program with approved Fisher College of Business global university partner; or 	6.0

	<ul style="list-style-type: none"> • Long-term language study abroad program with approved Ohio State university partner; or • Export Internship Program course and internship; or • Business course(s) involving international elements that apply business knowledge, e.g., Global Finance, International Finance, International Operations Research, Advanced Topics in International Business, Global Innovation and Entrepreneurial Leadership, Cross Cultural Management, International Labor and HR, Establishing Import-Export Firms, International Marketing 	
<p>B. Global Exposure</p>	<p>Global experience through participation in one of the following:</p> <ul style="list-style-type: none"> • Summer Global Internship Program in the following locations: Australia, Hong Kong, Singapore, UK, Germany, Spain, to include any new locations added • Global Labs attached to academic courses • Long-term exchange study abroad program with approved Fisher College of Business global university partner • Approved Office of International Affairs Global May Option Program with business focus • Approved Global Service Learning experience offered by Fisher College of Business programs or other approved program outside of Fisher College. 	<p>1</p>
<p>C. Cultural and/or Language Exposure</p>	<ul style="list-style-type: none"> • Proficiency in a language, other than either English or a native language, as demonstrated by a language minor or a language study abroad experience, or 	<p>6</p>

	<ul style="list-style-type: none"> Advanced (3000 or above level) culture courses that may include one Global Studies Approved General Education course 	
D. Global Activity	<ul style="list-style-type: none"> Complete comprehensive Reflection Paper in regard to global competencies developed as part of GO Business program; or Serve as peer mentor to Fisher students participating in pre-departure preparation for global travel options; or Serve in student leadership role in one of Fisher or Ohio State’s globally-based student organizations; or Participate in an approved globally-based case competition; or Other approved global activity 	
E. Global Competency Evaluation	<ul style="list-style-type: none"> Complete required evaluation/rubric of global competencies as provided by Office of Global Business and Undergraduate Programs Office 	

Additional Program requirements include:

1. All graded components must be completed at C or better level or satisfactory completion of any S/U courses.
2. Completion of all degree requirements for a College of Business baccalaureate program.
3. Students are expected to remain in good academic standing in the College to continue.
4. Students will receive documentation of completion and transcription designation.

Students in any business major are encouraged to declare intent to participate in the GO BUSINESS Program as soon as possible. Students enrolling in this Program may abandon the

Program by confirming their withdrawal without penalty.

Procedure and Oversight

The GO BUSINESS Program will be managed by the Office of Global Business (OGB) within Fisher College of Business, in collaboration with Fisher's Office of Undergraduate Programs and Office of Career Management. OGB will be responsible to:

- Market the Program to current Fisher students through a variety of outlets;
- Market the Program to prospective Fisher students through Visit Day events, Summer Orientation events, and other outlets as deemed appropriate;
- Establish an effective system for communicating Program goals, requirements and advantages to students;
- Establish a system to manage student applications and track successful completion of program components;
- Seek cooperation with academic advisors in the College to advise students regarding the Program;
- Seek cooperation with Departments to develop/identify discipline-specific globally-focused courses and experiences;
- Maintain accurate records of student participation and establish measurable metrics for the Program;
- Continually seek to improve the Program with approvals for change being processed through Fisher's Undergraduate Program Committee;
- Establish and maintain an assessment plan for the program including pre- and post-assessments of every participant;
- Seek funding to support student participation;
- Report Program metrics annually to the Undergraduate Program Committee

Metrics and Milestones

- Program approval will require the same approval and monitoring of curriculum as all similar programs; approval by Fisher Undergraduate Program Committee and Academic Affairs; oversight by Office of Global Business

- Goal for initial approval and implementation is Fall Semester, 2014
- Market and enroll students beginning Fall Semester, 2014
- Goal for participation is approximately 10% of Undergraduate students participating in Program by Fall 2015, with incremental increases over the next few years as funding becomes available.



March 27, 2014

To: Fisher College of Business Executive Committee

Re: SUPPORT FOR GO - BUSINESS GLOBAL OPTION

As part of the strategies to internationalize student learning experiences at The Ohio State University, the Global Option (GO) is a curriculum enhancement program through which Ohio State students are able to acquire documented international knowledge integrated into participating majors without adding time to graduation. The Global Option is a key component of Ohio State's strategy for institutional internationalization as presented in the President and Provost's Council on Strategic Internationalization. Recently, the Fisher College of Business, one of the participants in the Global Option program, completed its design for a unique Global Option curriculum for its students using the general framework endorsed by the Council of Deans and approved by the Council of Academic Affairs in October 2012.

The Fisher Undergraduate Committee explored ideas on how to improve the undergraduate business curriculum to better prepare students for the practice of business in a global context. The Office of International Affairs along with the University Center for Advancement of Teaching (UCAT) will support Fisher College Global Option as part of our ongoing work with other colleges and units such as Public Health and Social Work to enhance student's international learning experiences through the Global Option.

Fisher's proposal is compelling as a result of three important factors: 1) The proposal follows closely the global option framework we have developed, which was endorsed and approved by the Council on Academic Affairs (October 2012) and can be viewed at <http://go.osu.edu/Global-Option>; 2) The proposal adopts our desired global competencies and incorporates the addition of students' ability to work effectively in cross-cultural teams; 3) The proposal outlines a concrete plan to move forward by using Fisher course offerings and global programs already in place through the Office of Global Business.

Specifically, the proposal submitted by the Fisher Undergraduate Program Committee contains specific strategies for its implementation. With the current Fisher GO – Business Global Option, students will enhance their global competencies and be better prepared for the practice of business in an ever changing global arena.

The Office of International Affairs and its constituent units are committed to continuing their support of Fisher's Global Option curriculum's efforts to internationalize students' learning experience at Ohio State. The Office of International Affairs' Dr. Esther Gottlieb, who has been working with other units considering the adoption and implementation of the Global Option, stands ready to assist with Fisher's continuing work on its global curriculum for the GO Business certificate.

The Office of International Affairs fully endorses the GO-Business curriculum and remains ready to collaborate with Fisher College to internationalize the learning experiences of business students at Ohio State consistent with the goals of the President's and Provost's Council on Strategic Internationalization.

Sincerely,

William I. Brustein
Vice Provost for Global Strategies
and International Affairs

Kelechi Kalu
Associate Provost for Global Strategies
and International Affairs