Undergraduate Program Review  
International Business Management  
2003-2004

I. Strengths

1. Instructors in the International Business Management (IBMN) program are rated the most favorable rating attainable according to AACSB standards.

II. Weaknesses

1. The IBMN program review indicates that the SCH production has been fairly flat and that they are not a large part of CBA’s total SCH production. Why has there been no organized effort to respond to trends or increase enrollment? Is there such a plan for the future?

2. The program’s specific goals are vague. These need to be specific and measurable.

3. What is being done to overcome the low MFAT scores in IBMN?

4. There is no effort to determine the placement of students after graduation.

5. There has been no effort to assess the IBMN program and outcome of the program.

6. Seems to be no effort to acquire external funding to counter the state-wide budget cuts.

7. The department needs to develop a formal internal review process.

III. Recommendations

1. The reviewers strongly suggest that the IBMN program review be rewritten. It is suggested that the faculty of the IBMN program meet as a committee and work on the weak areas of the current program review indicated above. As written, the IBMN program does not appear to be an asset to the College of Business Administration.

IV. Dean’s and Department Chair’s Comments

The department chair and dean reviewed the comments of the PRSC. The department will resubmit the report during the 2004-2005 undergraduate program review process to provide clarifying information.