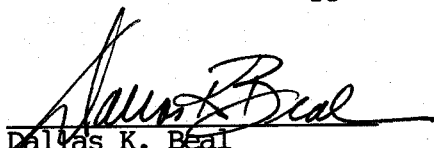


RESOLUTION  
concerning  
LICENSURE FOR A MASTER OF BUSINESS ADMINISTRATION  
in  
INTERNATIONAL BUSINESS  
at  
CENTRAL CONNECTICUT STATE UNIVERSITY

June 11, 1993

RESOLVED, That under the authority granted to the Board of Trustees of Connecticut State University in Chapter 185b, Sections, 10a-87 and 10a-149 of the Connecticut General Statutes, the President of Connecticut State University is authorized to seek licensure from the Connecticut Board of Governors for Higher Education for a Master of Business Administration (MBA) in International Business to be presented by Central Connecticut State University.

A Certified True Copy:



Dallas K. Beal  
President



An Equal  
Opportunity  
Employer



Connecticut  
State  
University

Central • Eastern • Southern • Western

P.O. Box 2008, New Britain, Connecticut 06050  
Phone: (203) 827-7700  
Fax: (203) 827-7406

June 8, 1993

To: Dr. Valerie F. Lewis  
Deputy Commissioner of Higher Education

Fr: Thomas A. Porter  
CSU Provost

Re: Contemplated Request for Licensure for MBA in International  
Business at Central Connecticut State University

Val:

As promised, I am sending you a copy of the above program proposal. We will be taking it to the Board of Trustees on Friday, and after that we will send it forward formally with the recommendations of Dr. Beal and the Trustees.

I hope that this copy will be helpful in your preliminary review.

Thanks for your consideration of this proposal.

TAP

cc: Dr. Winandy  
Dr. Beyard



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CENTRAL CONNECTICUT STATE UNIVERSITY

Master of Business Administration Program

PROGRAM SUMMARY

Objectives and Need

The Central Connecticut State University (CCSU) Master of Business Administration Program in International Business is developed in direct response to the changing demographics within the State of Connecticut and to the ever-increasing international business climate within the Northeast region. In 1986, the Connecticut State Board of Governors for Higher Education designated CCSU as a Center for Excellence in International Affairs. The international MBA program supports and enhances the international mission both of the University and the School of Business, and is developed according to the standards and general guidelines set forth by the American Assembly of Collegiate Schools of Business.

Data collected in an annual survey of University graduates conducted by the University Planning Office indicate that students attend the University for its quality programs, its convenient location and its affordable tuition. The international MBA program is offered to serve the needs of Central Connecticut's some 10,000 business alumni and some 30,000 other alumni living and working in the central Connecticut region who desire quality programs, and accessible and affordable advanced education in the area of international business.

The international MBA program is designed to meet the needs of part-time students who are employed full-time. Principal objectives of the program are:

1. to expose students to a global business orientation, with special appreciation for the dynamic impact of world events;
2. to enable students to gain a greater understanding of a specialized business function or area studies, thereby providing a solid foundation on which to build future professional experiences; and,
3. to prepare students for leadership positions in the international business arena, whether it involves operating in an international business environment from one's home country or developing and managing a business in a select global market.

To achieve these broad objectives, the program is specifically designed:

1. to provide a critical awareness of economic, socio-cultural, political, legal, technological, environmental, and ethical issues in conducting international business;

2. to increase cross-cultural and multi-cultural sensitivity and awareness in the conduct of international business;
3. to develop and enhance diverse proficiencies, such as interpersonal, analytical, oral and written communication, and decision-making skills, which are necessary to solve relevant managerial problems;
4. to provide intensive practical experiences in a global business setting, accomplished either through an individualized international internship or a team field-study experience; and,
5. to develop creative educational and research linkages between faculty, and students and the international business community.

### Curriculum

The proposed MBA is uniquely international in two aspects. First, in addition to the international business core requirements, a global perspective is integrated across the entire curriculum. Second, it permits students to complete an area studies specialization as part of their directed electives in one of the four area studies specializations offered by the School of Graduate Studies. Students also must demonstrate proficiency in a foreign language prior to graduation from the program. Finally, students will be provided with study abroad opportunities.

The international MBA consists of five components.

1. Basic Skills. Student are expected to demonstrate:
  - a) proficiency in oral and written communication, descriptive and inferential statistics, and computerized word processing and spreadsheet packages. Skills must be achieved prior to beginning the international core courses and may be demonstrated by course completion or standard proficiency testing; and,
  - b) proficiency in a foreign language equivalent to completion of one year of college- or university-level study. This must be achieved prior to graduation from the MBA program and may be demonstrated by course completion or standard proficiency testing.
2. Introductory Core (24 credit hours). Students must show evidence of completion of the following program pre-requisites:
  - Managerial Accounting
  - Financial Accounting
  - Macroeconomic Theory
  - Microeconomic Theory
  - Managerial Finance
  - Business Organization Behavior

Marketing Principles  
Production/Operations Management

3. International Core (18 credit hours).

IB 510	Contemporary Issues in International Business
IB 520	International Accounting
IB 524	International Marketing
IB 525	International Financial Management
IB 528	International Management
IB 550	International Management Information Systems

4. Directed Electives/Area Studies (12-21 credit hours).

Directed electives are designed to satisfy a student's particular career or professional development objectives. Students may complete an area studies specialization offered by the School of Graduate Studies. Students also may earn credit through an approved overseas experience or study abroad program.

5. Integrative Experience (3 credit hours) and comprehensive examination.

IB 590 Global Strategy. This course is to be taken during the last semester of the student's planned program. The course includes a comprehensive examination, which fulfills the "culminating experience" requirement.

Faculty

The curriculum of the MBA program will be taught by full-time faculty holding earned doctorate degrees. Approximately 70 percent of the current School of Business faculty are doctorally qualified. In addition, over the past six years the School of Business has provided significant international education and research opportunities for more than 60 percent of its faculty in Europe and Asia. These initiatives have been funded by private foundations and the United States government. The School currently has two former Fulbright scholars on its staff.

The University currently has three full-time faculty in the International Business Department who will administer and teach the program, and each year the School of Business encumbers a full-time faculty position for an international visiting scholar who delivers specialized courses and seminars in international business. The program also will draw upon the resources of appropriately qualified and internationally experienced faculty in the School of Business. Finally, the program will use other qualified University faculty, in particular, to teach in the area studies portion of the MBA program.

BA



Hand carried  
by Dr. Porter 6/11/93  
w/o BE number assigned B

P.O. Box 2008, New Britain, Connecticut 06050  
Phone: (203) 827-7700  
Fax: (203) 827-7406

June 11, 1993

Dr. Andrew G. DeRocco  
Commissioner of Higher Education  
61 Woodland Street  
Hartford, CT 06105

Dear Andrew:

I am pleased to submit for Board of Governors approval a request for licensure of an MBA degree, Master of Business Administration, in International Business to be offered by Central Connecticut State University.

As you know, the Board of Governors gave Central a Center of Excellence grant in International Studies in 1986. The enclosed program proposal is one on the many highly positive developments engendered by the Center of Excellence grant. Central has been very active not only in internationalizing its curriculum, but also in public service activities in international business and other international studies areas.

A copy of the Trustees resolution approving this request for licensure is enclosed. Copies of the application document are being transmitted under separate cover.

BR 93-56  
Duplicate  
Signed  
original

Please let me know if further information is needed in connection with this request.

Sincerely,  
  
Dallas K. Beal  
President

cc: Dr. Shumaker  
Dr. Porter  
Dr. Beyard  
Dr. Short





**Connecticut  
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