

Evaluation Report for Program Review Face to Face Meeting

University of Wisconsin-Whitewater: International Business (BBA) Majors and Minors, 2022-2023

Date: 4/4/2023

Invited: Provost John Chenoweth; Dean Paul Ambrose (Business & Econ); Department Chair/Program Coordinator Carol Scovotti; faculty and staff in the International Business program; Audit & Review Team Chair Jonathan Ivry; Audit & Review team members, Bruce Cohen, John Ejnik, Ahmad Karim; Assessment Representative Katy Casey

Overview of review team evaluation, program comments:

Program coordinator, Carol Scovotti, shared her pending retirement at the end of the academic year. She felt writing the report was more challenging knowing she would not be continuing to lead the program. Provost Chenoweth asked what the plan was to staff this program; Dean Ambrose believes the coordinator position will be filled by fall 2023.

Discussion of Review Team's evaluation:

1 – Describe the unique aspects of the program when compared to similar programs regionally. It seems there may be a missed opportunity to market these aspects.

- i) Of those that offer international business programs, most require language and travel through study abroad. The curriculum is pretty similar across programs.
- ii) COBE used to have foundation funds available to provide scholarships to travel study students and these funds are no longer available.
- iii) This program is more marketable than if students took the general business emphasis program.

2 – Describe how the coordinator and boards work together collaboratively to manage the program.

- i) Internal board is comprised of college international committee made up of representatives from every department. Monthly meetings address curricular issues,
- ii) External board was intended to convene in April 2020, and since this was during the height of COVIS, the board meeting was not held.

3 – It was noted that the General Business program created an international business emphasis. Fourteen students so far are registered for this emphasis. What is the rationale for creating an emphasis when a program currently exists?

- i) Emphasis does not include travel or language.
- ii) There was not concern about this program taking students away from the IB major.

Recommended Actions:

Recommended Action #1

Review the vision and create a five-year plan for the sustainability of the program. This should be done in conjunction with the new coordinator and internal advisory board.

Recommended Action #2

Rebuild external advisory board to support and guide vision of program.

Recommended Action #3

Review program SLOs and consider adjustments to curriculum, including the addition of a capstone course

Recommended Result:

Continuation with minor concerns

Next Self-study and/or Progress Report Due Dates:

1 - Next FULL self-study will be due to the Dean on May 1, 2027 and to the Assessment Office on August 1, 2027

2 - A progress report will be due October 15, 2025, to the Dean, and November 1, 2025, to the Assessment Office

For a copy of the full evaluation report and detailed comments, please reach out to the assessment office: assessment@uww.edu.