Proposal for Revised MSIM degree
March 11, 2014

We are proposing to revise our MSIM degree to make it more focused, relevant, and better positioned in relation to the competition. The revised degree comprises 10-13 courses (30-39 credits). This compares with 30-48 credits for the prior MSIM program, which required a full range of accounting and finance classes: see http://www.umb.edu/academics/cm/masters_programs/msim/requirements for full description.

Enrollments have been relatively low in the MSIM, around 5-10 a year in the last few years. We do believe that an MSIM has significant potential if positioned correctly and marketed appropriately – to date, there has been no dedicated marketing for this degree. The proposed program relies on existing courses in the MBA program, so does not initially require incremental resources. Our goal is to boost enrolments toward 30 a year.

Our survey of the market indicates that there is a general trend toward shorter, more focused graduate degree programs, and that the market for full 2-year MBA programs is stagnant (see Eduventures 2013 report on Business Education and a ranking of international business programs). There are two types of Masters Programs in international business: (1) a mini-MBA (often called global or international MBA) with a taste of every functional area, and (2) a more focused degree that specializes in international management, marketing, political economy, and cross-cultural issues. We have chosen to pursue this second option because it is more relevant for particular career paths and can be marketed more clearly to potential students and employers. The proposed revisions will prepare professionals for the challenges of business in a globally competitive world and locate management in its international economic, cultural, political, and technological context. This degree will also leverage campus strengths in international politics, governance, and development.

Other schools are moving in this direction as well, for example:

Georgia State: 11 month MIB program. 30 credit program. Cohort model.
University of South Carolina: Master of International Business. 30 credits. Focus on international political economy.
Suffolk: Global MBA, 33-57 credits, specializations in finance or marketing, foreign travel and internship requirements.
Thunderbird: Master of Arts in Global Affairs & Management. 45 credits, focus on global political economy. Ranked #1 in most surveys.
Northeastern: MSIB: 30 credits (with business UG), requires travel + 2 social science courses.
London School of Economics 1 year+thesis, including 1 semester abroad. HR focus

MSIM Requirements – Proposed Revision for Fall 2014

The revised degree comprises 10-13 courses (30-39 credits), including 7 required and 3 elective courses. An international experience is required, which usually entails a 10-14 day travel-based course, and additional work prior and subsequent to the trip. We consider this essential to
providing students with an immersive learning experience to prepare them for the challenges of international management.

**Foundation requirements:** The program has foundation requirements in Economics, Marketing and Organizational Behavior. These are waived for those with an undergraduate or graduate degree in business including equivalent coursework.

Economics requirement: satisfied by MBA AF 601 Economics for Managers or equivalent. Marketing requirement: satisfied by MKT 670 Marketing Management or equivalent. Organizational Behavior: satisfied through MGT650 or equivalent.

There is also a Mathematics requirement, satisfied through GRE/GMAT quantitative scores, course waiver or completion of MBAMS 600 Mathematical Analysis Skills for Managers, or equivalent.

**Required core MSIM courses (5):**
MBAMGT 675 Managing in the Global Economy
MBA AF 630 International Economy & Business
MBAMKT 674 International Marketing
MBAMGT 665 Cross-cultural and Comparative management
MBAMGT 691 Emerging Markets in the Global Economy (currently in governance process, has been taught once as special topics)

**Electives: (select 3, at least 1 from CM. Non-CM courses listed in appendix at end of document)**

MBAMGT 677 Multinational Corporations and Globalization
MBAMGT 688 Global Warming and International Business Management
MBAMKT 693 Entering International Markets

MBA AF 603 Massachusetts in the Global Economy
MBA AF 615 International Accounting
MBA AF 622 Global Portfolio Investment Management
MBA AF 626 International Financial Management

MBA MIS 617 Management of the Supply Chain

Note: the Accounting and Finance classes have prerequisites.

**Required Travel Abroad/International Experience:** (1 course)
MBAMKT 680 Exploring International Cultures and Commerce

Students will be notified of this requirement at the time of acceptance into the program so that they are prepared for the time and expense. Students may take this course up to two times for
credit, to two different countries. We currently offer annual 2 week trips to China and India that include lectures, visits to companies, and cultural activities. These options will be expanded as demand grows. Travel courses offered by other universities (often with CIBER centers) and private organizations will also be options. These will be affordable in the context of a shorter degree. The requirement could also be fulfilled with an international internship opportunity.

Required MSIM capstone (1 course):

MBAMGT 685 Global Industry and Competitive Analysis (this course number has been used recently for India travel course, but will be restored to original purpose – international version of strategy course).

Appendix

Non-CM Electives (up to 2):

PAF G 631: Theories and Concepts of International Relations
PAF G 632: Contemporary Issues in World Politics
PAF G 635: Globalization and International Development
PAF G 637: International Institutions and Development
PAF G 638: Global Governance
PAF G 639: Global Environmental Governance
PAF G 640: International Organizations and the Environment

ConRes 624: Cross-Cultural Conflict

SOCIOL 604: Theories of Globalization

Language courses (not to include native languages of student)