Academic Program Proposal  
Provost Summary  
University of Kansas - Lawrence

Name of program: World Business Culture Certificate Date: 2/16/15

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<thead>
<tr>
<th>Area</th>
<th>Summary</th>
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| 1. Program Identification | **Contact:** Paul Atchley, Associate Dean, Online and Professional Education, CLAS  
**Type of Program:** Certificate  
(e.g., New Degree, Joint Degree, Minor, Concentration, Certificate, Emphasis, Track, or Option)  
**Degree Abbreviation, if applicable:** N/A  
(e.g., BA, BGS, BS, BME, BSB, BSE, MA, MS, MBA, MPA, JD, PhD, DMA, DE)  
**CIP Code** (to be completed by OIRP): ________________  
**Primary and Additional Location(s) of Instruction:** Online and the Lawrence campus  
(e.g., Lawrence campus, Edwards campus, KUMC, Fort Leavenworth, JCCC, or KCK Community College, etc…)  
**Anticipated start date of program:** Fall 2015 |
| 2. Academic Unit | **School:** College of Liberal Arts and Sciences  
**Department:** Multiple departments across the College  
**Note:** The office of the Associate Dean for Online and Professional Education has been tasked with overseeing and reviewing this program, and ensuring coordination of curriculum between the various departments represented in the certificate. |

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Rev 12/4/2014
3. Program Description

Provide the description of the program and its intended purpose.

The World Business Culture Certificate is designed to leverage School of Languages and Cultures expertise to meet the desire of employers to hire students with demonstrated language and culture experience.

According to the AAC&U, “understanding of global context in which work is now done” is listed as the sixth most desired skill employers look for in college graduates.

Similar certificates exist around the country, typically at the graduate level with a mix similar to the proposed cluster. For example, U. of Illinois offers a “Certificate in Global Business Culture with Area Specialization” with contributions from the Center for African Studies, Center for East Asian and Pacific Studies, Center for Latin American and Caribbean Studies, Center for South Asian and Middle Eastern Studies, European Union Center, Russian, East European, and Eurasian Center.

4. Demand/Need for the Program

Provide specific information and/or data to support the articulated demand/need for the program.

As our world becomes increasingly global, KU graduates will find themselves working with people from different cultures. It is important to understand other cultures in order to communicate effectively. Businesses are increasingly global, requiring cultural sensitivity paired with a knowledge of how business is done in those cultures.

Certificates are helpful for students pursuing the Liberal Arts & Sciences-BGS to give their degree additional focus. These certificates would be the first in a series, with the eventual goal of building a stackable certificate model for the BGS.

5. Comparative/Locational Advantage

Determine what comparable programs are in the state/region.

None listed at the certificate level.
### 6. Curriculum

Provide a brief summary of the curriculum, including:

- 12 credit hours, at least 6 at the Jr/Sr level
- All courses available online
- Online courses currently developed: include, GERM 130: German-Speaking Europe and German-Speaking Europeans, HIST 394: Chinese Business History, LA&S 485: Global Career Management, PHIL 360: Moral Issues in Business
- Additional courses being developed for the certificate include: French Business Culture, Russian Business Culture, Latin American Business Culture

The curriculum is designed to take advantage content in the School of Languages, Literature, and Culture and to promote additional development of employer-facing content by the units in that School. Further, the addition of ethics and a career focus course is designed to make the course more applicable for students seeking jobs in a global marketplace.

### 7. Faculty Profile

Faculty required for this program
Names, FTE for this proposed program

GERM 130 is to be offered by a faculty member in FA15, first minimester. HIST 394 is being offered by an Associate Professor in HIST in FA15, second minimester, as well as PHIL 360, taught by a GTA. LA&S 485 will also be offered in the FA15 semester.

Ongoing LA&S 485 should be offered at least once a year in the 8-week format and staffed by the career center. PHIL 360 will be offered annually and taught by a GTA.

GERM 130 will continue to be offered and for now be taught by the faculty member who designed the course.

In the spring 2016 semester, a faculty member in Slavic will be offering an online, 8-week course on Russian Business Culture.

All courses are very likely to also be offered online in the summer.

Additional culture areas will be added as they become available.
8. Student Profile

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<tr>
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<th>Anticipated student enrollment</th>
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<tbody>
<tr>
<td></td>
<td>Full Time</td>
</tr>
<tr>
<td>Year 1</td>
<td>25-50</td>
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<tr>
<td>Year 2</td>
<td>50-75</td>
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<tr>
<td>Year 3</td>
<td>75-100</td>
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Anticipated number of program graduates after 5 years: 200
Anticipated number of program graduates after 7 years: 350

Anticipated number of program graduates after 5 years; after 7 years

9. Academic Support

Additional academic support needed (e.g., libraries, laboratories, etc.) None – courses offered online as part of the LA&S-BGS online degree completion program and can also contribute to the certificate.

10. Facilities and Equipment

Additional facilities/equipment required: None required

11. Program Review, Assessment, Accreditation

This program will not be subject to Title IV guidelines, so no review, assessment or accreditation will be required. Required. The office of the Associate Dean for Online and Professional Education will coordinate data collection for student learning outcomes.

12. Costs, Financing

Describe new funding required for this program. Identify only incremental funding in years 2 and 3. What is the source of the new funds?

No additional resources required.

When complete, the College/School Dean should submit this form to KU Academic Affairs at kuacademicaffairs@ku.edu.