

INTERNATIONAL BUSINESS PROGRAMS

Mission

International Business Programs provides college leadership in serving stakeholders' needs for competitive business success within the global economy.

Vision

International Business Programs will position Oklahoma State University and the College of Business Administration as a regional and national resource for international business education, research, and outreach.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others' and value diversity of opinion, freedom of expression, and others ethnic and culture backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Collegiality – We embrace a culture of mutual respect, caring and positive interaction.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Increase academic excellence of undergraduate and graduate College of Business Administration students through further internationalization of College of Business Administration academic programs.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Diversity of undergraduate and graduate level international business courses available through the College of Business Administration-increase by 2
- Student enrollment in international business courses-increase by 10%
- Students enrolled in business-related study-abroad programs-hold enrollment steady
- College of Business Administration faculty members with demonstrated interest and participation in international-related instruction, research, and outreach-increase by 10%

Objectives:

Objective 1.1: Expand to 10 the annual number of international business courses/sections available and increase total student demand for such courses.

Strategies:

- Communicate with academic department heads regarding the student demands for selected international business courses that are not being served.
- Encourage development of new undergraduate courses.
- Encourage development of a Master of Business Administration-level project course on applied international research.
- Enhance advising materials on career opportunities associated with the international business major and minor.
- Develop an annual high-visibility international business student/faculty event.

Objective 1.2: Increase availability of business-related study abroad programs to 8 and expand enrollment of students in such programs.

Strategies:

- Reactivate the Summer in France program and/or establish a new month-long program in another popular location.
- Cooperate with the Study Abroad office in establishing business-related reciprocal exchange programs.
- Promote College of Business Administration study abroad programs to students throughout Oklahoma and the country.
- Establish study abroad semester-long programs for Master of Business Administration students.

Objective 1.3: Increase to 30 the number and frequency of College of Business Administration faculty members involved in international-related instruction, research, and outreach.

Strategies:

- Recruit additional faculty participants for teaching in the College of Business Administration study abroad programs.
- Support faculty member participation in Oklahoma-based international conferences and seminars.
- Encourage foreign instructional opportunities for the faculty.
- Seek external grants to support faculty development initiatives.

Goal Two: Support the economic development of Oklahoma through involvement in international trade and development initiatives.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Number of College of Business Administration projects with Oklahoma Department of Commerce under the existing Memorandum of Understanding-maintain current level
- Number of faculty member leadership and service positions within private and governmental international trade and development organizations-increase by 3
- Faculty member participation in international-related conferences, seminars, etc.
- Faculty member participation in foreign trade missions-initiation of participation
- Faculty member participation in Foreign Direct Investment visits by foreign business and government trade missions-increase by 20%
- Faculty member participation in professional development programs for foreign managers-renewal of participation

Objectives:

Objective 2.1: Increase College of Business Administration faculty member participation in Oklahoma international-related conferences, seminars, and projects to 10 activities.

Strategies:

- Expand College of Business Administration faculty participation in the Oksource Internet data base program.
- Expand College of Business Administration faculty participation in the multi-development bank project.
- Develop international-related management development programs for delivery to the business community.
- Provide publicity to College of Business Administration faculty on Oklahoma's international events and incorporate participation in appraisal/development considerations.
- Provide registration fees and travel expenses for Oklahoma events.

Objective 2.2: Initiate College of Business Administration faculty member participation in activities focused on the attraction of foreign direct investment to Oklahoma.

Strategies:

- Invite faculty members to co-host foreign visitors to the state and Oklahoma State University.
- Include faculty members from select academic areas in briefings on Oklahoma State University intellectual properties and capabilities relevant to foreign direct investment.

Objective 2.3: Increase international student enrollment in College of Business Administration programs to 500.

Strategies:

- Broadly publicize the Oklahoma State University College of Business Administration web site to foreign locations.
- Pursue College of Business Administration twinning programs within selected countries.
- Develop College of Business Administration alumni contacts in foreign countries.

Goal Three: Build relationships with foreign universities and businesses to support the international dimension of the College of Business Administration mission.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Number of active cooperative agreements
- Diversity of activities with foreign universities
- Number of faculty exchanges
- Number of management development programs for foreign business and government managers
- Coursework offerings and student enrollment provided into foreign countries

Objectives:

Objective 3.1: Double the number of active College of Business Administration cooperative agreements with foreign universities.

Strategies:

- Establish a systematic contact program with cooperative agreement universities.
- Expand contacts within colleges of business among foreign universities possessing Oklahoma State University Memorandum of Understandings but not active with College of Business Administration programs.

Objective 3.2: Increase the degree of cooperation between Oklahoma State University and foreign universities in education and research.

Strategies:

- Utilize distance technologies for academic discussions between faculties.
- Establish dialogue and joint projects between graduate student teams or classes at respective universities.
- Cultivate short-term faculty instruction and research exchanges between faculty members with common academic interests.
- Seek federal and Non-Governmental Organization funding for joint programs with foreign universities.

Objective 3.3: Initiate management development programs provided to foreign businesses and governments through the Center for Executive and Professional Development.

Strategies:

- Pair with cooperating foreign universities to provide management development programs in-country or in Oklahoma.
- Promote management development programs to foreign business and government leaders visiting Oklahoma.

Objective 3.4: Initiate College of Business Administration graduate program delivery to foreign settings.

Strategies:

- Seek foreign partners among universities and private organizations to deliver graduate programs into foreign countries.
- Seek joint degree programs with selected foreign universities.

Goal Four: Provide on-campus leadership in support of Oklahoma State University's international education, research, and outreach.

Critical Success Factors (measures of the degree of success over the next 5 years):

- Number of on-campus programs jointly hosted with other academic units
- Number of off-campus programs jointly sponsored with other academic units
- Number of faculty members involved in on-campus international education programs
- Number of faculty members involved in off-campus international educational programs

Objectives:

Objective 4.1: Increase by 4 the College of Business Administration faculty participation in joint international programs provided by the School of International Studies and other academic units.

Strategies:

- College of Business Administration joint sponsorship of speakers to the campus.
- College of Business Administration joint sponsorship of interdisciplinary conferences and seminars.
- Co-host foreign business and government visitors.
- Apply for federal and foreign organization funding for projects.

Objective 4.2: Increase College of Business Administration leadership in initiatives by the Study Abroad, International Student and Scholars, and Alumni offices.

Strategies:

- Co-host representatives from foreign universities.
- Participate in Study Abroad fairs, information sessions, etc.
- Actively support the International Student Organization events.
- Seek formal recognition of distinguished foreign alums associated with the College of Business Administration.

Objective 4.3: Increase College of Business Administration leadership in initiatives of the Oklahoma State Regents for Higher Education and the legislative and administrative branches of Oklahoma government.

Strategies:

- Actively support International Awareness Week at the State Capitol.
- Actively support joint efforts of the higher education regents and others to attract foreign students to Oklahoma colleges and universities.