



This report covers the period from May 1, 2019 – April 29, 2020.

I. International Business (IB) Program Statistics

- a. Major and Minor Students. The number of IB majors decreased by 25 students or 16%, and the number of minors increased by 3 students or about 6%, compared with 2019. Latest reported statistics are below.

International Business Majors (Source: GV IA: https://reports.ia.gvsu.edu/pgmsumm/dash.html?a=ib2_b)

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
Freshman	36	36	29	28	23
Sophomore	59	53	38	33	33
Junior	46	53	41	34	28
Senior	56	36	67	55	41
TOTAL	197	178	175	150	125

International Business Minors (Source: GV IA, https://reports.ia.gvsu.edu/pgmsumm/dash.html?a=ib4_b)

	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
TOTAL	82	70	57	52	55

- b. Students participating in Study Abroad. Many Seidman majors study abroad. IB majors must complete at least 6 hours of coursework abroad, by joining a summer program, an international internship, a semester or year-long exchange program, among others. At this writing PIC has not reported on the numbers of GVSU and Seidman students who studied abroad, but we know it is fewer than last academic year since all spring/summer programs for 2020 were cancelled due to the COVID-19 pandemic. N/A indicates data not yet available.

Study Abroad Participation: Seidman vs Non-Seidman Majors						
	2014 -15	2015-16	2016-17	2017-18	2018-19	2019-20
SCB SEMESTER/SUMMER/YEAR	72	104	114	94	83	N/A
SCB FACULTY-LED	24	39	29	30	19	N/A
SCB SUBTOTAL	102	145	143	124	102	N/A
Other GVSU SEMESTER/SUMMER/YEAR	264	292	292	239	282	N/A
Other GVSU FACULTY-LED	256	310	359	317	382	N/A
<i>Other GVSU SUBTOTAL</i>	<i>520</i>	<i>602</i>	<i>651</i>	<i>556</i>	<i>664</i>	N/A
GVSU TOTAL	622	747	794	680	766	N/A
(SCB) % STUDIED ABROAD (<i>%-age of all GV</i>)	16.39%	19.41%	18.01%	18.23%	13.31%	N/A
(Other GVSU) % STUDIED ABROAD	83.60%	80.58%	81.99%	81.76%	86.68%	N/A

c. Faculty-Led Programs, Spring/Summer

In summer 2019 Seidman did not lead faculty-led programs. SCB's London International Business and Corporate Governance Program ran for the last time in 2019. SCB's Lancaster "Family Business" program failed to meet minimum enrollment requirements. Instead, Seidman students chose strong programs run by established international partners and successfully studied abroad in spring/summer and fall 2019, and several attempted winter 2020 programs, until they returned home due to the COVID-19 pandemic.

d. Exchange Programs and Educational Partnerships

GVSU and SCB maintains robust study abroad partnerships with nearly 40 international institutions. Most of Seidman students participate in study abroad programs sponsored and run by these partners. This year we hosted these representatives from partner institutions, including:

- Mr. Michael Farley, ZHAW (Zurich School of Management), Zurich, Switzerland. July 2019
- Dr. Jon Franco, Universidad de Deusto, Bilbao, Spain. October 2019
- Dr. Beata Buchelt, Cracow University of Economics, Poland. October 2019.

II. International Business Outreach Programs

- a. SCB IBP produced two short Study Abroad promotional videos: <https://www.gvsu.edu/internationalbusiness/> and https://www.dropbox.com/s/hssy49vdgqtagwu/SCB%20Study%20Abroad%20Social_1.mp4?dl=0 Titled "WHY STUDY ABROAD?" the videos speak to Seidman students. We encourage all faculty to use these videos in class and outside class to promote business student study abroad.
- b. SCB IBP, in coordination with the Padnos International Center staff, holds IB outreach activities that connect students and the community. SCB IB Committee faculty members staffed 9 GV volunteer events including Laker Experience Days, PIC study abroad fairs in ALL and Pew, Majors Fairs, and Seidman Life Days.

III. Personnel

Carol Sánchez is SCB IB Program Director and chair of the SCB International Committee. She dedicates 25% of her time to this job, plus 10% in university service activities related to international education. She serves on two university committees committed to the university's global education. She co-chairs the Provost-appointed Global GV Initiative with Mark Schaub, and she serves on the Global GV 50th Anniversary Steering Committee <https://www.gvsu.edu/global50/>. Seidman IB no longer has a dedicated academic advisor. The Seidman Advising Office now conducts all IB and study abroad advising, with help from Seidman IB and GV's Padnos International Center (PIC). Seidman IB funded and shared student worker support with Seidman Management this year.

IV. Teaching, Curriculum, and Advising

Teaching and Curriculum

Seidman IB operates under a five-year strategy developed for 2016-2020. Goals are to add a global learning requirement to the BBA core, increase the number of Seidman students who study abroad, encourage study abroad in non-traditional locations, increase number of study abroad scholarships, and increase faculty who get/have high-impact global experience. These goals align with the Global GV initiative to increase Global Learning in the Curriculum. In winter 2020 the IB committee submitted a proposal to add meaningful global learning to the BBA curriculum. It was presented at Seidman Faculty Senate and discussed at several focus group meetings. A SAIL proposal to do this was submitted by the IBC in winter 2020. A SAIL proposal to make MKT 359 an Issues Course in Globalization would give BBA students meaningful global learning in GenEd requirements that will help them graduate on time without additional requirements. Status of both SAIL proposals is pending.

Visiting International Faculty

Dr. Susana Perez Pinedo, a full-time faculty member from Universidad de Deusto, Bilbao, Spain (one of our principal study abroad partners) taught marketing and management courses in fall 2019 and winter 2020.

Assessment

Assessment of the B.B.A. major occurs per the AOL calendar. IB's involvement is to help assess global learning in the majors, to set goals for increased global learning, and to integrate global learning metrics into assessment of student learning. Assessment for the IB major occurred in winter 2018. The IBC completed the CLOP. Next IB assessment is scheduled for 2021.

Advising

IB faculty committee members reviewed over 200 courses offered by foreign universities for Seidman course equivalencies, at the request of students preparing to study abroad. SCB Advisers send Carol the request, who reviews it herself or sends it to the IB faculty member in that major. IB Committee members serve as faculty advisers to IB majors, meeting regularly with students in their disciplines to discuss IB careers, study abroad options, courses, requirements, and procedures.

V. Program Governance

Faculty Governance

Dan Giedeman, Brad Koch, Bishal BC, Jennifer Pope, Thuy Simpson, and chair Carol Sánchez served as SCB IB Committee Members. They participated in monthly meetings, freshman orientations, special projects, career nights, and events promoting study abroad programs, the IB program, and its initiatives.

Dan Giedeman and Jennifer Pope selected Seidman Study Abroad (SA) scholarship awardees, based on applicants' GPA, previous foreign experience, financial need, duration and cost of trip, and an essay. In 2019-20, we awarded \$2,000 in scholarships to two Seidman students for winter 2020 study abroad. We made no awards for spring/summer or fall 2020 study abroad. See detail and table below.

International Business Advisory Board (IBAB)

The Seidman IBAB are ten people external to GVSU who are presidents, partners, and/or C-suite executives of internationally focused companies. One member serves as president, and Carol Sanchez is a member of the executive committee. The IBAB's purpose is to develop, maintain, and promote a working relationship between IB professionals and Seidman IB students, faculty, and alumni. Objectives are to increase student enrollment in IB courses and programs, increase scholarship support for study and internships abroad, and improve international preparation of students by engaging them in professional experiences. The IBAB meets at least twice a year.

VI. Study Abroad Scholarships

As of June 30, 2019, and reported December 2019, the Seidman Study Abroad Scholarship endowments have a principal balance of \$368,820 (Source: GV University Development). Seidman study abroad scholarships draws from endowment interest from the Seidman Study Abroad Endowment, the Fred Bell Endowment, and the Paul and Sue Spindler Accounting Study Abroad Fund. IBAB guidelines recommend awarding ten to twelve scholarships per year, averaging \$1,000 each. Scholarship awards were significantly less than prior years because all spring/summer study abroad programs were cancelled by GVSU due to the COVID-19 pandemic.

Academic Year	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Number of SCB Study Abroad Scholarships	14	17	12	12	2
Amount Awarded	\$13,300	\$12,250	\$14,000	\$13,600	\$2,000

Prepared April 29, 2020