

**TOPIC: PROPOSAL TO OFFER A MASTER OF INTERNATIONAL MANAGEMENT AT COLORADO STATE UNIVERSITY-GLOBAL CAMPUS**

**PREPARED BY: IAN MACGILLIVRAY, ASSISTANT DEPUTY DIRECTOR FOR ACADEMIC AFFAIRS**

**I. SUMMARY**

This consent item recommends approval of Colorado State University-Global Campus's (CSU-Global) proposal to offer a Master of International Management (MIM) degree.

**II. BACKGROUND**

CSU-Global's proposal for the Master of International Management degree is summarized as follows, as excerpted from the institution's proposal:

*The Master of International Management (MIM) degree program is designed to prepare students for international management career opportunities within multinational industries and organizations. Today's dynamic global marketplace requires well prepared graduates who demonstrate strong leadership and understand cultural business issues that contribute to the international business community. Upon completion of the program, CSU-Global graduates will be prepared to confront challenges and seek strategic opportunities within the structure of global commerce. This graduate level program provides a comprehensive curriculum vital for a career in international management in the 21st century global economy. This proposed program consists of eight (8) core courses and a four (4) credit specialization (36 total semester hours of credit) required of all students within the degree program.*

**ROLE AND MISSION SUPPORT**

This degree supports the role and mission of CSU-Global, which reads, in part:

*CSU Global Campus is a baccalaureate and graduate on-line university with the mission in Colorado of offering upper division baccalaureate degree completion programs for nontraditional students in partnership with the Colorado Community College system and selected master-level graduate programs. [C.R.S. 23-31.3-101]*

## **EVIDENCE OF DEMAND**

Industry demand for the Master of International Management program has been evaluated through market research contracted by CSU-Global Campus and through industry career growth projections. Demand projections and market research are listed below:

- Demand for international graduate education will come from the following areas:
  - Middle East (4.5% annually for the next 17 years);
  - South Asia (4.5% annually for the next 17 years);
  - Sub-Saharan Africa (3.9% annually for the next 17 years);
  - Central America (3.5% annually for the next 17 years);
  - Oceania (5.5% annually for the next 17 years) (International Business Times, 2011);
- “Demand for international Masters and PhD programs is greater than ever before” (International Business Times, 2009);
- Based on a survey of U.S. companies, it has been concluded that there is a “continuing need for international business education in the U.S. Indeed, with the projected growth of international operations, additional international business education programs will need to be developed, particularly programs with a focus on Asia” (Kedia & Shirley, 2003);
- Monthly Google searches for international management related positions are approximately 33,115 (market research, 2011);
- Yearly graduates from international management related programs are estimated to range from 46-694 students per program based on the top 15 producers (market research, 2011); and
- International Management degrees conferred in the U.S. were 3,053 in 2009 (market research, 2011).

## **DUPLICATION**

No public colleges or universities in Colorado offer a Master of International Management degree program.

**IV. STAFF ANALYSIS**

Pursuant to Colorado Revised Statute 23-5-129(6)(b), department staff finds that CSU-Global's proposed Master of International Management (MIM) degree is consistent with the institution's role and mission.

**V. STAFF RECOMMENDATION**

**Approval of CSU-Global's proposal to offer a Master of International Management (MIM) degree.**

**VI. SUPPLEMENTAL INFORMATION**

Copies of all relevant materials are on file in the Academic Affairs office and are available upon request.

**STATUTORY AUTHORITY**

C.R.S. §23-5-129

(6) While operating pursuant to a performance contract negotiated pursuant to this section, the governing board of a state institution of higher education:

(b) Need not consult with nor obtain approval from the Colorado commission on higher education to create modify, or eliminate academic and vocational programs offered by the institution, so long as such creations, modifications, and eliminations are consistent with the institution's statutory role and mission. Institutions shall submit information to the department demonstrating that the creation or modification of an academic or career and technical education program is consistent with the institution's statutory role and mission. The Colorado commission on higher education shall have the authority to override the creation or modification of an academic or vocational program if the change made by the governing board is inconsistent with the institution's statutory role and mission.