

## PROGRAM REVIEW FOR CENTERS AND INSTITUTES

*Center/Institute:* Center for International Business

*Director/Administrator:* Katrin R. Harich, Professor Marketing

*College/Academic unit:* College of Business and Economics

*Contact Information:* SGMH 5109 ext 4674  
<http://business.fullerton.edu/centers/cib/>

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*Name of primary authors if different  
From Director/Administrator:*

### Self-Study

#### **1. Mission**

The mission of the Center connects to University goals and strategies particularly the goal that deals with providing opportunities to learn from external communities through internships, cooperative education and other field activities. Through its internship and outreach programs the center supports the B.A. in International Business degree program. In addition, the center supports faculty members in the creation and dissemination of research and teaching materials on international topics.

#### **2. Goals and Activities**

Program goals are developed collaboratively and annually by the staff of the center including the center director, associate directors, college dean and department chairs. The center's progress towards meeting goals is reported in the annual report. Recent goals included student short term study abroad, student long term study abroad, faculty exchanges and visitors from abroad. Related to the BA in International Business program, a goal was to prepare a report that summarized all current assessment results by the end of the semester. According to the self-study this goal has been met. Another goal was to build a website for the center - this goal also has been met.

#### **3. Resources and Sustainability**

Resources for the center come mainly from conducting international education and development programs for faculty members from Chinese partner universities e.g. Tianjin University of Finance and Economics, TUFU. CSUF faculty conduct classes for a period of six months for each visiting group of TUFU scholars.

#### **4. Organizational Structure and Governance**

The Center has a director and two associate directors. The director reports to the dean of the college. At present there is no governing/advisory board, however the center leadership is planning to establish an advisory board and has begun defining the role of the board and has met with two potential members.

#### **5. Highlights and Accomplishments**

The Center developed a summer study abroad program in China in collaboration with the college's partner university in Tianjin, China. The Center also participated in the review and revision of the BA in International Business. During the 2008-09 academic year a number of business faculty taught at the college's partner university in Germany (Hochschule fuer Wirtschaft und Umwelt, Nuertingen-Geislingen). Keeping with its mission to internationalize the College of Business the center leadership met with representatives of the Champagne School of Management in France for possible collaboration.

#### **6. Planning and Strategic Outlook**

As mentioned briefly above, the center participates in on going planning a process which includes the center leadership and college dean. Goals for the next three years have been established – they include: continue with and expand the college's summer programs, continue to develop the China Bridge Program, continue to form an advisory board for the center and continue to develop a fundraising program for the center.

#### **7. Viability**

The center does not report any threats to the center's continuance/viability and has developed strategic goals for the upcoming three years. See above.

#### **8. Appendices**

Attached to the report are financial statements from Auxiliary Services

#### **Summary and Recommendation(s)**

The Center for International Business has a distinct mission. It is essentially to internationalize the College of Business. The mission is executed through the implementation of a number of programs including study abroad opportunities for students; various exchange programs with colleges in China, Germany and possibly France. The leadership of the center engages in ongoing planning - a process which includes department chairs and the college dean. Three year goals have been identified. The center works closely with the BA in International Business program and has participated in the review and revision of its curriculum. Missing at present in

the governance structure is an advisory board; however, plans are underway to establish such a board. The Center for International Business is significant in fulfilling a college goal of internationalization but also and importantly fulfills the global awareness/global perspective goal of the University.

Reviewed by Council of Deans  
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*Gerald W. Patton*  
*Director of Assessment and Educational Effectiveness*