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Curriculum Integration at Baruch College: The International Business Major

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CURRICULUM INTEGRATION AT BARUCH COLLEGE: THE INTERNATIONAL BUSINESS MAJOR

Presented by Richard Mitten
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Overview of Presentation:

- Defining Curriculum Integration
- Curriculum Integration in Context
- The International Business Major
- The Exchange with the Berlin School of Economics and Law
- Expanding Curriculum Integration

What is Curriculum Integration?

Curriculum Integration (CI) refers to a variety of institutional approaches designed to develop paths to international learning for students in all degree programs in ways that ensure the academic integrity of both disciplinary and cultural learning.

Curriculum Integration: Elements

1. Departments assume “ownership” of specific study abroad programs that are recommended to their majors.

Curriculum Integration: Elements

2. Departments emphasize the value of an integrated study abroad experience in the advising and in the informational materials it provides to current and prospective majors.

Curriculum Integration: Elements

3. Departments explore adopting courses whose learning objectives are more clearly dedicated to imparting the knowledge, skills and attitudes deemed most relevant to preparing students for the increasingly “globalized” world.

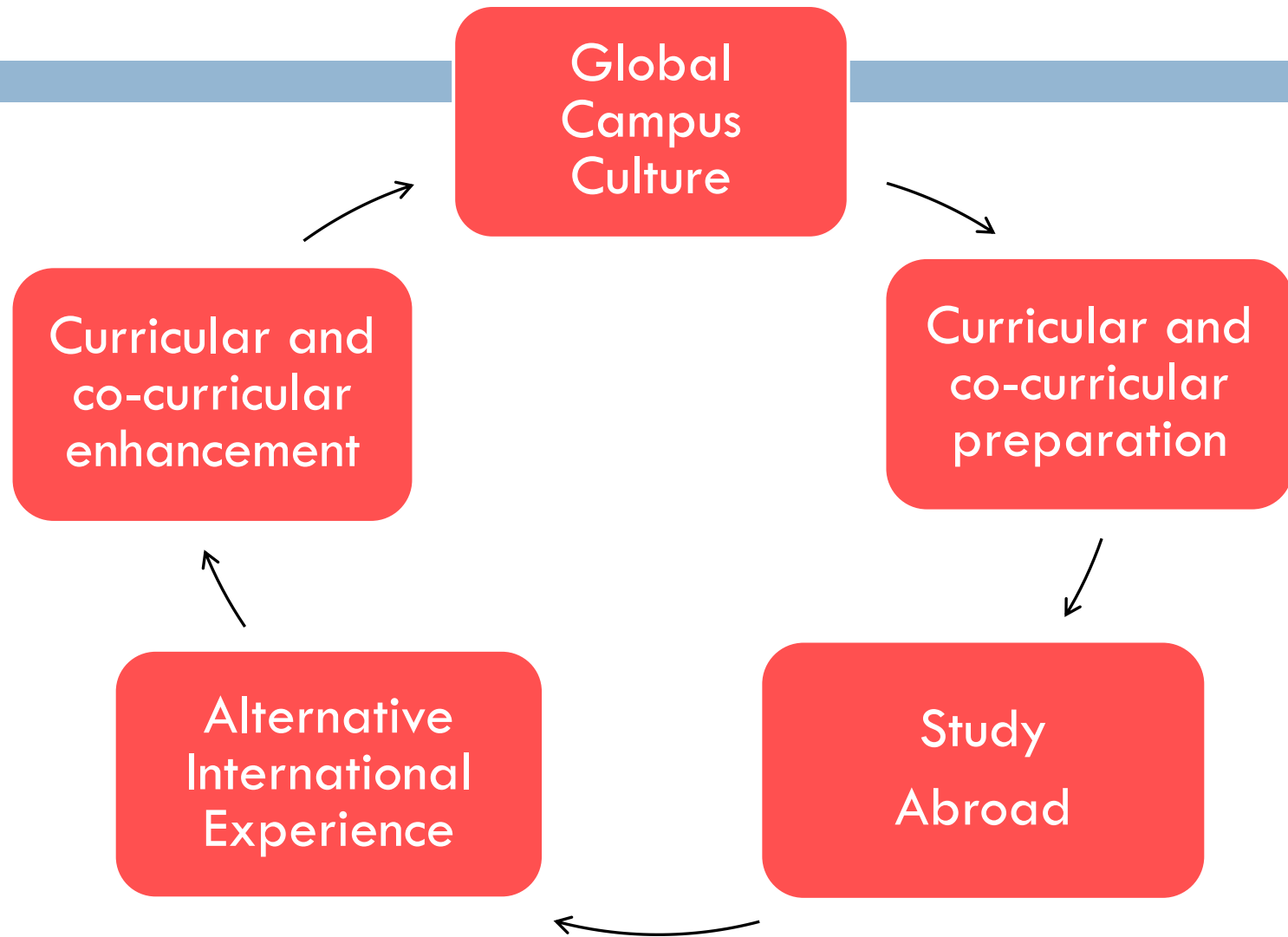
Curriculum Integration: Elements

4. Departments review their course offerings with an eye to the CI initiative. Articulation of courses with partner institutions can involve collaborative adaptation of respective curricula as well as matching.

Curriculum Integration in Context

Globally relevant education should comprise a set of educational aims and the means to achieve them through a creative combination of teaching and learning (both broadly defined) that takes place both on campus, in communities and abroad.

A Virtuous Circle



Curriculum Integration in Context

Kinds of International Experiences:

- Study Abroad
 - Semester-long Study Abroad Program
 - Short-term Study Abroad Program (January/Summer)
 - Short-term study tour embedded in course (Semester/Short-term)
- Work, Internship or Volunteering Abroad

The International Business Major

Designed to provide students with:

- a comprehensive understanding of international business principles
- an appreciation and awareness of foreign cultures and practices in both a business and social environment
- practical business experience in an international environment

(see p. 2 of handout)

IB International Experience

The international experience requirement was designed around a set of learning outcomes relevant to International Business majors, but not only to IB majors.

(see pp. 3-4 of handout)

IB International Experience



Semester Exchange

Berlin School of Economics and Law (BSEL)

- Cost-effective
- Course work towards major/minor
- Significantly more cultural learning

Baruch/BSEL Exchange

BSEL a good match for IB Major CI

- BSEL a University of Applied Sciences (*Fachhochschule*)
- BSEL has similar academic/pedagogical approach
- BSEL courses/programs in English

Baruch/BSEL Exchange as CI (1)

Preparatory course work at Baruch:

- IBS 3000
- IBS 4200
- MKT 3400

(see p. 2 of handout)

Baruch/BSEL Exchange as CI (2)

Course Articulation for IB Major:

- Elective and required courses

(Academic) Cultural Immersion

- Semester study at Schöneberg Campus
- Berlin Study-Plus at Lichtenberg Campus (course work plus internship)

(see p. 5 of handout)

Baruch/BSEL Exchange as CI (3)

Alternatives to semester study abroad help IB majors who cannot go abroad for a semester acquire the knowledge, skills and attitudes relevant to international business.

(see pp. 7-8 of handout)

Baruch/BSEL Exchange as CI (4)

Alternatives to Semester Study Abroad

- Short-term study abroad
- Internship abroad
- Global Student Certificate Program
- Analysis of IB Case Studies
- Previous international experience(s)

Baruch/BSEL Exchange as CI (5)

Integrating the International Experience

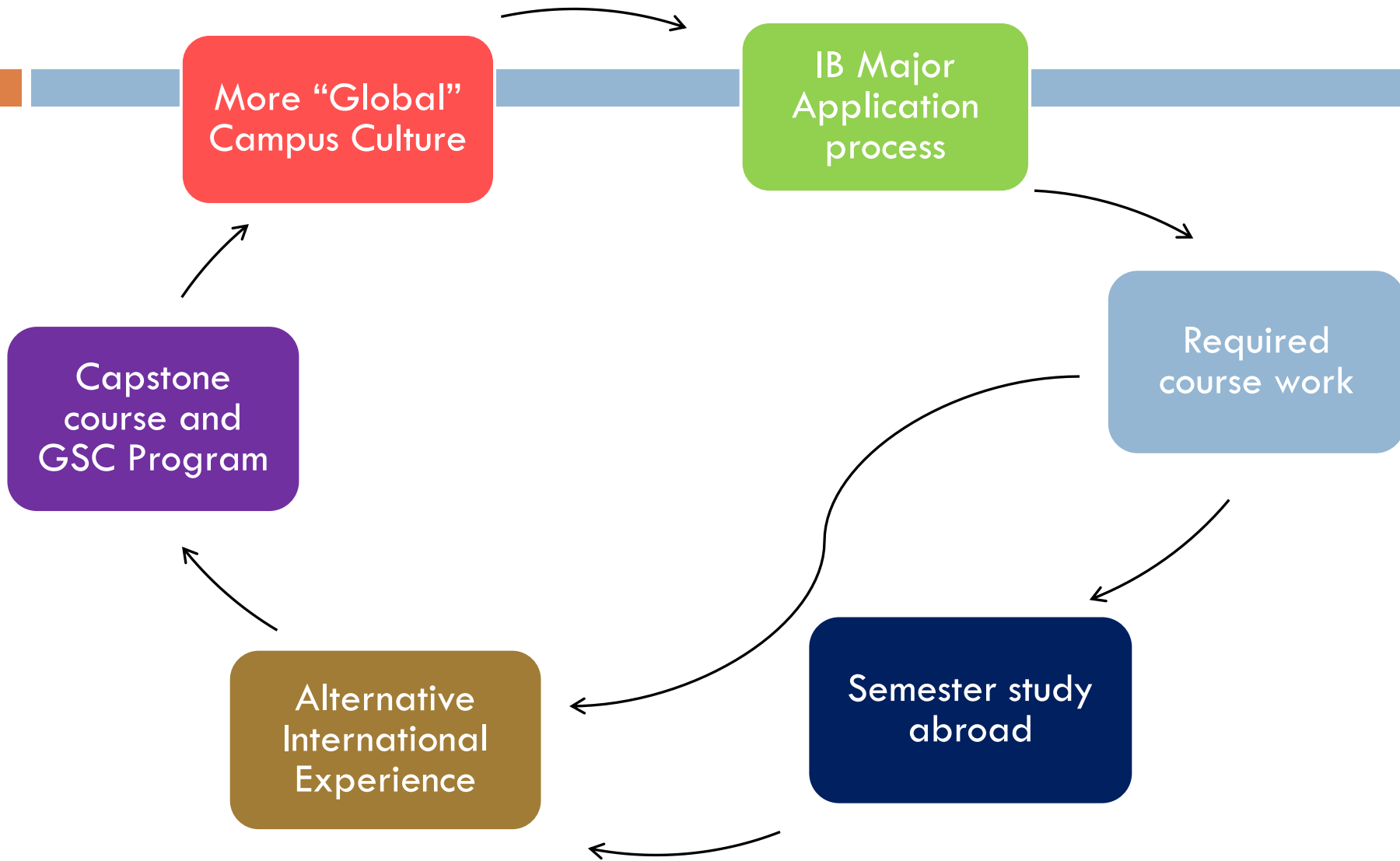
- Capstone course IBS 5750
- Course restricted to IB major cohort
- Class typically taken only after international experience
- Project-based learning

Baruch/BSEL Exchange as CI (6)

Co-curricular Enhancement of International Experience

- Global Student Certificate Program
 - Attend core seminars
 - Participate in designated cultural events
 - Complete Group Research Project

The IB Major as a Virtuous Circle



Challenges (1)

Curriculum Integration of a semester exchange program is one model for achieving meaningful global learning

IB Major and exchange with BSEL demonstrate that this model is viable and can be successful

Challenges (2)

To further develop global education:

- Expand CI across campus
- Expand variety of meaningful international experiences
- Make international experiences “meaningful”
- Enhance global culture at home campus (“bring the world to Baruch”)