

**New Program Proposal**  
**Bachelor of Arts, Artium Baccalaureus (B.A., A.B.)**  
**Major in International Studies with Concentrations in:**  
**Africa**  
**Asia**  
**International Comparative Literature**  
**Europe**  
**Latin America and the Caribbean**  
**College of Charleston**

**Summary**

The College of Charleston requests approval to offer a program leading to the Bachelor of Arts degree with a Major in International Studies, with concentrations in Africa, Asia, International Comparative Literature, Europe, and Latin America and the Caribbean, to be implemented in Fall 2010.

The Program Planning Summary was submitted to the Commission on August 3, 2006, and was reviewed by the Advisory Committee on Academic Programs at its meeting on October 11, 2006, at which time the Advisory Committee unanimously approved the Planning Summary with no substantive comment. The Board of Trustees approved the proposal on April 17, 2009, and it was submitted for Commission review on July 31, 2009. The full proposal was reviewed and voted upon favorably without substantive comment by the Committee on Academic Affairs and Licensing (CAAL) on December 3, 2009.

The proposal states that the purpose of the program is to prepare graduates with a comprehensive focus on international issues, foreign cultures, and societies based on an approach that draws from multiple disciplines in order to provide students with a broadened perspective on global issues and global development. The proposal further states that the program will provide students with knowledge of methodologies which are appropriate to the study of international phenomena; in-depth expertise in a particular region of the world or international theme; competence in a foreign language; and experience which is globally-relevant and gained through study abroad or internship abroad programs.

The need for the program is based upon increased student interest in international studies as well as in area studies and studies in the College's minor programs. The proposal notes that minors in international and area studies have increased 350% between Spring 2000 and Spring 2009. Moreover, the College cites that a recent survey of incoming freshmen found that 243 students indicated they would be interested in a major and/or a minor in International Studies. The College adds that the area of International Studies has traditionally been a very popular minor for International Business majors. Given that the major requires foreign language study and international education experiences, the program will provide the kinds of practical skills and first-hand knowledge that are highly valued by employers. The College states that several career paths exist for students who graduate with the International Studies degree, including international marketing agents; foreign exchange coordinators; foreign correspondents; human rights workers; translators and interpreters; and many others.

CHE

1/7/10

Agenda Item 8.02.A.2

According to the proposal, secondary education positions alone for researchers and professors in South Carolina are expected to grow by 29%.

According to the proposal, students majoring in International Studies are prepared for a broad range of international, government, business, academic, and non-governmental careers. For example, the proposal cites the U.S. Bureau of Labor Statistics which shows translators and interpreters will be in high demand with an estimated employment growth rate of 24% between 2006 and 2016. The proposal further states that the U.S. Bureau of Labor Statistics estimates a 10% growth rate in non-profit sector employment; the organizations represented by this sector would seek employees with the skills developed by the proposed International Studies program. Additionally, the proposal claims that the demand for secondary education, especially in South Carolina, is expected to increase by 29%

In 2005, the College formally established the School of Languages, Cultures and World Affairs, thereby committing itself to the internationalization of its curriculum. According to the proposal, the School's mission is to "prepare students to become knowledgeable, engaged citizens in an increasingly interconnected global society." The proposal notes that the School combines language instruction in 13 foreign languages with academic programs in over 14 interdisciplinary fields and provides for the incorporation of study abroad experiences as well. The proposal also notes that the subsequent establishment of the Office of International Education and Programs (currently the Center for International Education) has resulted in a marked increase in the number of students who study abroad: approximately 600 students studied abroad in places such as Spain, France, Chile, Argentina and Cuba in 2008-2009. The International Studies major is seen as a culmination of the institution's internationalization efforts to date.

The College states that the proposed program is modeled on programs such as those found at the University of North Carolina-Chapel Hill, the University of Iowa, and the University of Illinois Urbana-Champaign. Programs at these institutions also incorporate literature and culture; require at least three years of language study; and require experiential learning delivered primarily as study abroad or internship abroad programs.

According to the proposal, the degree will require 122 credit hours for graduation. Of these, between 42 and 54 credit hours are required in general education and between 34 and 35 hours in the International Studies major. Additionally, all International Studies majors must complete the equivalent of the College's 202-level language courses, an additional six credit hours of foreign language (or the equivalent as determined by their concentrations), and complete one semester or summer in a six-credit hour study abroad or internship abroad program. The proposal also states that all International Studies majors must take a minimum of nine credit hours at the 300 level in the International Studies major. According to the proposal, the degree will require that three new three-hour courses be introduced during the 2009-2010 academic year: Introduction to International Studies, Comparative Methodology in International Studies, and International Studies.

According to the proposal, there are currently two programs of this type in South Carolina: one at USC-Columbia and the other at Francis Marion University. The proposal states that the program at USC-Columbia is offered through its Department of

CHE

1/7/10

Agenda Item 8.02.A.2

Political Science and focuses on International Relations rather than on area studies. The proposal also states that the program at Francis Marion University is similar to the proposed program and notes that this program is also area-studies based; however, the proposal states that the curriculum available to students at Francis Marion University is more limited, especially in the non-social science areas, due to the smaller size of the institution. Data from the CHE program inventory indicate that USC-Columbia offers free-standing degree programs in European Studies, Latin American Studies, African-American Studies, and International Studies; and that Francis Marion offers options in Africa and the Middle East, Asia, Europe, Global Economic and Business, Latin America and the Caribbean, World Cultures, and World Politics. CHE data also indicate a program in General Asian Studies at Furman University, a program in Latin American and Caribbean Studies at the College of Charleston, a program in Other Area Studies at Wofford College, a program in Black Studies at Claflin University, a program in Intercultural Studies at Columbia International University, and programs in International Studies at Bob Jones University. It should be noted that the University of South Carolina's programs in European Studies and Latin American Studies have been listed as non-compliant programs for public four-year institutions, as was the International Studies program at Francis Marion University, in the recently released Report on Program Productivity, Fall 2004-Fall 2008 (September 30, 2009). These programs are currently listed as provisionally approved due to low program productivity. To avoid the problem of low productivity degree programs, the College has wisely developed a single umbrella program to encompass the various concentrations.

Because faculty members for the program will be drawn from 16 departments in disciplines which contribute to the International Studies curriculum as well as from the International Studies faculty (two tenure track faculty who deliver the core courses and who teach courses in two of the area studies programs), the College states that there will be almost 150 full-time and adjunct faculty who participate in the delivery of this program. Additionally, the proposal reiterates that the vast majority of faculty who will be associated with the delivery of the proposed International Studies major have full-time appointments in the 16 academic departments which will contribute to the program. For these reasons, the College states that no change is anticipated to occur in the number of faculty in the major over the first five years of implementation.

New enrollment in the proposed program is estimated to begin at two headcount students (1.0 FTE) in 2010-11, increasing to four headcount students (3.2 FTE) in the second year, increasing to 14 headcount students (13.5 FTE) in the third year, increasing to 24 headcount students (24.0 FTE) in the fourth year, increasing to 30 headcount students (33.5 FTE) by 2014-2015. If enrollment projections are met, the program will meet the current CHE program productivity standards. The College expects some students in the existing minor to enroll in the proposed program.

The program will not seek accreditation or specialized certification. In follow-up with CHE staff, the College stated that this degree is a traditional Arts and Sciences degree and that the institution was unable to identify any accreditation or specialized certification that would apply to the program.

The proposal indicates that there are minor on-site office moves associated with the implementation of the program. However, these changes were planned and budgeted prior to the development of the major and will involve no additional costs.

In the proposal, the College summarizes extensive electronic and print holdings in each of the academic concentration areas. As outlined in the proposal, collections and other library assets appear to be more than sufficient to support the new program's needs.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state associated with implementation of the proposed program for its first five years. Also shown are the estimated revenues projected under the Mission Resource Requirement and the Resource Allocation Plan as well as student tuition.

**Estimated Program Costs and Revenue**

	Estimated Program Costs		Estimated Program Revenue				
	(A) MRR Cost	(B) Other Costs*	(C) Actual State Funding	(D) Tuition	(E) Additional Revenue	(F) Total Revenue (C+D+E)	
<b>Year 1</b>	\$3,935	\$0	N/A	\$7,444	\$0	\$7,444	\$3,508
<b>Year 2</b>	\$13,118	\$0	\$2,104	\$25,213	\$0	\$27,317	\$14,199
<b>Year 3</b>	\$55,752	\$0	\$6,838	\$108,656	\$0	\$115,494	\$59,742
<b>Year 4</b>	\$99,698	\$0	\$28,406	\$193,779	\$0	\$222,185	\$122,487
<b>Year 5</b>	\$143,643	\$0	\$51,025	\$278,902	\$0	\$329,928	\$186,284

\*Includes costs of an extraordinary nature not otherwise included in the MRR cost calculation (e.g., costs for a new building required to support a program).

These data demonstrate that if the new program meets its enrollment projections as shown in the proposal, the program will be able to cover new costs with revenues it generates in the first year of its implementation and thereafter.

In summary, the College of Charleston proposes to offer a program leading to the Bachelor of Arts degree with a Major in International Studies. The proposed program will have concentrations in Africa, Asia, International Comparative Literature, Europe, and Latin America and the Caribbean. According to the proposal, graduates of the proposed program will be culturally aware, knowledgeable about the specific problems and potentials of their region of study, and prepared to take positions of responsibility and leadership in foreign markets or with groups which seek to work in the various regions and serve their populations.

CHE

1/7/10

Agenda Item 8.02.A.2

**Recommendation**

The Committee on Academic Affairs and Licensing commends favorably to the Commission approval of the program leading to the Bachelor of Arts degree in International Studies with concentrations in Africa, Asia, International Comparative Literature, Europe, and Latin America and the Caribbean at the College of Charleston, to be implemented in Fall 2010, provided that no “unique cost” or other special state funding be required or requested.