

From: [Richard A. Zipser](#)
To: [Ferry, Diane;](#)
CC: [Andrews, Rick;](#)
Subject: Re: Assessing Demand for IBS Minor
Date: Sunday, March 30, 2008 2:47:48 PM
Attachments:

Diane,

Thank you for sending me the revisions of the proposals, both of which look fine to me. One comment regarding the proposed minor in international business with language: I recommend that you revise the last paragraph on p. 3 as follows:

The minor in international business with language requires completion of the 18 credits required for the minor in international business plus completion of two courses at the 200 level in the language of choice, Arabic, Chinese, French, German, Italian, Japanese, Russian, or Spanish. Students are encouraged to incorporate a short-term study abroad program into their course of study, especially a Foreign Languages and Literatures program to a country that uses the student's target language. [This revision would eliminate the region studies course, as we did with the IBS minor, and increase the language requirement to two 200-level courses, same as the IBS minor. It would be much easier to administer without the region studies course requirement and have greater integrity as well.]

Regarding the survey: I have no experience with surveys, so this is something new for me. My inclination would be to send it to all students who are currently enrolled in a 100-level language class. Let me know if you like that idea, and then I will see how difficult it would be to do.

Enjoy your spring break!

Richard

----- Original message -----

>Date: Thu, 27 Mar 2008 17:20:35 -0400
>From: "Ferry, Diane" <ferryd@lerner.udel.edu>
>Subject: Assessing Demand for IBS Minor
>To: "Richard A. Zipser" <zipser@UDel.Edu>
>Cc: "Andrews, Rick" <andrews@lerner.udel.edu>

>
> Richard,
>
> Attached are copies of the latest revisions of the
> two proposed minors. I think we are close to final
> drafts. Please review for any discrepancies I might
> have let slip in. We plan to move forward with the
> IB minor with language for Lerner College students
> in order to get that proposal through the College
> level this spring.
>
> Bobby has asked that we put the IBS minor on the
> agenda for the fall College meeting, so that we have
> more time to prepare that proposal. The IBS minor
> for non-business students will require significant
> resources in terms of new courses from Lerner
> College. He has further asked that we assess the
> potential demand for the proposed IBS minor. So, a
> survey is being prepared, probably using Survey
> Monkey, but certainly an electronic survey. We were
> thinking that 107 students would be the appropriate
> students to poll to find out how strong interest is
> for the IBS minor for non-business students. 1) Do
> you agree that 107 students are the most likely
> population to consider the IBS minor? 2) Would you
> be willing to have the link distributed to those
> students after Spring Break?
>
> Diane
>
> Diane L. Ferry
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> Newark, Delaware 19711
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> _____
> IB minor_w_wo_language academic program approval form.doc (63k bytes)
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>revised_IBS minor academic program approval form.doc (70k bytes)