



Gwynedd Mercy  
University

**NASBITE**

**Virtual Conference**

**MAY 6, 2020**

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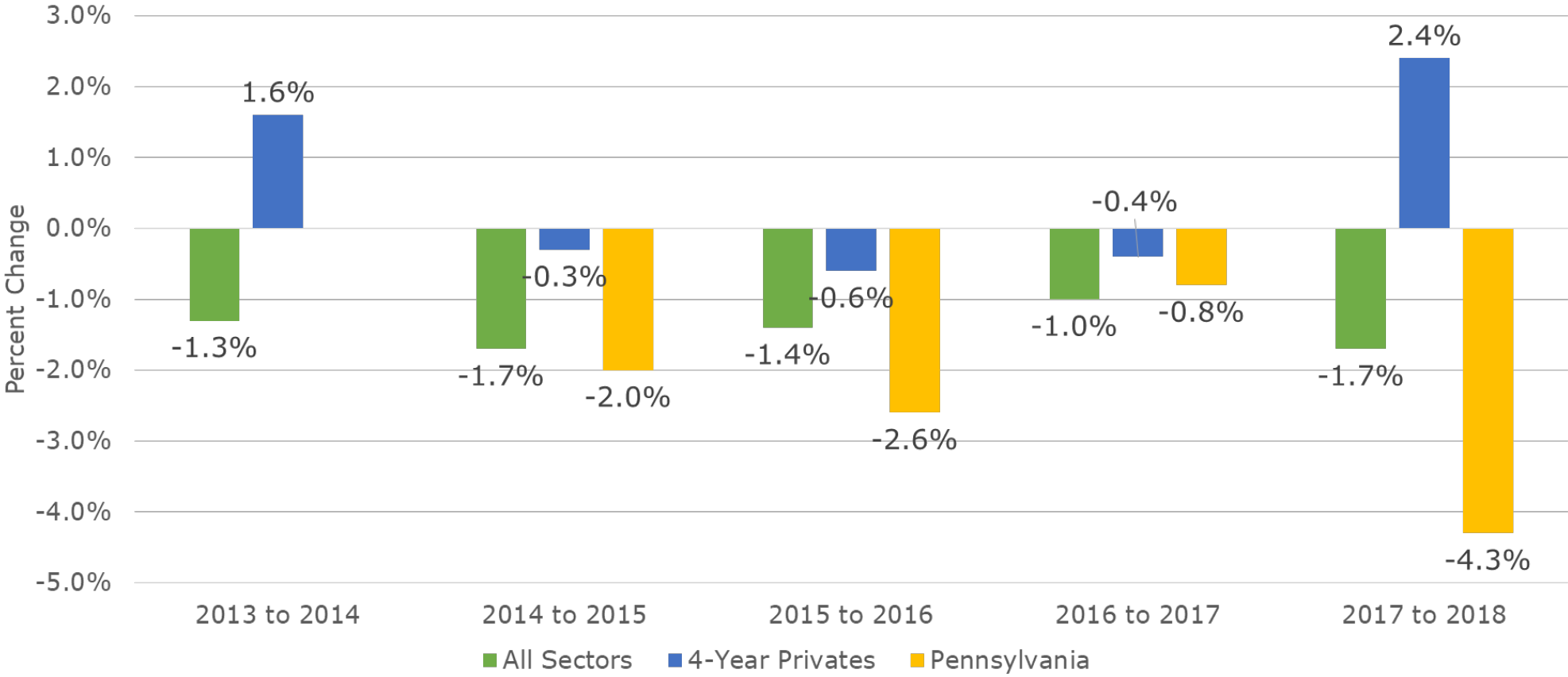


# AGENDA

- Trends in Higher Education in Philadelphia Market
- High Impact Practices
- MBA with International Business concentration - Gwynedd Mercy University
- Master of International Business - Cabrini University
- Question and Answer

# NATIONAL TRENDS

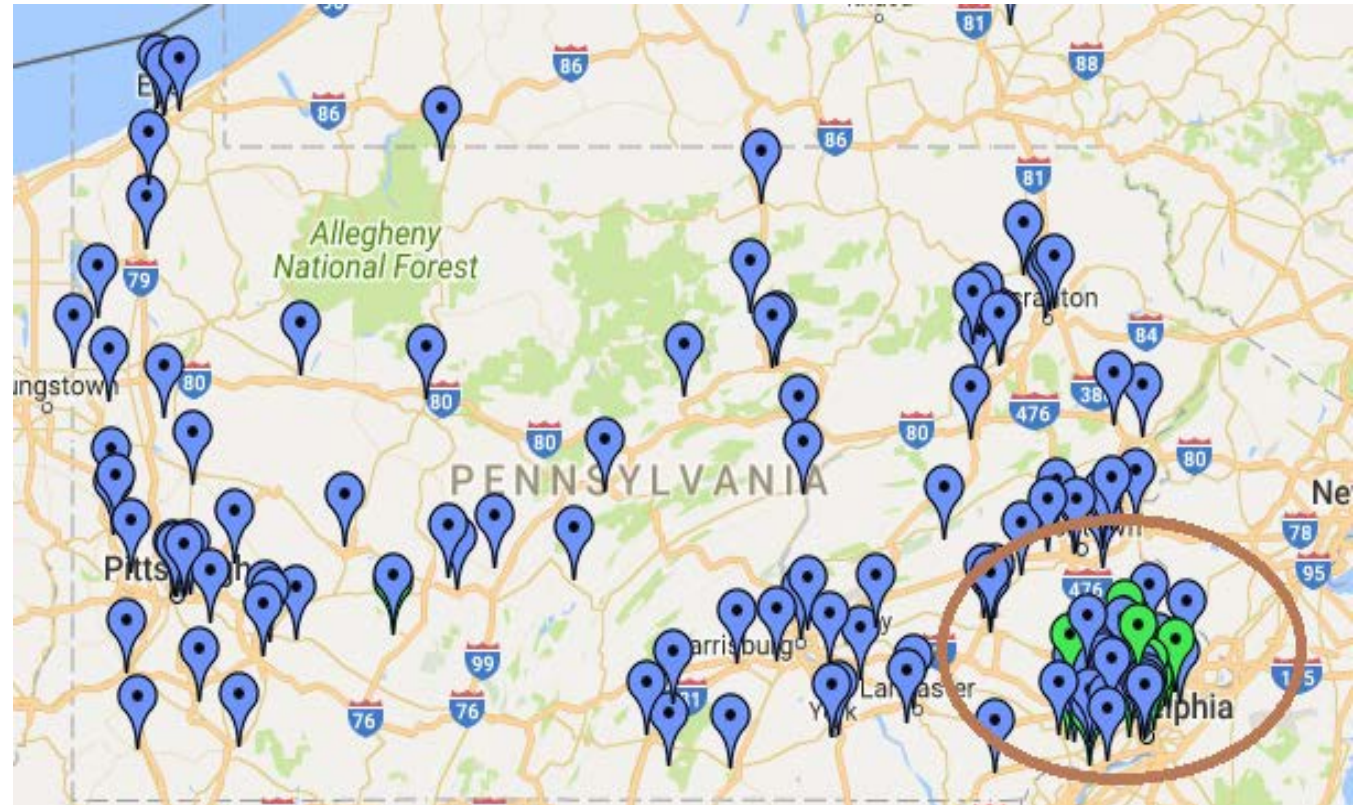
National Student Clearinghouse Enrollment Trends  
2013-2018



# PHILADELPHIA MARKET

- 46 four-year PA colleges/universities within 30 miles of GMercyU and Cabrini
  - 35 Private, Non-profit
  - 31 of a Similar Size
  - 12 Roman Catholic

• ^College Scorecard



# INTERNATIONAL DEGREE PROGRAMS

- **Burning Glass Market Research**
  - IPEDS, Bureau of Labor Statistics, Job Postings
  - Employment Potential
  - Competitive Landscape
  - Market Alignment
  - Key Competencies

## Graduate International Degree Programs

- Master's degree in International Business/Trade/Commerce
- Master's degree in Logistics, Materials and Supply Chain Management

# COMPETITIVE LANDSCAPE

- 59 degrees conferred in 2019, representing a decline of 53% between 2014-2018
- 7 Institutions in the Philadelphia MSA that offer Master's programs in Intl Bus
  - University of Delaware (Public); 20 conferrals; 33.9% market share; MS in Intl Business or dual MBA/MS
  - Arcadia University (Private); 18 conferrals; 30.51% market share; MBA with Global Perspective
  - Goldey-Beacom College (Private); 11 conferrals; 18.64% market share; MBA with Intl Bus concentration
  - Cairn University (Private); 5 conferrals; 8.47% market share; MBA - no Intl Bus concentration
  - University of Penn (Private); 4 conferrals; 6.78% market share; International MPA
  - Saint Joseph's University (Private); 1 conferral; 1.69% market share; Post MBA Cert in Intl Business
  - Temple (Public); 0 conferrals; 0% market share; 2 year Global MBA FT with 2 immersion trips

# EMPLOYMENT POTENTIAL

- 1,575 job postings in Philadelphia area (Jan-Dec 2019)
- Average growth projected for international occupations is 6.55% in Philadelphia compared to the total labor market growth of 4.2%
- Occupation groups include General Managers, Operations Managers and Office & Building Administration
- NJ is the 8<sup>th</sup> state and PA is the 9<sup>th</sup> state by job posting demand
- Average salary in the Philadelphia MSA for graduates with this degree is \$104,835, which is above the living wage of \$31,886

# MARKET ALIGNMENT

- 27% of job postings require Master's degree; 80% require Bachelor's degree
- Top industries are Manufacturing, Finance and Insurance
- 33% of job postings require 3-5 years experience; 22% require 6-8 years experience and 40% require 9+ years experience
- The top four job postings include Associate Director, Administrative Director, Director of Operations and VP of Operations
- The top employers hiring in the Philadelphia area include: Univ of Penn; JP Morgan Chase; Merck & Company; Johnson & Johnson; and Anthem Blue Cross



# JOBS RELATED TO INTERNATIONAL BUS/MBA

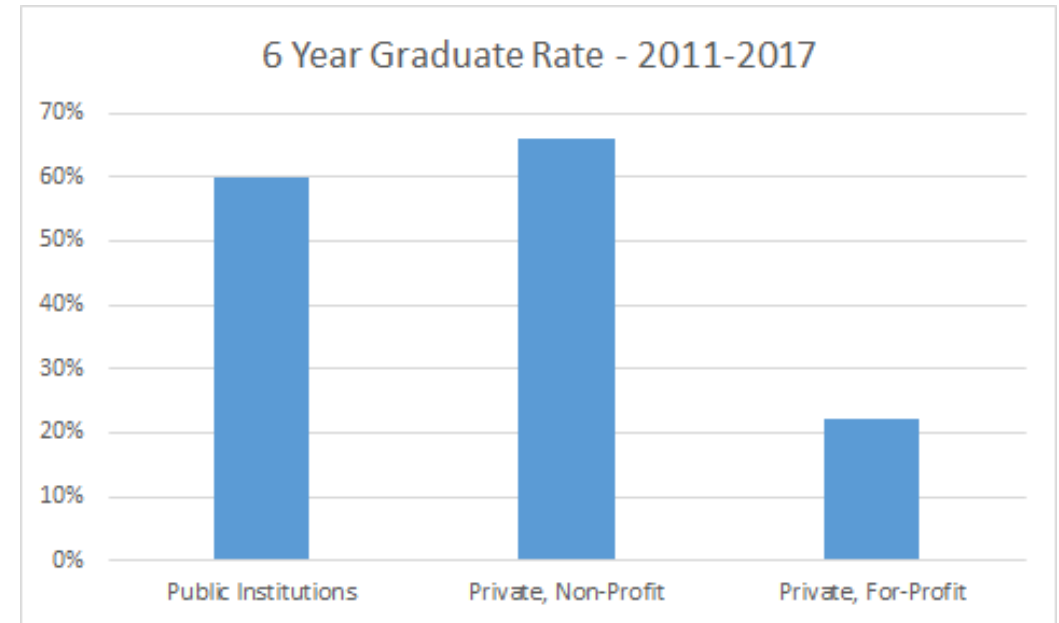
- Global business development director/manager
- International trade and customs manager/director
- International foreign policy advisor
- Multinational manager
- Import/export agent
- Global sourcing manager/director/VP
- Global quality manager/director/VP
- International trade and customs manager
- International foreign policy advisor
- Trade specialist/manager/director
- Trade analyst/manager/director

# KEY COMPETENCIES

- Top competencies include: Budgeting, Project Management, Staff Management, Strategic Planning and Business Development. International Business is not included in list
- Top baseline skills include: Communication skills; teamwork/collaboration; planning; problem solving; and research. No mention of international.
- Top software programming skills include the Microsoft Office suite
- Salary premium skills include project management; strategic planning; business administration and change management.
- Under top 15 certifications - the Certified Global Business Professional is not included.
- Drexel University is only school that offers a Master's in Logistics, Materials and Supply Chain Management, with only 7 degrees conferred in 2018

# GRADUATION TRENDS

Graduation trends are well below the goals of most higher education institutions.



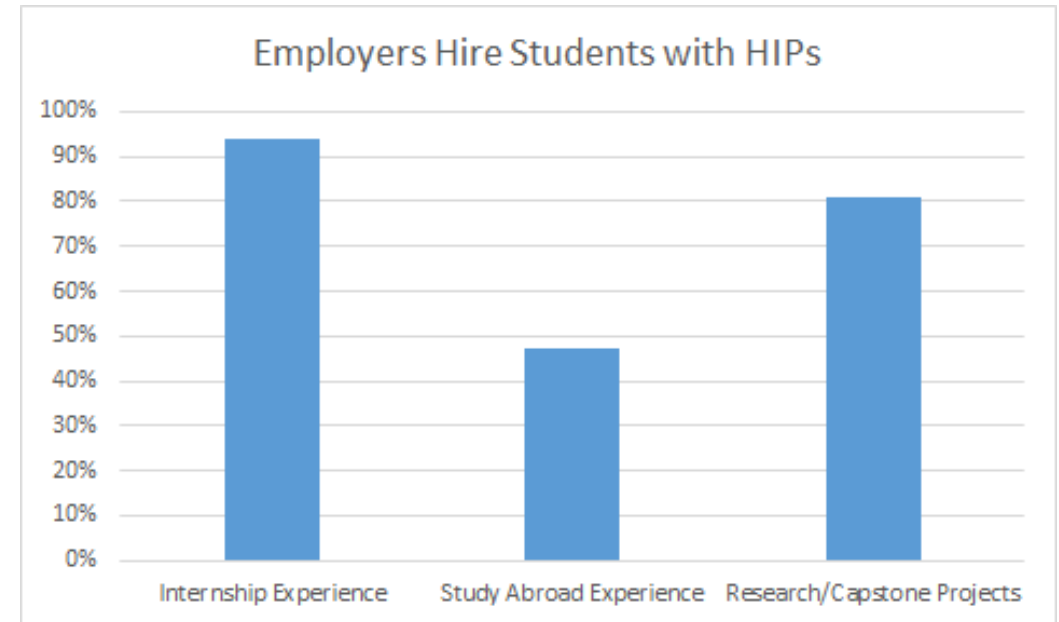
SOURCE: U.S. Department of Education, National Center for Education Statistics. (2019). *The Condition of Education 2019* (NCES 2019-144), [Undergraduate Retention and Graduation Rates](#).

# HIGH IMPACT PRACTICES

- How can we improve graduation and retention rates?
  - High Impact Practices (HIPs)
- "High Impact Practices are a set of practices aimed at improving persistence and graduation outcomes." (Kuh, 2008)
  - First Year Seminars and Experiences
  - Undergraduate Research
  - Common Intellectual Experiences
  - Diversity/Global Learning
  - Service Learning/Community-based Learning
  - Writing Intensive Courses
  - Internships
  - Collaborative Assignments and Projects
  - Capstone Courses

# EMPLOYERS ARE MORE LIKELY TO HIRE STUDENTS WITH HIPS

Employers are more likely to hire employees with internship experience with a company, research and capstone experience, and study abroad programs.



Source: Hart Research Associates. *Fulfilling the American Dream: Liberal Education and the Future of Work* (Washington, DC: AAC&U, 2018) from [aacu.org/leap/public-opinion-research](http://aacu.org/leap/public-opinion-research)

# GOALS FOR STUDY ABROAD AND GLOBAL LEARNING

- Business schools need to implement teaching approaches that develop graduates who are ethical, socially responsible, and globally aware.
- Business Schools need to design educational experiences through which students gain and demonstrate competencies so that they recognize the importance of the global experiences while encouraging them to reach outside of themselves to further develop their cultural competency.

# IMPACT OF GLOBAL LEARNING ON STUDENT SUCCESS

- Students are more likely to graduate in four years with moderate increase in GPA after study abroad experience (Hanover, 2016).
- Studying abroad improves students' intercultural understanding and communication skills (Hanover, 2016).
- Employers value study abroad experiences, and students who have studied abroad may have an advantage on the job market (Hanover, 2016).
- The AACU states global learning improve students' perspective while opening their and mind and developing responsible people who are attentive to diversity across the spectrum of differences (AACU, 2015).
- Students learn how their actions affect both local and global communities while addressing the world's most pressing and enduring issues collaboratively and equitably (AACU, 2015).

# GWYNEDD MERCY UNIVERSITY

- MBA with specialization in International Business (30 credits)
- Certificate in International Business (12 credits)
- Approved by the faculty in 2018-2019
- Launched in Fall 2019 with 2 students
- Program is completely online
- Students completing either MBA or Certificate will have content and knowledge to sit for the Certified Global Business Professional exam



# MBA CORE CURRICULUM

The MBA with a concentration in International Business is a 22-month advanced degree program. It includes 10 courses: seven foundation courses (a total of 21 credits) and the concentration (nine additional credits). Courses run one at a time, in seven-week sessions.

## Core Course Requirements

MBA600	Ethical Decision Making and Corporate Social Responsibility
MBA610	Strategic Management
MBA620	Accounting for Decision Makers
MBA630	Marketing Planning
MBA640	Managing Business Operations
MBA650	Managerial Finance
MBA660	Capstone Business Plan

# INTERNATIONAL BUSINESS CONCENTRATION

## International Concentration Course Requirements

MBA711	Global Marketing and Planning
MBA712	Supply Chain Management
MBA713	Trade Finance and Risk

# INTERNATIONAL BUSINESS CERTIFICATE

## International Business Certificate Course Requirements

MBA711	Global Marketing and Planning
MBA712	Supply Chain Management
MBA713	Trade Finance and Risk
MBA710	Global Management

# CGBP EXAM INFORMATION

- GMercyU's webpage regarding MBA with International Business Concentration
- <https://www.gmercyu.edu/academics/programs/masters-international-business-online>
- Graduates of this program can qualify to take the Certified Global Business Professional (CGBP) examination offered by the National Association of Small Business International Trade Educators (NASBITE). CGBP status shows employers, clients, and business partners that you bring advanced international trade and operations knowledge to the table.

# CABRINI - MASTER OF INTERNATIONAL BUSINESS

- MIB - Master of International Business Program (30 credits)
- Launch Fall 2020 - Launch is on hold due to COVID19
- Cohort-based, online degree that includes global commerce certification training and three international immersion trips that reinforce learned content.
- This 30-credit degree program includes 10 courses that are taught in 8 week increments and can be completed in just 15 months.
- This is an all-inclusive cost program which includes tuition fees, international travel expenses, the NASBITE certification exam fees, and books.

# MIB CURRICULUM

Course Number	Course Name
MIB 510	International Business
MIB 520	<i>International Finance (USA Tour - New York and Washington, D.C.)</i>
MIB 530	International Marketing
MIB 540	International Management
MIB 550	<i>Global Business in China (Beijing and Shanghai Tour)</i>
MIB 560	International Accounting
MIB 570	<i>European Union (Europe Tour - Brussels, Strasbourg, Maastricht, and Frankfurt)</i>
MIB 580	International Trade and Distribution
MIB 590	Global Strategy
MIB 600	Global Seminar (Embedded CGBP Certification)

# EMBEDDED NASBITE GLOBAL BUSINESS PROFESSIONAL CERTIFICATION (CGBP)

- Preparatory sessions are embedded within the final seminar course of the program to better prepare students for successful completion of the exam. This exam provides a benchmark for competency within global commerce and is taken as part of the final seminar course.

# QUESTION AND ANSWER

THANK YOU!

MARY H. VAN BRUNT AND ERIN MCLAUGHLIN