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CONCORDIA UNIVERSITY CHICAGO
COLLEGE of BUSINESS

RISK AND REWARDS OF INTERNATIONAL STUDENTS

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DOCTOR OF BUSINESS ADMINISTRATION &
MASTER OF BUSINESS PROGRAM OVERVIEWS

AGENDA

- Overview and history of the Concordia University Chicago
- Current State of International Students
- Developing International Relationships & Enrollment Flow, and Contracts
- Financial Risks, Government Intervention, Rewards & Revenue
- Instructor Perspective
- Program enhancement, types of programs, admissions requirements
- Questions.



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COLLEGE OF BUSINESS HISTORY

- College Founded in 2007
- International Partnerships
- ACBSP Candidate
- Undergraduate Programs (BA, BS)
- International Partnerships
- MBA Program
 - MBA Program began in 2008
 - Rapidly growing MBA
 - Student to faculty ratio (18:1)
- DBA Program
 - DBA Program began in 2015
 - Rapidly growing DBA
 - Student to Faculty Ratio (10:1)



CURRENT STATE OF INTERNATIONAL STUDENTS

- New enrollments of international students fell by 6.6% at American Universities in 2017-2018
- Second straight year in declines in new enrollments overall
- 8.8% Decline in graduate & professional students from India (2017-2018)
- 15.5% overall decline in the number of students from Saudi Arabia (2017-2018)
- China continued to increase at both undergraduate & graduate levels (4% & 2% respectively)
- Chinese students account for 33.2% of international students in the US.
- Chinese and India students account for more than 51.1% of all international students.

(Inside Higher Ed November 2018)



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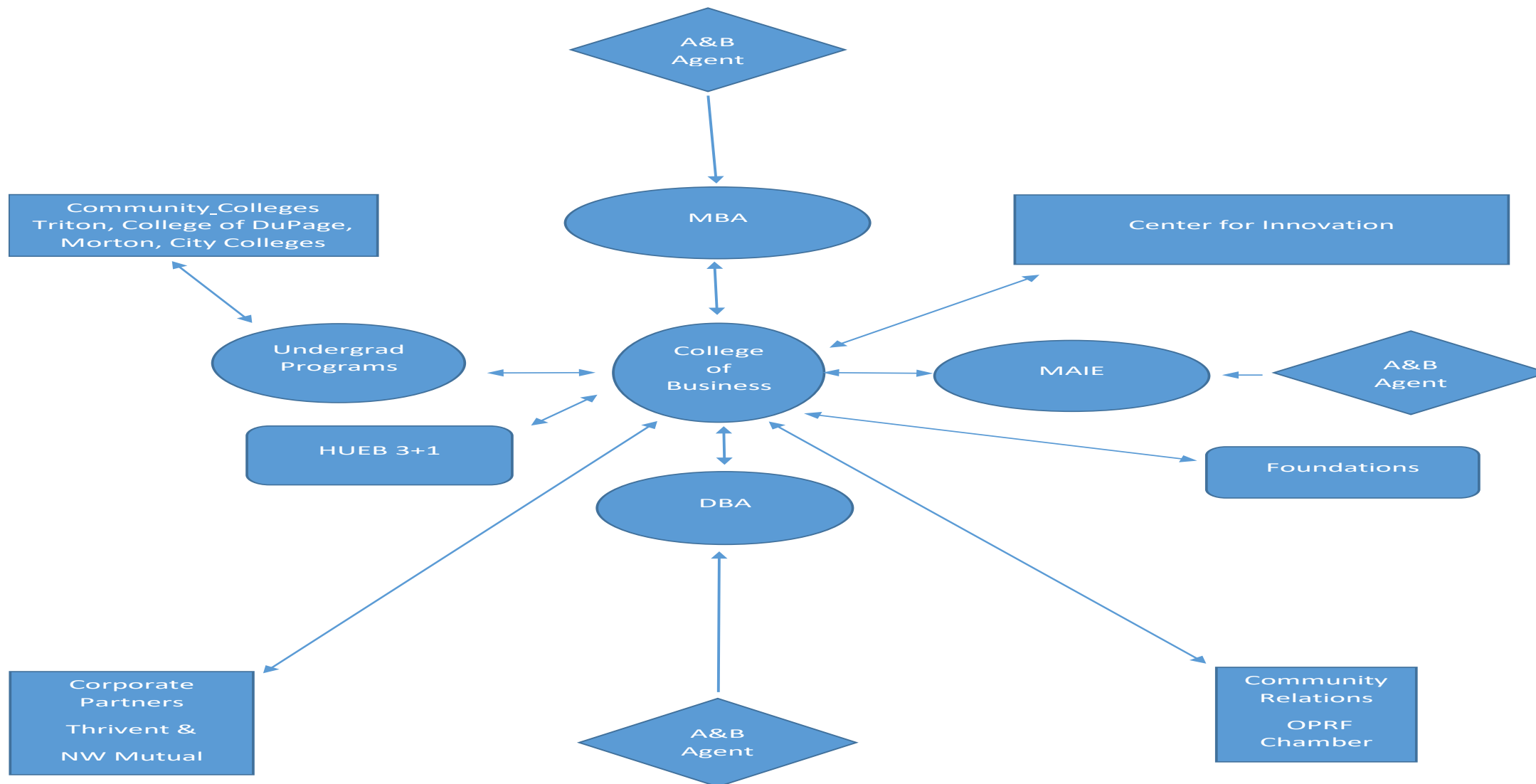
DEVELOPING INTERNATIONAL RELATIONSHIPS

- Is this part of your strategic plan?
- Examination of your current admissions marketing channels?
- Determine any conflicts with current channels.
- Developing the initial contact and who to trust to facilitate.
- Expense of travel with multiple visits
- What is your risk tolerance?
- Admissions guidelines for international students
- Passing interview with homeland security / immigration (SEVIS / INS)
- Confirmation of their intention to study.
- How does the tuition get paid and who pays the intermediary.



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ENROLLMENT FLOW



DEVELOPMENT OF CONTRACTS

- Responsibilities outlined in a Memorandum of Understanding (MOU)
- Development of formal international contracts to govern the program
- Legal fees for negotiation of the contracts
- Leadership ability to sign contracts and understand risks
- Arbitration and cancellation of contracts
- Need everyone diverse team to discuss operational flow



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FINANCIAL RISKS

- Design the student journey from initial contact to first day.
- What are the vendor duties to both school and student?
- Timing of the payments to the university
- What are the refund procedures of both tuition and referrals dollars?
- Guarantors to hedge against risk?
- When in default, who can collect the debt?
 - Best practices, react early, set limits, discuss with colleges, involve team



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GOVERNMENT INTERVENTION

- Awareness of the “Third Side” of the people impacted
- Trade wars and barriers to entry
- Students blocked from entry or re-entry
- Students need sufficient preparation for interviews by Homeland Security
- Awareness of new regulations and travel restrictions



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REWARDS

- Enhance enrollment
- Creates an international culture & perspective
- Increased diversity among students
- Prepares students to work in a global environment
- Extends the brand of the university / college



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REVENUE

- New source of tuition revenue
- Formalization of billing between parties
- Look at threshold return rate prior to moving forward
- Tight control over receivables



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INSTRUCTOR POINT OF VIEW

- Fascinating background of the students
- Eager to learn and diligent students
- Retain their culture and embrace the new culture
- Wanting to please and heavy family pressure to do well on assignments
- Enjoy the different pedagogy of American classrooms
- May have challenges with understanding lectures, reading, and writing in first courses
- Pressure on writing center for help
- Peers engage new students to help with the leap to new learning environment
- Instructors need to use global companies or common themes to illustrate points
- Instructors to eliminate metaphors and similes from language



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PROGRAM ENHANCEMENT

- Forces college to continually improve programs to meet the needs of a global student
- Engages faculty on a new level which encourages new scholarship and pedagogy
- Creates new ways for students to learn and engage international peers
- Adapting technology to improve course regardless of modality
- University wide commitment to help student acclimate to new environment
- Senior leadership to articulate relationship and commit to change when required



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TYPES OF PROGRAMS

Undergraduate

- 3 years in home country / 1 year in USA
- 4 year program
- On-line options
- Good exposure and lower risk
- Good students and experience for both international & domestic students
- Leads to referral to MBA or graduate programs on campus
- Passing Homeland Security / INS / SEVIS interviews for Visa

Graduate Programs

- 1 year MBA / 2 year MBA
- 1 + 1 DBA / 2 year DBA
- On-line options for MBA / DBA
- Students meet admission guidelines
- Passing Homeland Security / INS / SEVIS interviews for Visa
- Be prepared to have writing / remediation courses or tutors available
- Sizable interest in US graduate programs
- Leads to referral of doctoral programs



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ADMISSION REQUIREMENTS AND DOCUMENTS DBA

- Master's Degree in Business or related field with minimum 3.0 GPA
- Completed Doctoral Application for Admission
- Official Transcripts (Translated)
- Immigration Documents, Passport/VISA, Resident Alien Card
- Resume
- Two (2) Letters of Recommendation
 - One (1) Professional / One (1) Academic
- Five (5) years professional experience is recommended



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ADMISSION REQUIREMENTS MBA

- Getting Started: Your Application and Admission Requirements
- To be considered for admission to an MBA program, applicants must have earned a bachelor's degree from a regionally accredited institution and submit the following documents:
 - Application for admission: Apply online.
 - Objective Statement: Provide information on your future educational goals and/or objectives and their relationship to pursuing graduate work at Concordia University Chicago.
 - Transcripts: Provide one official, sealed transcript from each institution through which a degree was earned.



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ADMISSIONS REQUIREMENTS - CONTINUED

- International Transcripts: Any foreign transcripts must be evaluated by a Concordia-approved international credentialing service, such as:
- WES (World Education Services) or ECE (Educational Credential Evaluators) or AACRAO.
- Two letters of recommendation. Letters should be from individuals able to comment on the applicant's academic proficiency, personal character and competence and effectiveness in professional work.
- Professional résumé



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GPA REQUIREMENTS

- GPA Requirements
- Applicant's must show evidence of ability to achieve success in a graduate program through the following:
 - Full Admission: To be considered for Full Admission, candidates will present a cumulative grade point average above 2.85 or will have earned a master's degree with a 3.0 GPA or higher.
 - Provisional Admission (available only to US residents and citizens): To be considered for Provisional Admission candidates will present credentials that generally satisfy full admission requirements, but need to satisfy additional admission requirements such as special program prerequisites.



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GPA REQUIREMENTS CONTINUED

- All admission requirements must be satisfied by the end of the candidate's first semester of enrollment to continue in the program.
- Probationary Admission: To be considered for Probationary Admission, one or more of the following special conditions may exist:
 1. a cumulative GPA between 2.25 and 2.84 (on a 4.0 scale);
 2. holding a master's degree with a cumulative GPA below 3.0; and/or
 3. credentials/documents that raise cause for reservation for admission. Students admitted on probationary status must earn a 3.0 GPA in graduate course work within their first semester of enrollment to continue in the program



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INTERNATIONAL STUDENTS - CONTINUED

- English Language Proficiency
- A score of at least 72 (internet-based) on the Test of English as a Foreign Language (TOEFL), or 6.0 on the International English Language Testing System (IELTS) must be obtained.
- A Michigan test score of at least 85 or a minimum of 61 on the Pearson Test of English (PTE) may also be accepted. Alternatively, a prospective student may submit proof of successful completion of Level 112 at an ELS Language School (ELS) or certificate of Completion of Program from an English Language Institute (ELI), along with a recommendation of the program director.



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INTERNATIONAL STUDENTS - CONTINUED

- International students who have earned an advanced degree from an accredited institution in the United States, or students from an international English-speaking university (in which the lingua franca is English) need not submit English language scores.
- Foreign transcripts must be evaluated by a Concordia approved international credentialing service. Concordia accepts summary evaluations from WES (World Education Services), ECE (Educational Credential Evaluators) or AACRAO (American Association of Collegiate Registrars and Admission Officers). Students who want transfer credit towards a Concordia degree must request a course-by-course version of the foreign transcript evaluation



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INTERNATIONAL STUDENTS - CONTINUED

International students must qualify for regular admission to a degree program to enroll in coursework. All documents should be submitted at least six to eight weeks prior to the student's expected date of entry. I-20 forms will be issued after University acceptance is granted. The program length may vary for each student.

All documents and correspondence should be sent to:

Concordia University Chicago
Office of Graduate Admission and Student Services
Addison Hall, Office 158
7400 Augusta St.
River Forest, IL 60305

Fax: (708) 209-3454

Email: Grad.Admission@CUChicago.edu



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CONTACT POINTS & QUESTIONS



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THANK YOU

REFERENCES

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<https://www.insidehighered.com/news/2018/11/13/new-international-student-enrollments-continue-decline-us-universities>



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