



The University of Georgia

University Council
Athens, Georgia 30602

August 18, 2010

UNIVERSITY CURRICULUM COMMITTEE – 2010-2011

Mr. David E. Shipley, Chair

Agricultural and Environmental Sciences - Dr. T. Dean Pringle

Arts and Sciences - Dr. Roxanne Eberle (Arts)

Dr. Rodney Mauricio (Sciences)

Business - Dr. James S. Linck

Ecology - Dr. James W. Porter

Education - Dr. Yvette Q. Getch

Environment and Design - Mr. Scott S. Weinberg

Family and Consumer Sciences - Dr. Jan M. Hathcote

Forestry and Natural Resources - Dr. Sarah F. Covert

Journalism and Mass Communication - Dr. Wendy A. Macias

Law – No representative

Pharmacy - Dr. Keith N. Herist

Public and International Affairs - Dr. Jerome S. Legge

Public Health – Dr. Marsha M. Black

Social Work - Dr. Stacey R. Kolomer

Veterinary Medicine - Dr. K. Paige Carmichael

Graduate School - Dr. Malcolm R. Adams

Undergraduate Student Representative – No representative

Graduate Student Representative – No representative

Dear Colleagues:

The attached proposal to terminate the Coca-Cola Center for International will be an agenda item for the August 25, 2010, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Professor Jere W. Morehead
Dr. Laura D. Jolly



The University of Georgia

Terry College of Business

Robert T. Sumichrast, *Dean*
Simon S. Selig, Jr. Chair for
Economic Growth

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Athens, Georgia 30602-6251
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May 3, 2010

Fiona Liken
Director, Curriculum Management
Office of the Vice President for Instruction
480 East Broad Street
Athens, GA 30602

Dear Fiona:

Please find attached a copy of the Terry College's request to dissolve the Coca Cola Center for International Business. If there is any other information you need from us at this time, please let me know.

Sincerely,

Robert T. Sumichrast, Dean

/kms

cc: Daniel C. Feldman, Associate Dean for Academic Affairs

Request for Dissolution of the Coca-Cola Center for International Business

May 3, 2010

The Terry College of Business requests that the Coca-Cola Center for International Business be dissolved, pending approval from the University Curriculum Committee, President Adams, and the Board of Regents.

The Coca-Cola Center for International Business was originally proposed by Dean Niemi and was approved by Provost Prokasy on June 8, 1994. The University Council approved the proposal on November 7, 1994 and President Knapp approved it on November 8, 1994.

While the hopes of Dean Niemi for the proposed Center for International Business were high, Coca-Cola never endowed the Center. There is no money in an endowment account for the Coca-Cola Center for International Business. Coca-Cola does not provide an annual operating budget of \$100,000 as described in the original proposal (June 8, 1994). No fund agreement was ever signed and the Foundation account was closed in 2001. Because of the historic links between the University of Georgia and Coca-Cola and in recognition of Coca-Cola's contributions to the College in other ways (e.g., the Coke Lounge in Sanford Hall, support for the Masters of Marketing Program, and the Coca-Cola Chair in Marketing), the College has continued to provide operating expenses for international activities under the umbrella of the Coca-Cola Center. However, as the Center is now up for a seven-year review, it seems appropriate at this time to dissolve this formal entity as it has no staff members or budget per se.

Please note that we will continue to honor the Coca-Cola Corporation in the area of international business. On our website and in all our publications, our study abroad and exchange programs are under the umbrella term "Coca-Cola International Business Programs."

Please also note that the activities originally proposed as parts of the Coca-Cola Center are now performed by other entities within the Terry College of Business and their associated expenses are covered by state funds. The responsibilities for international education and programming now fall under the office of the Associate Dean for Academic Affairs. When the Center was originally proposed, the plan called for one full-time staff person in this area. Today, we have two full-time staff people in international programs, one who largely does the advising for international business majors and incoming exchange students and another who largely does the planning for study abroad programs and the advising for outgoing exchange students. Money to support international travel grants is now provided to Terry faculty members through their home academic units.

This request in no way suggests that the Terry College of Business is decreasing its commitment to international business. Indeed, Terry has continued and will continue to build up its educational efforts in this arena. Last year 570 Terry students studied abroad or were exchange students. All of our Executive MBA students now have an international residency component in their programs of study. We have introduced an international business co-major, which will double the number of undergraduate students (from 100 to 200) who will be able to study international business while they are students in Terry. We have established new exchange agreements with leading business schools in China, Austria, and Hong Kong. The enrollments for our own Terry Travels programs and the UGA at Oxford program remain very high. Thus, our request to dissolve the Coca-Cola Center speaks only to our desire to eliminate one particular structure which is no longer instrumental in achieving our strategic goals in international business.